



Neiman Marcus

Overview

Client approached agency to streamline the production process for the Book, their publication which is distributed nationally eight to nine times a year. They lacked the internal capabilities with current resources to manage the ongoing design and layout of the publication. The internal creative team, copywriting/editing team, and print production teams were at a standoff and were incapable of communicating effectively and efficiently.

Solution

Propel researched, developed and implemented strategic work processes to ensure timely publishing. Propel coordinated and managed daily design production and all approvals with a team of 20-30 different buyers, creatives, copywriter, copy editors and established timely deliverables to print buyers to meet stringent publishing requirements.

Impact

The results minimized costly upcharges for late disk releases by 30%. Propel's error-proof files minimized costly changes at second and third blueslines by 43% over previous teams' attempts. Bottom line performance: 100% on-time delivery with a 99.9% accuracy, resulting in substantial cost savings. The resulting efficiencies freed up internal creative resources to focus on the visual and written content, translating to an award-winning publication that increased sales.

100% ON-TIME DELIVERY
43% COST REDUCTION

