

Case Study: In-House Creative Team Implementation Planning

PROJECT BACKGROUND

The vast majority of Alpha Company's* creative- and advertising-related spend was being allocated to outsourced providers such as advertising and branding agencies, design firms, and printing service providers, typically at high costs with longer-than-desired turnaround times. Addressing less than 5% of the total spend through an internal creative team would save the company millions. In addition, the branding department was seeking to achieve more consistent branding, reduced project and campaign development cycle times, and greater internal efficiencies associated with this category of work.

PROJECT SCOPE

Following a directive to realize increased cost savings in the creative and advertising spending category, the Director of Global Brand Identity engaged Cella to undergo a needs analysis review and develop a plan to implement an in-house agency, including client management, staffing, funding, and technology strategies.

PROJECT OUTCOME

Following interviews with potential clients and a review of spend across tactical and full-service agencies, Cella provided Alpha Company with a clear understanding of the demand (likely clients, potential volume, and which services to provide) and the most valuable opportunities to achieve cost savings associated with operating an in-house agency at Alpha Company.

Building on those recommendations, Cella advised the client on organizational structures for start-up, one year out, and future growth with related role descriptions. Similarly, Cella proposed a three-stage funding model strategy that would enable the team to start up and position itself for success with minimal funding concerns but eventually transition to a full-cost recovery chargeback center. In addition, Cella identified two project management systems and a set of key metrics to track for both growth and ROI reporting.

Alpha

department at-a-glance

company profile

Fortune 100 Financial Services firm without an in-house creative team

"I also want to give you a big thank you for all the hard work on this project. The information is so helpful, and we couldn't have done it without you."

- Director
Global Brand Identity

Optimizing the Business Side of Creative