

GOODBY, SILVERSTEIN & PARTNERS

- A leading advertising and market research firm with offices nationwide
- Size: 320 employees
- Headquarters: San Francisco, California
www.goodbysilverstein.com



INDUSTRY

- Advertising
- Market Research

SOLUTION

- Electronic Commenting and Collaboration
- Digital Signatures

PRODUCT USED

- Adobe Acrobat

Goodby, Silverstein & Partners

Award-winning advertising agency leverages Adobe® Acrobat® software in the enterprise to enhance collaboration among staff and clients

Company Profile

Goodby, Silverstein & Partners (GSP) is a leading advertising and market research firm with a client roster that includes Saturn, AT&T, and Hewlett-Packard.

Although many advertising campaigns created by GSP have been lauded for their elegant simplicity, the process of developing the ads is anything but simple. Teams of GSP employees work tirelessly with clients to ensure that the final ads convey the exact look and messages that a client company needs to increase its sales and achieve other business goals. To streamline the creation and review of designs and distribution of the final ads, GSP adopted the Adobe Intelligent Document Platform, making Adobe Acrobat software available to all employees.

Challenges Faced

- Improve delivery and review of ads and related account materials
- Overcome barriers to sharing digital documents

Creating ad campaigns requires ongoing collaboration among GSP staff and clients, as dozens of pages of creative briefs and design proofs must be distributed to reviewers. At the same time, GSP must constantly communicate details about project budgets, billing, and schedules with clients.

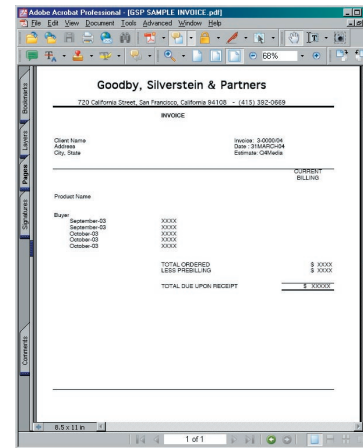
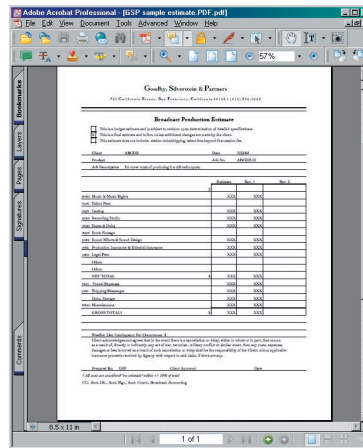
Traditionally, these paper-intensive processes relied on copying and faxing or mailing materials to all parties. Delays were common as people waited for documents and clarification of review comments that were unclear to the recipient. "Handwritten comments on faxes or mailed documents can be hard to decipher," explains Nancy Reyes, account manager at GSP. "It's also not always ideal to talk through edits on the phone because it's possible to misunderstand comments." In addition, delivery of other account materials on paper, such as invoices, can slow billing and make it difficult to track documents.

Because GSP employees work on Macintosh computers while most of the agency's clients use Microsoft® Windows® based computers, sharing digital files can be problematic. Also, GSP often uses specialized design software that its clients do not have. Even if the clients use Macintosh computers and have the requisite software, the firm still prefers not sending native application files because reviewers could make changes to the files without GSP's knowledge. To overcome these issues, GSP wanted to adopt a solution that would enable the firm to electronically distribute design proofs, invoices, and other materials without jeopardizing information content.

Success Strategy

To meet these challenges, GSP provides Adobe Acrobat software for all its employees nationwide. "With Acrobat, we have the flexibility to implement Intelligent Document processes to meet our varied business needs," says Reyes. For example, the GSP accounting department can deliver invoices and other materials to clients in Adobe Portable Document Format (PDF). Initially, staff was reluctant to distribute invoices in Adobe PDF because they were not sure whether clients would want materials electronically. "We found that Acrobat and Adobe PDF greatly streamline our processes for gaining approval on billing estimates and submitting bills to clients," says Jenni Wight, client accountant at GSP. To further simplify the move to digital processes, GSP enhanced its accounting system to output materials in Adobe PDF automatically.

GSP employees nationwide use Adobe Acrobat software to streamline their work processes and collaboration with clients. Accounting delivers invoices and other materials to clients in Adobe PDF, and creative teams use Adobe PDF to distribute creative briefs, presentations, and other materials to project teams for approval. The firm also archives final materials in Adobe PDF.



“Acrobat and Adobe PDF are extremely versatile. We can use these tools to meet the varied demands of our departments company-wide and effectively reach out to clients to streamline processes once dependent on paper.”

Nancy Reyes,
Account manager,
Goodby, Silverstein & Partners

GSP account management and creative teams also use Acrobat regularly, converting creative briefs, Microsoft PowerPoint presentations, and other materials to Adobe PDF and e-mailing the PDF files to project teams for approval. Reviewers use the Acrobat commenting tools to add electronic notes, strike through text, and digitally approve documents. “With materials in Adobe PDF, we don’t worry about people changing content, so we retain our investment in designs,” says Reyes. Reviewers’ comments are saved to a separate file or arranged within the file for easy tracking.

After an ad has been approved, it is archived as an Adobe PDF file containing all text and images, giving GSP a readily accessible reference to use for future client projects. GSP also delivers finalized ads in Adobe PDF to magazines, which increasingly request that materials be submitted in this format. Using Adobe PDF simplifies delivery and layout because the fonts and images are delivered in a single, compact file.

Results

Electronic review processes using Acrobat and Adobe PDF have shortened GSP’s review cycles from days to hours. “Rapid review of materials keeps projects on schedule,” says Reyes. “With Acrobat and Adobe PDF, we can implement efficient digital processes for reviewing and approving designs.”

An additional benefit of using Acrobat is that clients and GSP staff can review materials at their convenience. “We no longer spend a lot of time trying to schedule meetings with reviewers,” says Reyes. Even the delivery and receipt of billing materials is streamlined due to the ability to easily distribute platform- and application-independent Adobe PDF files.

These efficiencies translate into reduced administrative costs for GSP and improved client services. Time that used to be spent copying and mailing or faxing materials and tracking paper copies can now be devoted to other tasks. GSP staff and clients can receive materials electronically in Adobe PDF in minutes and quickly provide feedback to keep projects moving along.

“Acrobat and Adobe PDF are extremely versatile,” says Reyes. “We can use these tools to meet the varied demands of our departments company-wide and effectively reach out to clients to streamline processes once dependent on paper.”

RESULTS

- Faster, more efficient review and approval of ads
- Enhanced collaboration among employees and clients
- Reduced administrative costs
- Protected integrity of materials distributed for review

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