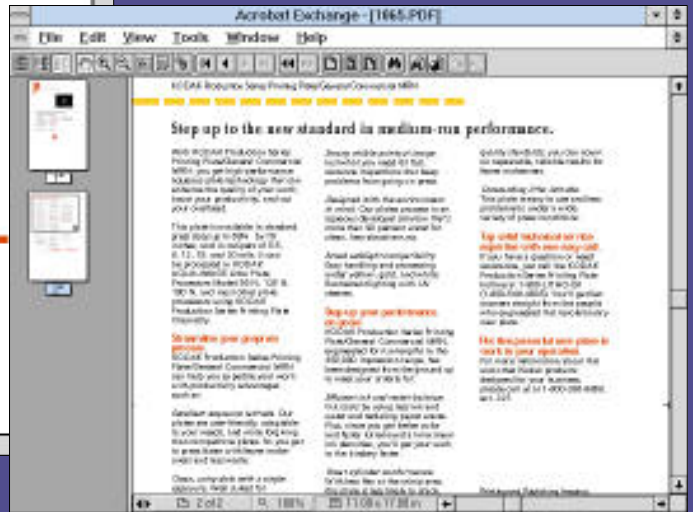
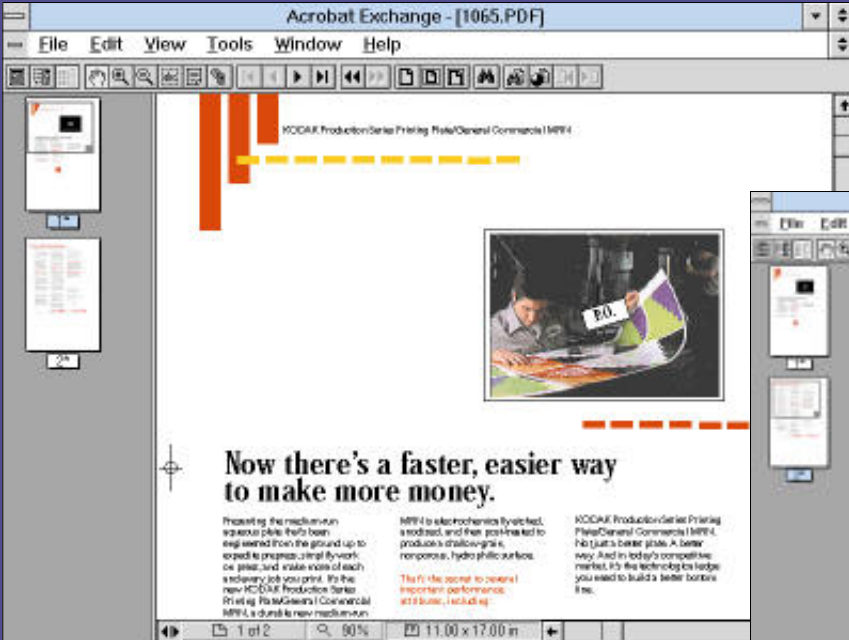


Adobe™ Acrobat™



Buck & Pulleyn, Inc.



Dick Patterson (center) of Kodak, and Dick VanGaasbeck and Cathy Rubino Hines of Buck & Pulleyn, Inc.

Adobe Acrobat Improves Customer Relationships by Making Advertising Agency Clients an Integral Part of the Creative Process

To improve customer service and streamline production processes, the Buck & Pulleyn advertising agency teamed up with a client to reengineer its process for bringing sales literature and brochures from concept to print. Adobe Acrobat software plays a key part in this collaboration and the result is lower costs, fewer meetings, improved time to market and greater customer satisfaction.

Eastman Kodak Company's marketing communications department initiated the idea for a reengineering project and decided to beta test it with a task force that comprised Buck & Pulleyn, Kodak print production, a local printer and a business process reengineering consultant. Says Dick Patterson, communications director

for Kodak Professional and Printing Imaging, "Acrobat is a key technology that has facilitated this new process by enabling a much higher frequency of communication." Buck & Pulleyn is a 52-person, full-service, business-to-business advertising agency serving the needs of clients such as Bausch & Lomb, Eastman Kodak, Seneca Foods and Xerox. The firm invested heavily in technology—currently having a network of 70 PCs running Microsoft® Windows™ for Workgroups—to find new ways to improve client service and boost productivity. "We have a lot of sophisticated technology," says Cathy Rubino Hines, account supervisor at Buck & Pulleyn and co-leader of the task force, "but we were not using it to shorten



the lengthy routing and approval process. Before Acrobat, we set up meetings or messengered layouts and copy to clients. This process was very expensive, inefficient and time consuming."

