

COLLABORATION FRUSTRATIONS?

Today's media projects require collaboration between creators, editors, managers and stakeholders, both internally and externally. The old ways of working can be slow and frustratingly inefficient. But there's also a new way...



THE OLD WAY

This is how most marketing agencies work (reluctantly...)

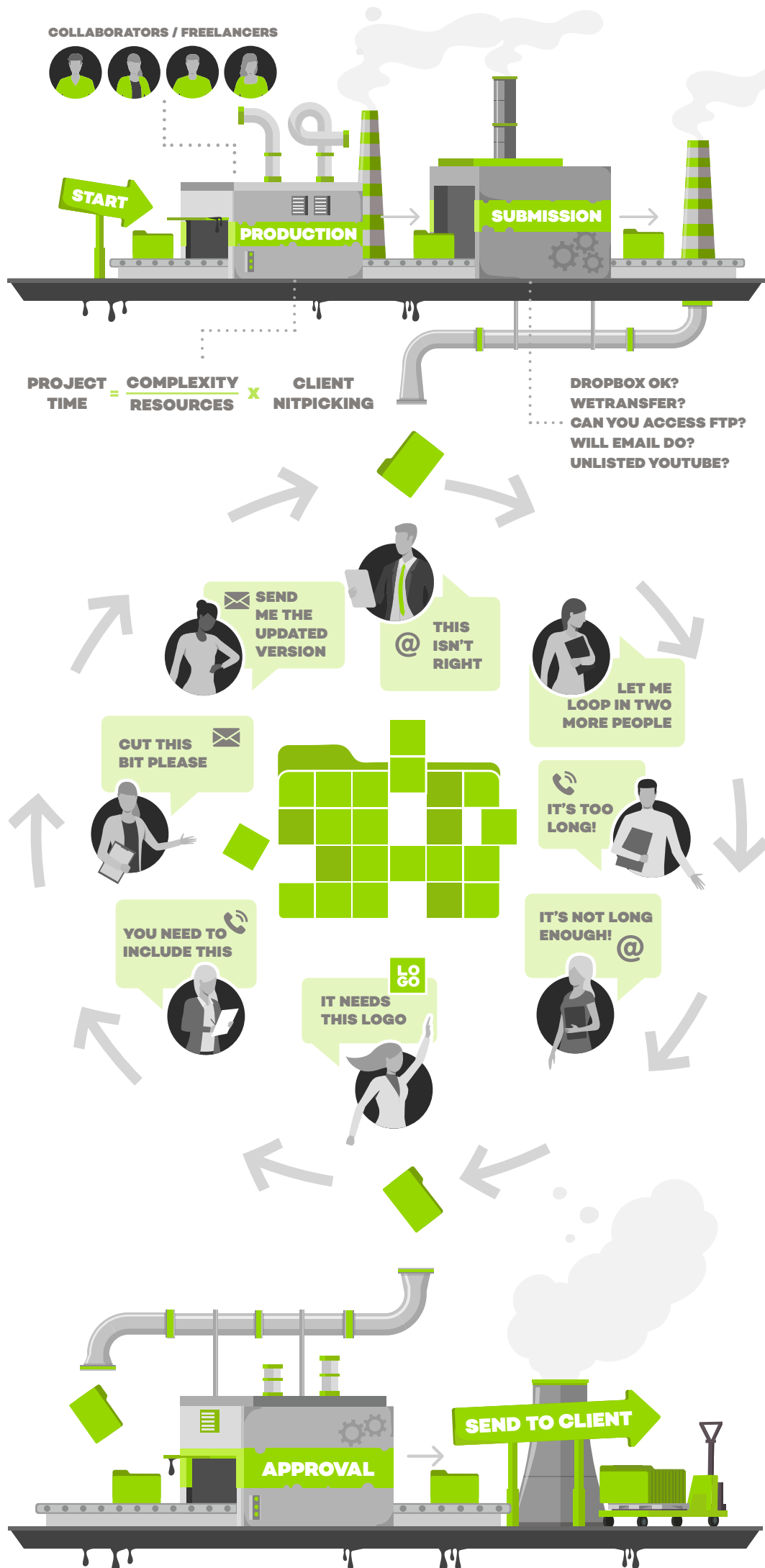
PRODUCTION: Teams and internal/external contractors work together to create media content. Version control is often ad hoc with files stored on multiple computers or on a server, making true collaboration difficult.

