



io integration

spotlight



case study





case study



Marketing Magazine's 2011 Agency of the Year, VCCP has created fun, youthful campaigns for brands such as McDonalds, Coors Light, Capri Sun, and the British airline easyJet. Thanks to the agency's proven creative formula, the telecom company O2 has advanced from 3rd to 1st place in the UK market—with just half the media spend of its competitors. And in just eight weeks, price comparison website comparethemarket.com went from a ranking of 4th to 1st in spontaneous awareness compared to rivals who spent twice as much on marketing.

When it comes to the day-to-day production of its media assets and marketing communications, VCCP has a similarly successful formula. In 2012, VCCP engaged IO Integration (IOI) to help make the most of its cutting-edge marketing automation technologies. As a result, the agency has been able to scale operations and produce more work faster as more and more big-name brands have come knocking on its door.

Simon Walker, VCCP's Head of Production and Studio Manager, cites three rules for success when adopting marketing technologies. "First, keep things simple," he says. "You want your new systems to be so easy to use that they're almost unnoticeable to the people using them. Second, since elegant solutions take longer to plan and set up, you need to allow the proper amount of time to get your new systems up and running. And third, you need to start small and then slowly roll out your tested functionality and processes to more and more groups. We started with print production in our Design group, and now everyone uses the system, including our Digital and TV groups."

"You want your new systems to be so easy to use that they're almost unnoticeable to the people using them."





“Now, with Xinet in place, there’s no more duplication of assets or ads, and everything is stored in a logical format, including our video files,” says Walker. “And we’ve created a new revenue stream by charging clients for Xinet access.”

VCCP started by automating its file production workflows using DALIM TWIST. Walker and team set up TWIST to deliver InDesign files to the agency’s Specl campaign management tool, with TWIST then being automatically driven by XML to send files on for automatic colour profiling, colour proofing, and final PDF creation. Once a PDF file has been created, a user can simply open it in a browser for a final look and then click to send it on for publication. VCCP also uses TWIST for automatic FTP upload to hot folders that trigger notification emails with links.

After its success with TWIST, VCCP adopted Xinet to better manage its digital media assets. “We didn’t have a centralised repository for our assets,” Walker says. “Files were stored in a haphazard way, and our international staff members were remaking assets from scratch, which wasn’t a good use of resources.” Also, VCCP’s client easyJet needed a more efficient way to access the enormous library of images the agency was creating for them.

“Now, with Xinet in place, there’s no more duplication of assets or ads, and everything is stored in a logical format, including our video files,” says Walker. “And we’ve created a new revenue stream by charging clients for Xinet access.”

VCCP set up a custom easyJet portal to Xinet that has more than 100 authorised users. “It took us about two months to create that first, fully branded portal site and establish the system of usage rights,” says Walker. “Recently we did a portal rollout for another client and it took us a fraction of the time. So it gets less tricky as you go.”



"IOI's Professional Services and Support teams have been great," Walker says. "We look forward to continuing to partner with them to streamline our workflows in ways that improve our agency's bottom line."

What's more, VCCP and IOI just launched an internal approval process based on Xinet and the IOI Filter tool, which lets system administrators control content access. Now, when an external client views an asset or ad layout that's ready for approval, Xinet automatically moves the file to an external folder and the IOI Image Mail tool sends an HTML email to the client for formal review. "It's a beautifully simple process that's elegant to use," Walker says.

He also notes that all of VCCP's production and design printers are controlled by TWIST and Xinet. "Everything is so easy to use," he says. "We've had no complaints from either internal or external users."

Next, Walker and team plan to upgrade to Xinet 17 to take advantage of Video module updates and mobile device support.

"IOI's Professional Services and Support teams have been great," Walker says. "We look forward to continuing to partner with them to streamline our workflows in ways that improve our agency's bottom line."

