



Success story

CRE8IVE

Industry

- Media

Solutions

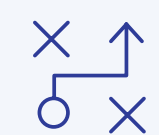
- OpenText™ Hightail™

CRE8IVE

CRE8IVE transforms the creative review process with OpenText Hightail

Design agency saves time and increases productivity and client collaboration during the creative review process

Results



Centralized and streamlined process for collecting and reviewing creative assets



Accelerated feedback and approval process



Improved client and creative team collaboration

"We saved ourselves a lot of time this year. One of our client services managers managed the whole process alone and it worked famously. We spent more than double the amount of time managing the project last year, so Hightail made us 150% more efficient."

Alberto Florez
Creative Partner
CRE8IVE





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CRE8IVE is a design agency that specializes in graphic design, media, print, digital and branding. Located in Canberra, Australia, the agency serves government clients and private companies across industries. CRE8IVE helps clients tell compelling stories to reach their audience, thoughtfully and authentically, using innovative strategy, design and technologies.

CRE8IVE takes brand campaigns to multimedia platforms, including print and especially digital. One major project, the Canberra Convention Bureau's Meeting Planners Guide, required collaboration across multiple parties. Over several years, CRE8IVE compiled information about conference, meeting and event venues to help event planners select appropriate locations for their events.

The guide also included advertisements from more than 40 businesses. Collecting the creative assets from advertisers was difficult for the agency.

The businesses submitted text and photos to the CRE8IVE team who typeset the ads and sent them back to the advertisers for review. There were often issues or mistakes, such as advertisers submitting low-res images that weren't print-quality and requesting last-minute changes.

"After the first year, which was a nightmare, we built our own asset management system. But that was so rigid, it quickly became hard to manage. By this year, it was simply untenable to keep maintaining this six-year old code," explained Alberto Florez, creative partner at CRE8IVE.

After evaluating several options, the agency selected OpenText™ Hightail™, a cloud service for file sharing and creative collaboration, built especially for managing creative projects. Florez noted, ***"OpenText Hightail met our needs for this project. We investigated services from two competing firms but Hightail was the easiest to use."***

Hightail provides a centralized repository that delivers client-ready views of creative assets via dedicated workspaces (Spaces), where clients can preview hi-res images and videos without downloading large files. For the Meeting Planners Guide, the

CRE8IVE team set up a Space for each advertiser so they could review their ads and mark up their changes, quickly and easily. The solution facilitates clear and precise comments by allowing multiple reviewers to put feedback directly on the creative asset and automatically sending approval notifications to project stakeholders when their input is needed.

"We took the time to show clients how it worked and it proved to be a really great solution. The ability to comment on PDFs was popular, though the approval process was the real winner. They could approve the ad with one click and we could see what was approved from the thumbnails," reported Florez.

With everyone on the same page and all assets in one place, the CRE8IVE team saved time and money. And by having multiple reviewers comment in realtime, the agency eliminated delays associated with waiting for feedback to be reviewed by the team one by one.

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In addition to savings, the solution delivered productivity that boosted satisfaction internally and on the client side. With clear feedback and timely approvals, fewer rounds of revisions were required. The result was increased efficiency and faster project delivery.

Florez reflected on the solution's success, ***"This project was a catalyst for better collaboration. OpenText Hightail was so useful in putting together the Meeting Planners Guide that we're now using it with our other clients. As a business, we've found that email is killing us, so we're trying to move away from collaborating there. Hightail provides a repository for any kind of asset from text to images and a place to talk about it as a team and collaborate with our clients."***

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About OpenText

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