Automating Media Campaign Executions

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 consumer packaged goods in beauty, grooming, and household care units. The client's brands are available in more than 180 countries.

BUSINESS CHALLENGE

The client's complex infrastructure of leveraging multiple organizations to launch media campaigns resulted in delays, inefficiencies, and overall waste.

Many of their processes were being managed via email and phone calls. As many as 30-45 emails were being exchanged per campaign launch. In addition, leadership had little to no visibility of the media campaign pipeline. Campaign assets were regularly delayed without proper notification to key stakeholders. Therefore, the client needed standardized oversight, automation, and project management professionals to fully restructure their internal process flows.

THE RESULTS

Increased campaign launch times by 80%

Reduced the number of touch points by 80%

Expedited media campaigns by consolidating and clarifying pertinent project information

Enabled stakeholders to access historical campaign reference and archives

CORBUS
A Soin Company

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HOW CORBUS HELPED

» **Diagrammed** campaign process from initial planning to execution

» **Simplified** communication between the media buying agency, global governance team, and media buying vendors

» **Reduced** the number of email and communication breakdowns by 80%

» **Provided** automatic notifications when upcoming deadlines were at risk for being missed

» **Assembled** a common repository of media brief data for all stakeholders

» **Standardized** and condensed timelines for executing media buys

» **Clarified** data entry for all parties by creating templates for similar buys

» **Added** accountability to appropriate parties when deadlines were not met

» **Created** workflow system which automated campaign process from planning to execution using online forms

» **Leveraged** self-contained data entry options