

CASE STUDY

Brand management technology in action: Schawk streamlines Unilever's artwork management workflow on a global scale

The quick story. Beginning in 2004, Schawk Digital Solutions has helped Unilever, one of the world's largest and most respected consumer products companies, deploy a BLUE[™] brand management technology solution to over 7,000 users in 80 countries globally. Initially, Unilever implemented BLUE in North America, and after realizing significant improvements in a streamlined workflow, reduced cost and improved brand consistency, Unilever deployed BLUE across its operations in South America. Similar positive results here motivates Unilever to deploy BLUE across its operations throughout the Asia Pacific. Recently Unilever made the decision to complete the global roll-out of BLUE by awarding Schawk Digital Solutions the deployment for Unilever's European operations.

Schawk Digital Solutions' brand management technology solution is helping Unilever create compelling and consistent brand experiences for consumers worldwide. The enterprise-wide solution, an integral component of Schawk's brand point management offering, has also helped Unilever become more efficient and more agile in the marketplace. By helping Unilever identify and remove workflow bottlenecks, compress cycle times and improve accuracy, Schawk Digital Solutions and BLUE has enabled Unilever to introduce new products to local marketplaces more quickly.

The worldwide adoption of BLUE demonstrates Unilever's confidence in the software products offered by Schawk Digital Solutions to meet global strategic requirements and local tactical requirements holistically on a very large scale.

The Client Challenge

With 400 brands spanning 14 categories of home, personal care and foods products, no other company touches so many people's lives in as many different ways as Unilever, whose products are chosen 160 million times a day, every day, around the world. For this brand, consistency is vital as it communicates not just familiarity but trust and authenticity – especially important in regions where brand counterfeiting and product adulteration are common. The key challenge for Unilever was in the disparate processes and systems used by its operations in different parts of the world. Achieving brand consistency, speed to market and superior quality required global workflow harmonization.

Unilever identified four key goals worldwide for a brand management technology solution:

- Introduce common business practices across the region
- Identify/report inefficiencies in the process
- Deploy an improved process for increased speed to market
- Reduce errors in artwork management
- Single global organization

The solution called for technology that could unify all Unilever workflow participants – design agencies, premedia companies and printers – with Unilever across all regions for all Unilever brands. This would provide complete transparency into the process and full accountability. The solution also needed to be capable of assigning task ownership to key individuals at all stages, from design brief through print run. This would help identify bottlenecks and inefficiencies and would also pinpoint areas where resource-shifting might be required.

The Schawk Solution

Schawk Digital Solutions and Unilever performed an in-depth analysis of Unilever's global workflow and requirements to evaluate the feasibility of such a large-scale BLUE deployment. Through this analysis, Schawk was able to assure their Unilever contacts that they had the ability to both deploy and sustain an enterprise-wide solution that would create a more harmonized workflow plus a single artwork library that could still be localized to meet regional market demands. The system would also deliver concrete data through robust reporting of factors such as "right first time" percentage, cycle numbers, reasons for re-work, etc.

The result? Schawk Digital Solutions has now deployed BLUE in three of Unilever's four major regions around the world and is in the process of implementing the 4th region. We are helping Unilever move closer to its goal of a globally harmonized workflow. Schawk's brand management technology solution is already delivering strategic business benefits to Unilever; from helping speed products to market more quickly, to achieving greater brand consistency and protecting brand equities, to reducing overall workflow costs.

"In addition to the BLUE technology platform, Schawk's industry expertise, implementation experience and support capabilities were key factors in our decision to partner with Schawk Digital Solutions for this important initiative," says Leonardo Hirschbrand, Unilever IT Director of Marketing Americas. Adds Thomas Schurr, Artwork Director Unilever Europe, **"After the BLUE deployments in the other Unilever regions, we felt that also the European requirements could be met by the BLUE solution and would provide the global harmonization Unilever requires."**

The Shopper Experience

Shoppers around the world are enjoying more compelling and consistent experiences with Unilever's trusted brands thanks to the higher quality and consistency of Unilever materials at multiple brand touchpoints. Consistency reinforces familiarity, authenticity and credibility. Unilever's brands are also quicker to market and thus better able to satisfy shopper demands for novelty and satisfaction.

- Increased speed to market
- Reduced project management time
- Enhanced visibility throughout artwork management process
- Boosted on-time delivery performance

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The Brand Point Management Difference

Schawk's brand management technology solution is an integral part of harmonizing a graphics workflow globally and managing brands effectively across brand touchpoints at home, on the go, at the store and on the shelf. BLUE, Schawk Digital Solutions' fully integrated, web-based software solutions consists of the following modules: Digital Asset Management, Online Proofing, Lifecycle Management and Performance Management. It has been developed to meet the unique and demanding requirements of brand communications and supports the delivery of brand point management. Brand point management is the integration of processes across the lifecycle of a brand – from strategy and creative through execution and print management – to drive agility, quality and consistency in the materials that win consumers' hearts. It is at the heart of Schawk's services for its clients.

For more information, email digitalsolutions@schawk.com or visit www.schawk.com/technology.

SCHAWK!™

Schawk, Inc., (NYSE:SGK), is a leading provider of brand point management services, enabling companies of all sizes to connect their brands with consumers to create deeper brand affinity. With a global footprint of more than 48 offices, Schawk helps companies create compelling and consistent brand experiences by providing integrated strategic, creative and executional services across brand touchpoints. Founded in 1953, Schawk is trusted by many of the world's leading organizations to help them achieve global brand consistency. For more information about Schawk, visit <http://www.schawk.com>.

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