SUBMISSION: Projects are shared with clients using email, FTP, 3rd party file sharing services (e.g. Dropbox, Google Drive) and portable disk drives.

FEEDBACK: Client and colleague feedback is often a chaotic and conflicting shower of comments via different channels, including: emails, phone and video calls, chat messages and in-content annotations. Collating and actioning all of these changes puts pressure on the versioning process, especially if changes are required from multiple people.

AMENDS: Team sorts through client feedback and applies amends to make a new version, contacting stakeholders where there is any confusion or comments are unclear. The new version goes back into the submission process, where it can get bogged down in a lengthy amends loop.

APPROVAL: A project will typically go through multiple versions before it is approved, leaving room for error in workflows where files are shuttled between people and computers. Approved content might also need repackaging into media for other channels.



"Moving large amounts of data around between team members and clients can be a logistical nightmare, especially when working on a video project. Having a centralised solution that allows all to access it in an organised and intuitive fashion is incredibly useful for us as a business."

MARCUS FAINT,
CREATIVE DIRECTOR, THAT MEDIA THING

THE NEW WAY

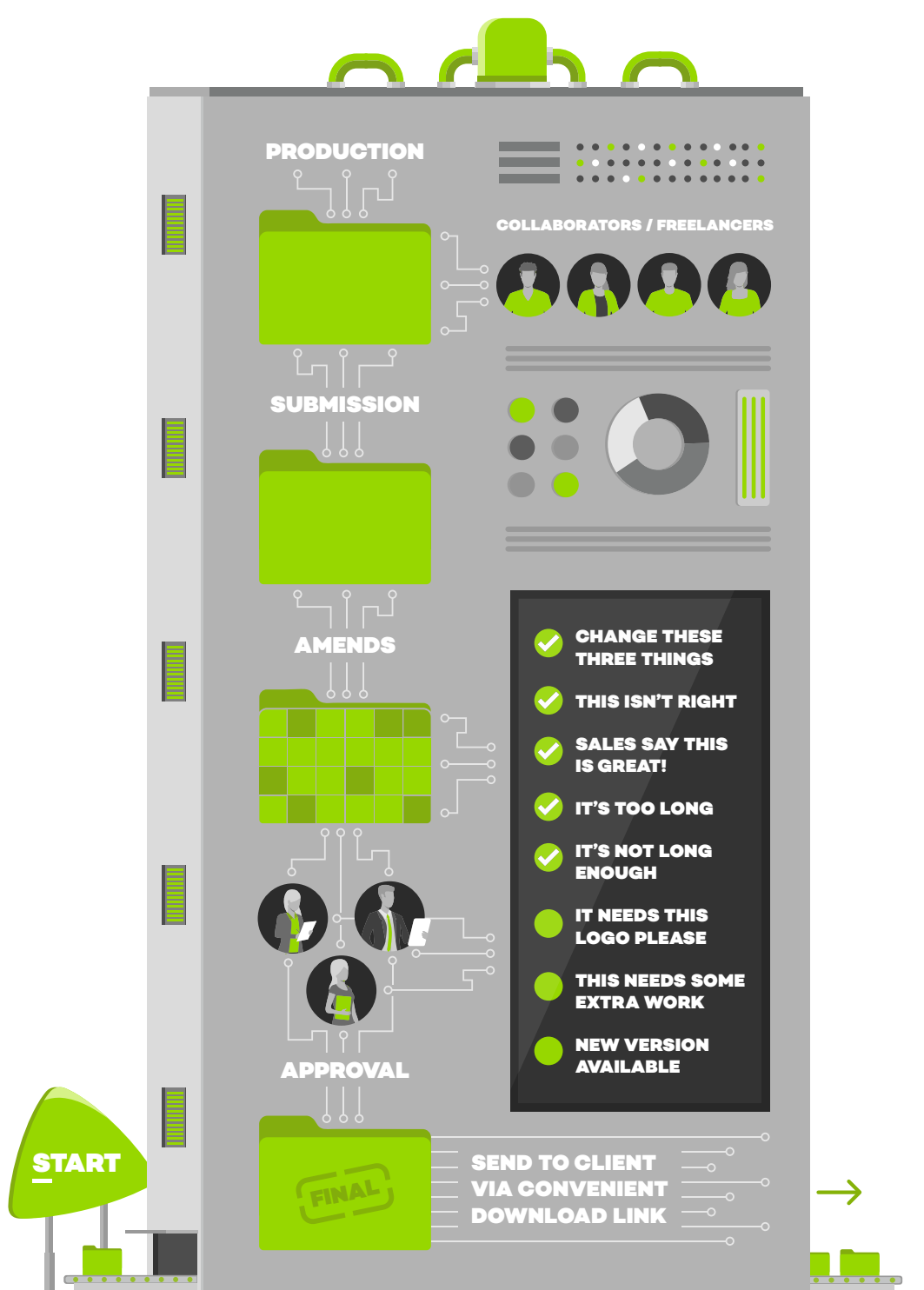
With a DAM, marketing agencies can work smarter and faster

