



# Reducing Packaging Design Delivery Costs

## THE CLIENT

As a Fortune 50 Company, the client is a global leader in the Consumer Packaged Goods (CPG) industry and produces a wide range of CPG in beauty, grooming, and household care units. The client's brands are available in more than 180 countries.

## BUSINESS CHALLENGE

The client wanted to improve productivity, reduce costs, and decrease time-to-market by implementing superior packaging and label designs.

Packaging typically accounts for a large amount of the production costs in any CPG company. Therefore, reducing the cost of packaging and label design has a significant impact on profitability. Additionally, packaging and label changes are frequent with new product releases, claims, and regulatory changes. Ultimately, improving the efficiency of packaging design improves time-to-market.

## THE RESULTS



**20% reduction in artwork budgets**



**60% of design manager's time was freed up**



**15% of marketing team freed up to focus on strategic work**



**Improved speed-to-market by 20%**



**Achieved 30% cost savings on production budgets**

## HOW CORBUS HELPED

- » **Established** Packaging Design Delivery Services as an outsourced business process solution
- » **Empowered** designers to focus on design strategy and consumer understanding
- » **Delivered** services through a global network from a number of diverse locations including the U.S., Europe, Asia, and Latin America
- » **Separated** design activities from project management and execution activities to allow resources to focus on the most effective/efficient work activities
- » **Provided** a comprehensive solution that included processes, staff, and quality management assurance
- » **Worked** closely with production managers, coordinators, creative agencies, digital production agencies, brands, legal teams, and internal designers to deliver superior business results
- » **Implemented** a number of cost reduction and process improvement strategies/systems (process standardization/simplification, vendor rationalization, color standardization, digital asset management, and virtual prototyping)
- » **Produced** design briefs, innovative plans, critical path schedules, project/operational scorecards and metrics
- » **Delivered** on-time and within budget

