

Case Study

Delivering Results

The Colgate-Palmolive Story

The Challenge

- » Ineffective tape workflow with production masters sent to key hubs then on to local markets.
- » Time consuming process, risky and with limited visibility of activity.
- » Costs were uncontrolled with multiple companies involved in the process with little visibility of which costs were required.

Adstream's Approach

- » A full end-to-end digital process for ingesting and moving generics globally.
- » Digital distribution network optimised for Colgate-Palmolive media requirements developed.
- » All local agencies and posthouses trained on the platform.

Value Achieved

- » Distribution and delivery reports providing full visibility of activity on a monthly basis
- » A cost savings of between 20% and 400% in different countries
- » Insight into their production operations to begin to optimize production schedules globally

What Our Client Says



“ AdBank is a great tool when we need to look for old commercials, develop a consecutive historical reel or download master footage for a new edit. It is a virtual video library, no more tapes and no need for storage space. It is an extraordinary tool and I absolutely recommend AdBank for streamlining! *Bertha Ovadía Y&R Mexico Account Director* ”

Why Adstream Adstream is the world's leading provider of advertising technology solutions that connect brands, media owners, agencies and production companies by streamlining their business process throughout the advertising cycle, enabling higher efficiency, transparency and profitability. Our team, based in 20+ international offices, serves more than 5,000 clients in 90 countries, worldwide.

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