



Goodby, Silverstein & Partners

Goodby, Silverstein & Partners

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Industry

Creative services

Challenges

- Streamline internal operations and client services
- Enhance collaboration
- Communicate diverse, multimedia content to broad audience

Solution

- Acrobat Dynamic PDF

Goodby, Silverstein & Partners uses the dynamic functionality of Adobe Acrobat and PDF to accelerate review cycles, streamline administrative processes, enhance information presentation and sharing, and improve collaboration inside and outside the agency.

Results

- Accelerated review cycles
- Improved creative collaboration
- Made dynamic content readily available to all
- Adopted interactive PDF Portfolio to streamline managing and sharing media-rich presentations
- Saved travel time and costs
- Improved client services

Systems at a glance

- Adobe Acrobat Pro
- Adobe Creative Suite® 4 and Creative Suite 5. Components used include:
 - Adobe Photoshop®
 - Adobe Illustrator®
 - Adobe InDesign®
 - Adobe After Effects®
- Adobe Flash Platform

Goodby, Silverstein & Partners

Award-winning ad agency leverages dynamic capabilities in Adobe® Acrobat® to enhance internal collaboration, operational efficiencies, and client presentations

While advertising campaigns created by Goodby, Silverstein & Partners (GSP) are lauded for their elegant simplicity, the process of developing advertising is anything but simple. As longtime users of Adobe Acrobat and other Adobe software, the teams at GSP collaborate constantly to turn great ideas into award-winning campaigns. Hundreds of files of all types are in continuous creative and review cycles—with creative briefs, presentations, design proofs, and administrative documents being shared across project teams as well as with clients.

GSP is leveraging Acrobat Dynamic PDF to make the best use of its resources. By signing PDF documents digitally, presenting polished, multimedia creative briefs as Adobe PDF portfolios, embedding video for Adobe Flash® into PDF files, and distributing press-ready PDF files to publishers—GSP enables its partners and clients to work together more effectively and efficiently.

By using Adobe Acrobat software to enhance creative collaboration and streamline administrative processes, GSP is confident that no matter what platform or applications team members, partners, or clients use, people can better interact with each other and with projects—making rich, dynamic content accessible to everyone.

Improved operations to support creative professionals

By nature, the advertising business is not only collaborative, it is also extremely time-sensitive. Any tool that can accelerate a review cycle, provide better control over content, and enhance the effectiveness of a creative meeting or client presentation is of tremendous value to agencies and their clients. GSP has found that dynamic capabilities in Adobe Acrobat software bring essential improvements to internal collaboration, operational efficiencies, and external communications.

As a leading advertising and branding firm, Goodby, Silverstein & Partners (GSP) helps to ensure that clients' traditional, social, and interactive advertising campaigns convey the exact look, and deliver the messaging that a company needs to achieve business goals. With more than 580 employees—about 150 of whom are creative professionals—it's critical that GSP teams have access to a single source of rich media content.

With Adobe PDF as its long-term, de-facto standard for distributing and collaborating on project materials, GSP has discovered that the dynamic capabilities in Adobe Acrobat enable the agency to work together more effectively and efficiently. "It's the agency's job to create compelling content that helps our clients meet their business goals. Using dynamic PDF files helps to keep projects moving and improves the quality of work we do," says Joel Giullian, account director at GSP.

"Everything we do depends on the presentation of ideas," adds Giullian. "Adobe Acrobat enables us to take any content—rich media presentations, ad proofs, or administrative documents—and deliver it to clients, vendors, partners, or publishers exactly as we intend."

Enhanced creative collaboration

Creativity is king at GSP and is evident when account teams, creative teams, and strategists gather for new creative campaign briefings. The use of Adobe PDF Portfolios has dramatically improved the way those meetings run, according to Giullian.

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Joel Giullian
Account director,
Goodby, Silverstein & Partners

"Some team members may not have been exposed to the client, and some people may not be familiar with the product. We want everybody to have as much information as possible up front so everyone is working toward the same goal. We also want people to be able to take the PDF Portfolios away after the brief so teams have resources at their fingertips when they go off and work on projects," adds Giullian.

