Creative and Digital Production Services

Ensuring that great concepts are perfectly executed

Has the need to produce materials in multiple formats, for multiple channels and multiple devices become a barrier to fast, cost-effective execution of marketing?

Production decoupling: the future of efficient marketing

If your organisation is marketing itself through multiple channels, both print and digital, you’ll know that the production of materials and execution of campaigns has become much more of a challenge.

When we speak to marketing operations and procurement teams, we hear a familiar refrain: “we know our requirements are more complex, but surely it shouldn’t be so time-consuming and costly to produce the materials we need? Isn’t there a better way to manage artwork and digital production?”

We think there is. The secret lies in ‘production decoupling’: separating marketing execution from creative development and making sure that each is done as effectively as possible.

Why decouple execution from the creative process?

You’ll likely use a specialist or high-end agency to develop the right message, creative concepts, words, images and formats for your campaigns. But are they the best hands to manage production?

If you think about what you ideally want in a ‘production house’, it’s not really the core business of a creative agency:

- Processes and technologies that make production workflows more automated, rigorous and visible.
- Competitive prices for dealing with high volumes of artwork: the nitty-gritty of brand compliance, amendments, version control and repurposing of existing materials.
- A platform for managing brand guidelines, creative assets and templates, and making them easy for multiple agencies to access.
- The expertise to ‘build once, use many’: to create a single source of content for reuse across channels; configurable artwork templates that non-experts can use; websites and apps that automatically adapt to different user interfaces.

Why Xerox Creative and Digital Production Services?

We’ll help you and your agency be more productive in executing creative ideas. We take cost and time out of artwork fulfilment, digital production and campaign execution. And we bring greater process rigour to these activities.

The result? You’ll deliver better quality materials, execute campaigns more quickly, and save overall – typically 15–25%.
How we do it

We’ve invested heavily in delivery capabilities that combine production expertise with sophisticated technology for managing workflows and creative assets. For you this means:

• Control and visibility of processes:
  Steps don’t get missed, schedules are actively managed, approvals happen promptly, and you get all the reports and management information you need.

• Integrated activities:
  We’ll help you join up previously disjointed processes and activities to align different channels, different business units, or suppliers working in different ways.

• Better brand compliance:
  From smoother review and approval processes to digital asset management, we can help you enforce your brand guidelines more effectively. We’re also experts at creating and using artwork templates that minimise the time and effort to produce brand-compliant materials.

• Flexibility in content use:
  We’ll help you establish a single asset repository for reuse across channels. We’re experts at adapting materials for different size, format and platform requirements.

• Scalability:
  Our global processes and platforms are designed to scale. Whether it’s gradual growth or a sudden need for a complete rebrand, we can handle the volume of work you have.

Don’t just take our word for it

We’re handling creative and digital production for many well-known global brands. A few examples:

40% savings for a retail bank.
One large national banking group sees significant benefit in procuring artwork and print as a single service and has us managing production for all of its print marketing, covering workflow, digital asset and brand management; artwork layout and amends; and rebranding work.

75% savings for an electricals manufacturer.
This global company turned to us to produce digital product marketing materials, including an e-brochure and apps for iOS and Android. As well as building the digital outputs we introduced a digital review and approval process and an online ordering process for customers who wanted to order a printed version of the brochure. The company saw:
  • 240% growth in channel use of digital materials
  • 60% drop in hardcopy orders, contributing to a 75% drop in spend on this product marketing activity

Scope of the service

Artwork processes
• Development and management of brand guidelines, style sheets and templates
• Large-scale rebrands

Creative services
• Creative design, artwork and production
• Image editing and retouching
• Photography, illustration and animation

Digital production
• Adaptive and responsive design
• Development of websites, apps, videos, multimedia and interactive materials
• Multi-channel output management

Campaign execution
• Content production across all channels
• Integrated publishing

Let’s talk

Xerox has been improving marketing production for clients around the world for more than 20 years. By working with us you’ll benefit from our technology innovation, process rigour and global scale, while dealing with a division small enough to provide a personal and responsive service.

We also offer a full range of creative services that complement our clients’ lead agency relationships, including cost-effective execution of campaign creative treatments or, where appropriate, full concept development and implementation for briefs requiring a low-cost alternative. Our clients find us an efficient and helpful alternative to their lead agency.