



**Problem: How do I keep
track of the localization of
our theatrical marketing
creative content?**

.....

Solution #172
Our cloud-based ZOOcore system
brings control and order to
distributed workforces

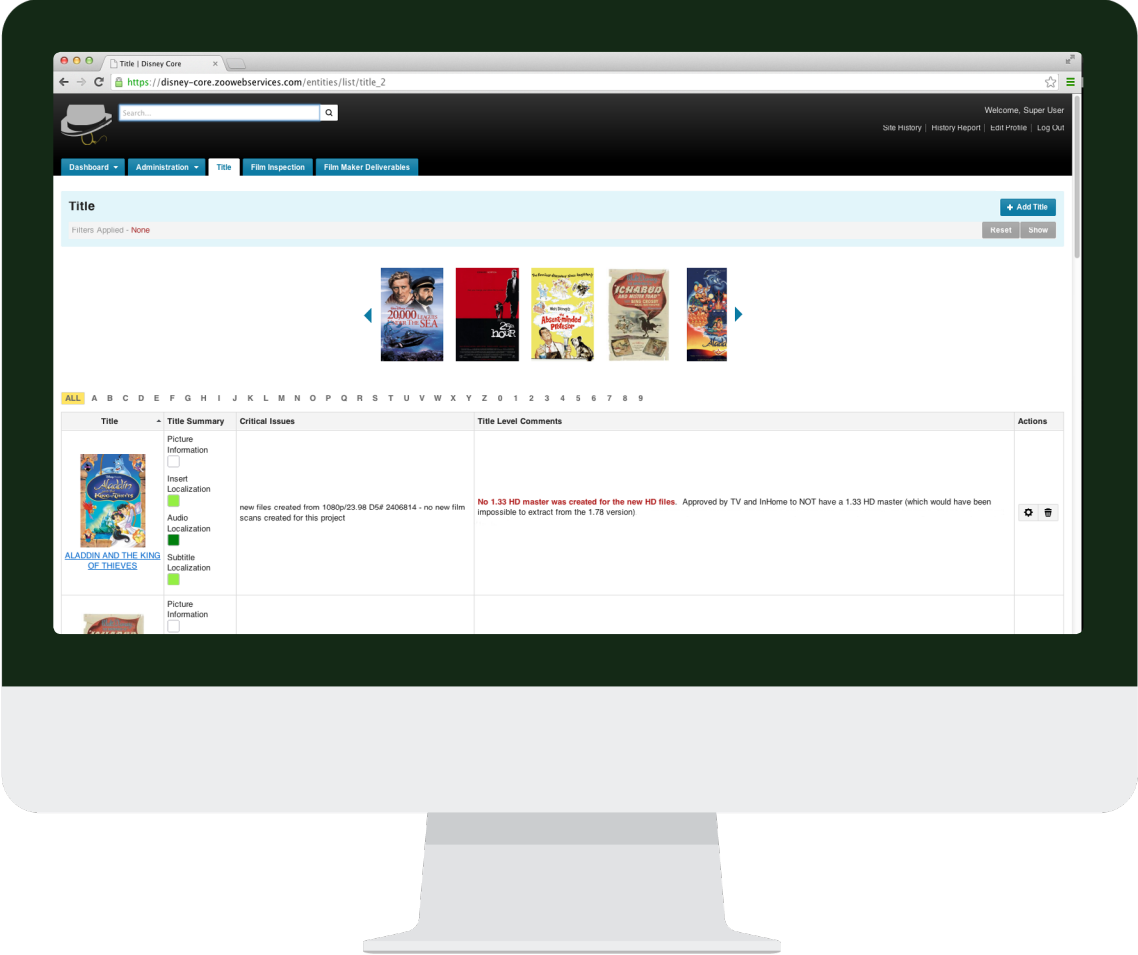
Major Film Studio Theatrical Marketing Content

Business Background

This major global film producer has multi-faceted divisions across all areas including digital, home entertainment, network and cable television distribution, studio operations, and consumer products and recreation. And within this organization, a small team of around 12 people manage the production of all international theatrical marketing.

The Requirements

Previously, the International Marketing team used huge numbers of print-outs to select, comment on and shortlist designs for movie posters. The workflows involved in approvals were very complex (what to do in different situations with various combinations of approvals/rejections) and there was significant inconsistency in how members of the International Marketing team did it.



The Soloution

ZOO build a customised cloud-based workflow system that allows the international marketing team to manage the whole process: brief, creative, narrowing-down ideas, finalising artwork, approvals, etc.

The system distributes design visuals to marketing people in 40 major territories and brings together their feedback in a manageable form.

It helps the International Marketing team to distribute the shortlisted designs to marketing people in 70 territories and gather their feedback, especially regarding requirements for internationalisation.

Our solution manages the review, feedback and approval process from legal, brand, marketing, etc.

- External design agencies load their artwork directly into the system
- In-territory marketing teams use the system to give their feedback on the proposed designs. Some also use it to submit their own designs for review and approval.
- Approvers, including branding, legal and marketing, use it for viewing media, commenting and approvals.
- ZOOcore provides a single place where every piece of marketing artwork can be reviewed, comments left and approval decisions recorded.
- The ZOOcore system automates the decision-making when different combinations of people approve or reject an idea.
- Our solution gives everyone a quick and easy way of sharing and viewing everything in one place that they need to progress each workstream. It tracks versions clearly and keeps comments, etc. attached.



Find out more

To find out how your organization can localize content more efficiently, contact our ZOOCORE team.

North America

📞 +1 (310) 220-3939

Europe

📞 +44 114 241 3700

Software-powered services for creative organizations

ZOO is a new generation provider of services that works with leading content owners and creative organizations to enable the delivery of media content globally, faster, and for less investment.

We offer highly efficient approaches to creative media production through the use of Cloud computing combined with talented people. This means that our customers can select the combinations of services and technology that best enable them to respond and react to ever-changing market dynamics.

We tailor our offering for each client to deliver quality and efficiency resulting in greater productivity and shorter time to market at lower cost.

www.zoodigital.com

🐦 twitter.com/zoodigitalgroup

🌐 linkedin.com/company/zoo-digital-group-plc

📘 facebook.com/zoodigitalgrp

📍 google.com/+ZOODigitalGroup