



Reducing Packaging Artwork Management Costs

THE CLIENT

As a Fortune 50 Company, the client is a global leader in the Consumer Packaged Goods (CPG) industry and produces a wide range of consumer packaged goods in beauty, grooming, and household care units. The client's brands are available in more than 180 countries.

BUSINESS CHALLENGE

The client wanted to improve productivity, reduce costs, and decrease time-to-market by implementing superior packaging and label designs.

Packaging typically accounts for a large amount of the production costs in any CPG company. Therefore, reducing the cost of packaging and label design has a significant impact on profitability. Additionally, packaging and label changes are frequent with new product releases, claims, or other regulatory changes. Ultimately, improving the efficiency of packaging design improves time-to-market.

THE RESULTS



Reduced artwork budgets by 20%



Liberated the design manager's time by 60%



Freed the marketing team's time by 15%



Improved speed-to-market by 20%



Achieved 30% cost savings on production budgets

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HOW CORBUS HELPED

- » **Established** Packaging Design Delivery (PDD) Services as an outsourced business process solution
- » **Empowered** designers to focus on design strategy and consumer understanding
- » **Separated** design activities from project management and execution activities to allow resources to focus on the most effective/efficient work activities
- » **Provided** a comprehensive solution that included processes, staff, and quality management assurance
- » **Engaged** early with multifunctional team members (engineering, legal, regulatory teams, product research) to highlight design flaw issues early versus waiting to fix issues downstream in the artwork process
- » **Implemented** a number of cost reduction and process improvement strategies/systems (process standardization/simplification, vendor rationalization, color standardization, digital asset management, and prototyping)
- » **Delivered** services through a global network from the U.S., Europe, Asia, and Latin America
- » **Worked** closely with production managers, coordinators, creative agencies, digital production agencies, brands, legal teams, and internal designers to deliver superior business results
- » **Produced** design adaptation briefs, Fit For Use Briefs, innovative plans, critical path schedules, project/operational scorecards and metrics
- » **Delivered** on-time and within budget

