



>25%

Cost savings

## Cut Costs by Consolidating the Marketing Supply Chain

### The Challenge

- Drive down costs in the creation and execution of marketing campaigns to doctors and consumers.
- Rationalise a fragmented supply chain of 60 marketing suppliers.
- Improve visibility and control of spending.
- Outsource non-core activities.

### The Solution

- Single supplier for above- and below-the-line campaigns: TV advertising, print advertising, digital and direct marketing.
- End-to-end campaign management process including creative concept development, copywriting, artwork, video, pre- and post-media, print procurement and fulfilment, brand governance.
- Fully managed service with integrated reporting on quality, SLAs and spending.

### The Results

- Marketing supply chain cut from 60 suppliers down to one.
- Cost savings of over 25% on marketing campaigns.
- Better compliance with brand guidelines across campaigns.
- Improved business unit satisfaction with innovation and adoption of new technologies, for example 3D animations and displays.

Country:



Europe

Key Customer Benefits:



Cost reduction



Information security and risk



Revenue growth



Flexibility and scalability