



Global Beauty Company's Marketing Future Looks Good

Zee Jay Digital tapped as Adobe Workfront partner



The Situation

In the fall of 2022, a leading global cosmetics and beauty retailer chose Adobe Workfront to replace their current packaging work management database by the end of the year. With more than 100 team members across multiple marketing divisions, the goal was to establish a streamlined approach to manage execution and storage of large numbers of packaging assets for multiple products across five divisions.

With a portfolio of iconic brands that transform the lives of women and men around the world, the company chose Zee Jay Digital as its implementation partner. Known for helping its clients deliver personalized customer experiences at scale, Zee Jay worked closely with the client to optimize digital operations across Global Marketing, Packaging Design & Development, as well as Legal/Regulatory.

Within weeks the implementation was complete. New processes were documented; persona journeys defined; and the solution configured. In short, an MVP (minimum viable product) was achieved. With the features and functionality now in place, the company is better able than ever to compete in the digital age.

“Leveraging consumer and market-driven insights and our creativity, our organization aims to delight consumers with trendsetting and innovative products, wherever and however they shop for beauty. The recent initiative undertaken with Adobe Workfront and Zee Jay Digital helps us do just that.”

THE FACTS

~125 Flex licenses across:

- **5 Teams** (*Global Marketing, Packaging Design & Development, Project Management, Legal & Regulatory*)
- **5 Divisions**

12 Weeks to MVP & post launch support

Workfront Implementation performed to support a native AEM implementation to store Packaging Assets

An emphasis on inclusion of Legal/Regulatory proof review functionality for packaging materials required

Requests for assets are high volume in the beauty space resulting in an exponential number of variations and versions needed (e.g., a single package of hair color might yield 40 different Requests)

Key Objectives:

- Implement a global enterprise solution for the way the organization's large number of digital assets are created, stored, and shared.
- Establish a firm foundation for growth and scale.
- Centralize work and integrate where needed.
- Reduce complexity and promote a common process.
- Provide transparency in reporting work status and priorities across teams.
- Improve completeness and quality of requester information.

The company leveraged the Adobe Workfront solution capabilities, as well as Zee Jay Digital's core methodology, to address a range of challenges across marketing.

CHALLENGE	SOLUTION
Limited ability in the current system for Global Marketing team members and other requesters to edit requests after submission.	<p>Used Request Custom Forms to easily establish nuance by asset.</p> <p>Trained users on editing and copying existing requests to save time on high volume jobs.</p>
Current system supported "Tasking" but not "Task Management."	<p>Gave Project Managers the flexibility and versatility to manage requests and subsequent projects by identifying the relevant workflow template to apply to specific assets.</p>
Limited understanding of task priorities and timelines, led to frequent "what's due, when?" questions.	<p>Offered team members complete, holistic visibility of execution tasks for a single asset.</p> <p>Streamlined handoffs between Packaging Design and Development.</p>
Minimal hierarchal definition in current system resulted in insufficient reporting.	<p>Established a hierarchy that supported reporting by Division and Product, including the ability to pull metadata by Brand and Packaging Type/Category.</p> <p>Aligned Workfront Project = Packaging Asset configuration with AEM structure and configuration.</p>
Recognized opportunity to optimize asset approval processes for increased efficiency and support, and improved search capabilities for old and new assets.	<p>Identified Legal/Regulatory Proof Requirements and established Dashboards to allow these users to easily locate Packaging Proofs.</p> <p>Established Advanced Search Dashboard to assist team members with locating previously created Asset Projects in Workfront, separate from their Digital Asset Management system.</p>

Outcomes

- A more holistic view of Assets created by Product and Division and Reporting by Brand and Packaging Category/Type.
- Improved adherence to Packaging Project Management SLAs and the ability to identify Rush Requests, as needed.
- Improved hand-offs between Packaging Design and Development Teams.
- Provided Project Managers with autonomy in creating a schedule per Asset and complete visibility into Tasks required to execute.
- Legal/Regulatory collaboration that ensures team members are familiar with the new, improved way of Proofing Packaging Assets.

Digital Operations for a Digital World



The foremost Adobe Workfront partner for agencies and marketing, Zee Jay Digital is a gold Adobe Solution Partner, and one of only four partners in the Americas who's achieved Adobe Workfront's Specialized status. A two-time Adobe Partner of the Year, and the architect of Work Experience (WX™) Master Planning, the boutique digital ops consultancy has led hundreds Adobe implementations and 1,000+ integrations using Workfront Fusion. More than 95% of their clients say they'll use Zee Jay again and again.