CASE STUDIES

GOURNAY CONSULTING

Version Control & Digital Asset Linker

CONAGRA BRANDS

CLIENT BACKGROUND

Large CPG Client

Need to synchronize assets (ingredients image, nutrition image) with label data prior to deployment

CHALLENGES

Assets and data managed via different workstreams, impacting timing

Images already landed in Salsify and need to be linked following arrival of updated label data

SOLUTION

Process to link assets only when asset material ID matches active label material ID

OUTCOME

Automate synchronizing label data and image data

Send confirmation to DAM

Analytics

PURINA

CLIENT BACKGROUND

Large CPG Client

Heavy investment in Agency Keywords

Ensure Value

Ensure Rapid Metric Updates in actionable UE

CHALLENGES

No current system to analyze keyword utilization in copy assets

Limited Resources to manually assess

SOLUTION

Embedded computed property assessing copy elements

Updates as Keywords update

OUTCOME

Ability to update and trigger work based on metric goals

Count, % utilization, Unique Keywords #, frequency of occurrence

Inheritance Adoption

CLIENT BACKGROUND

Large CPG Client

Needed to educate broad audience on inheritance options and value proposition to content creators

Use of multiple platforms for creation and approvals

CHALLENGES

Reluctance to change

Content creators included internal teams and external agency partners concerned with potential loss in revenue

SOLUTION

Focus on image inputs only for "Above the Fold" and enhanced content imagery with assumption of a simple 3-level inheritance model and cascade the inputs across 3 brands using a new proposed model

OUTCOME

Demonstration revealed a 92% increase in efficiency in image and approval inputs

All stakeholders aligned after visualizing actual content and understanding impact and successfully adopted program within 6-months

Multiple Platforms Assessment

CLIENT BACKGROUND

Large CPG Client

SPIN-OFF from a larger CPG now challenged with multiple platforms, vendors and perceived duplicity

CHALLENGES

Change Management: team members with invaluable tribal knowledge still only familiar with "How we've always done it"

Confusion with the broader ecosystem and where redundancies may exist

SOLUTION

Performed a deeper dive with each vendor

Reviewed current state contractual obligations coupled with future state opportunities from existing and future partners

OUTCOME

Minimized vendor space from 7 to 4 platforms, saving costs dramatically.

Implemented new automated process from Master Data, Label Management Platform, CGI Partner & Creative Partners in workflow to ensure content integrity and version control across shared UPCs

Accelerate Approvals with Workflow & Inheritance

MOLSON COORS beverage company

CLIENT BACKGROUND

Large Alcoholic Beverage Company

3-Level Inheritance Data Model: Content created at all levels

External content creation agency

CHALLENGES

Content creation was costly and content approval was time-consuming as each SKU had to be reviewed although content was shared by multiple products

SOLUTION

Develop a series of connected workflows that allow for approval at the highest level first & then trickle down, reducing touchpoints and eliminating redundancy

OUTCOME

Reduction in approval time for new product content and content refresh

Tracking & reporting of workflow metrics to identify bottlenecks & future opportunities

Roles & Responsibilities

Reynolds Consumer Products

CLIENT BACKGROUND

Large CPG Company

29 Users in Salsify

Variety of Users in the org that don't need access to everything

CHALLENGES

Limit access to various aspects of Salsify

Ensure that properties being populated by SAP are not being edited in Salsify

Streamline user experience by narrowing the amount of data visible in Salsify

SOLUTION

Entity Level Permissions to control list and channel access

Property Level Permissions to control data editing abilities

Create a template to simplify process of determining role permissions and user assignment

OUTCOME

Strict governance over data inputs, ensuring users do not override data from upstream systems

Less cluttered product pages for simplified user experience & increased adoption

Limited visibility to only lists and channels needed