PRODUCTION: With a cloud-based DAM, project assets can be stored in one place, with easy access, version control, and commenting for a pre-defined set of internal and external users.

SUBMISSION: Rather than send content via email or a 3rd party file-sharing system, a DAM can provide convenient, secure and centralised access for approved users via a web browser.

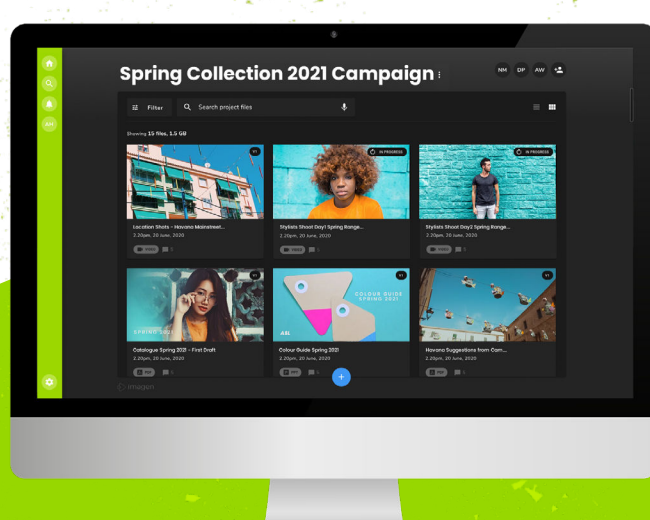
AMENDS: Long gone are the days of endless email threads and delayed feedback. Imagen supports notifications, commenting and time-based annotations on videos, plus markup on images and documents. This makes it easy to manage amends from stakeholders and to keep on top of version control.

APPROVAL: With a centralised and digital workflow, status/approval functions are built-in. Final files can be securely shared via web links and even converted/resized for use in standard social media formats.



There has never been a better time to improve how marketing teams build, access, manage and engage with content.

The emergence of intuitive cloud collaboration software like Imagen transcends multiple departments and locations. With a continually evolving feature-set, Imagen can help to ensure that projects are delivered smoothly, both on-time and on budget.



END COLLABORATION FRUSTRATION TODAY

No more confusing email chains. No more working on the wrong file versions. Imagen Go makes it easy to manage and share media projects with your team and your clients, streamlining production, amends and final submission in the cloud. Find out more by visiting us at: imagen.io.