With Adobe PDF Portfolios, a wide variety of content can be combined and organized from several applications into one polished portfolio. Files might include a competitive analysis created in PowerPoint, a creative brief created in Microsoft Word, PDF files and images of the competition's creative campaigns, or a video interview with an industry specialist. If the creative campaign includes ad banners and other interactive components for Adobe Flash, that content is also included in the Adobe PDF Portfolio.

No longer is an e-mail sent that has ten attachments, which may or may not open correctly or be viewed in the correct order. Using Adobe Acrobat, all of the content is presented in an easily viewable format that is accessible by anyone, on almost any device. Acrobat Dynamic PDF enables various pieces of content to be presented to the recipient in a clear, logical way to view and understand the information.

Rapid, streamlined collaboration

Enhancing collaborative creative processes in a more timely, controlled, and organized manner is critical for GSP's busy account teams and clients. By distributing proofs of creative documents in PDF for review, GSP can accelerate review cycles, enabling all members of a project team to quickly review and comment on campaign documents faster than ever.

The compact PDF files help ensure that team members can review materials even if they do not have the specialized applications that created the original designs. At the same time, content can be locked in PDF files to help prevent unauthorized changes from being made and therefore help safeguard GSP's work on campaigns.

The benefits of Acrobat Dynamic PDF are particularly evident when it comes to client presentations. Now, using the Adobe ConnectNow online conferencing features within Adobe Acrobat software, GSP can work directly with clients anywhere as part of live virtual meetings. For GSP and its clients, the reality is that the web-based meetings are often just as effective as on-site meetings, and a lot less costly compared with having agency managers spend a day traveling.

Streamlining administration and client reviews

The use of Adobe Acrobat extends beyond creative collaboration to include supporting administrative tasks. GSP has been delivering client invoices and other administrative materials in Adobe PDF for years, but now staff finds that interactive PDF forms and digital signatures accelerate internal workflows and decrease the organization's reliance on paper.

The human resources department has deployed almost a dozen interactive PDF forms on the company intranet that enable employees to sign digitally when dealing with their 401k plans, employee stock purchase programs, or other administrative activities.

Ready for press, ready for the world

GSP's automated, digital workflows contrast sharply with the paper-based collaboration processes once standard in the creative industry. Yet, GSP still produces a large volume of content for print publishers. Once projects are completed and ads are finalized, PDF files are optimized for printing so they can be sent to clients for final approval, as well as to print service bureaus for production and archiving. This simple step streamlines work for publications running the ads because all elements of an ad, including fonts and images, are in a single PDF file.

"Acrobat has been a versatile tool for us since its inception. As Adobe PDF now enables us to dynamically interact with our work and with each other, we can focus more effectively on our core competency—creativity—and keep projects on schedule and on budget."

Will Hung
Director of digital imaging,
Goodby, Silverstein & Partners

Adobe Dynamic PDF enhances the workflow at GSP, and the advantages are abundant. Document reviews can be done in minutes from any location, interactive workflows translate into reduced administrative costs, and client services are improved. "Acrobat has been a versatile tool for us since its inception," says Will Hung, director of digital imaging at GSP. "As Adobe PDF now enables us to dynamically interact with our work and with each other, we can focus more effectively on our core competency—creativity—and keep projects on schedule and on budget."

In addition to Adobe Acrobat, GSP also uses Adobe Creative Suite 5 software to accelerate its business. The speed and enhancements delivered in the latest version are invaluable in overcoming fast-paced schedules and increased demands. Innovative new tools for designers in Adobe Photoshop CS5, Illustrator CS5, and InDesign CS5, combined with features like cross-platform 64-bit support in Adobe Photoshop CS5 and After Effects CS5, help the team work more creatively and collaboratively, meet important deadlines, and deliver award-winning work.

For more information
www.adobe.com/products/acrobat



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