Challenge: An Integrated, Cost-Effective Review Process

The goals of the task force were aggressive: cut production time by 50 percent, reduce costs by 30 percent, ensure profitability for agency partners and preserve or improve the firm's well-known quality of work and service.

Each step in the creative and production processes was examined, and the task force immediately discovered that everyone on the team—the agency, the client and outside vendors—worked in a vacuum. "Ours was not a collaborative effort. Each group had its own process, and groups often duplicated efforts," says Dick VanGaasbeck, Buck & Pulleyn's technical director.

Solution: Electronic Design Review

The task force decided it was essential to expose clients and outside vendors to creative concepts early on to get feedback during the process. The agency now converts concepts and production comps (mechanicals) into the Adobe Acrobat software Portable Document Format (PDF) and then sends PDF files to members of the team via CompuServe® or posts them internally on Microsoft Mail. With Acrobat, all team members can access PDF files at any time. Electronic proofs—frequently including specialty fonts—can be routed without requiring the recipient to have the exact software or fonts used to create the piece.

The agency chose Acrobat primarily because of its annotation capabilities. "We need two-way communication and the ability to capture comments in context," says VanGaasbeck.

"Acrobat helps us keep control of the process," says Hines. "We can maintain the integrity of the creative comp [copy and layout] and still let everyone make comments."

Benefit: Reduced Costs and Faster Time to Market

According to Hines, the results of the new electronic process using Acrobat are "phenomenal." Working with Kodak, the agency completed two full-color sell sheets and achieved its 50 percent time-reduction goal. "Even though we are still in the pilot phase," says Hines, "we have met our time-savings goal and are working for the rest of this year to track our complete cost savings."

Time is saved, in part, because the process of reaching consensus during the concept phase is now quicker. "By getting clients' early, active involvement, the concept becomes their idea," says VanGaasbeck. "We all buy into the ideas and reach consensus more quickly, because the finished concept combines everyone's thoughts."

A Collaborative Effort

The new electronic process eliminates duplication of effort and promotes easy collaboration during the concept and proofing phases. "By sending PDF files through e-mail, we can route files swiftly to all team members," says VanGaasbeck. "E-mail has a greater sense of urgency than hard-copy, so people respond to it earlier. In addition, we collaborate easily and effectively, even though we might be separated physically."

The final production phase is also much smoother. Says VanGaasbeck, "Our printers are more efficient. They know the details of a job right from the beginning, preventing last-minute surprises that could result in a delay or costly reprint."

Kodak is equally enthusiastic. "As the program sponsor, we immediately saw the merits of this reengineering effort in reducing excessive time and money spent while still ensuring quality results," says Marianne Samenka, manager of marketing communications for Kodak Professional and Printing Imaging in the U.S.A. and Canada.

"It is a thrill to be able to visualize a job early on, in spite of the fact that we use the Macintosh® and Buck & Pulleyn uses the PC," says Patterson. "The new process dramatically reduces revisions, brings a job to fruition much sooner, ends unnecessary meetings, and saves an incredible amount of time and money."

Expanded Business Opportunities

Hines believes using Acrobat software to communicate electronically has changed Buck & Pulleyn's business in many ways. "We are able to communicate so much faster and easier," she says.

Using Acrobat, Buck & Pulleyn plans to start communicating electronically with its other clients, as well as with potential new clients in remote locations. Says VanGaasbeck, "One of the goals of this agency is to spread its client base geographically. Acrobat will break down barriers to conducting long-distance business."

Buck & Pulleyn, Inc. Systems at-a-Glance

Hardware

Gateway 2000® 486

Gateway 2000 386

Apple® Macintosh Quadra® 650

Software

Adobe Acrobat Distiller™

Acrobat Exchange

Acrobat Reader

Adobe Illustrator™

Aldus FreeHand®

Aldus® PhotoStyler®

Aldus Persuasion®

CorelDraw!™

Microsoft Word

QuarkXPress®

Type On Call™

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