

CASE STUDY CHARM

Sector: Creative agency





**SENIOR CREATIVE
CHARM**

**ANTON
EVANS**
**SENIOR
CREATIVE**

We interviewed Anton after
12 months of using PageProof.



“Tell us about what your company does and its strengths – what makes your company unique?”



“Charm is an integrated independant advertising agency. We deliver beautiful, effective creative which starts with listening to clients. From there the magic just happens.”

CONDURING UP

A deep understanding of clients, coupled with experienced creatives delivers advertising magic to a wide range of industries.

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We're small for a reason: it ensures clients access our senior people

**COMPANY
NUMBERS**



“What life was like for your team before PageProof?”

“Before PageProof, there were a lot of misinterpretations of comments, and changes would get missed – this ultimately led to more time being spent on jobs. Account managers would need to have more in depth discussions to understand what changes need to be made, or the creative team had to become deciphering experts.”

TO AND FRO

So much back and forth between the client and the agency to ensure changes were clear. Comments were misunderstood and sometimes missed altogether.



“Tell us about a recent piece of material reviewed and approved in PageProof – how did PageProof make a difference in your process?”

“We produced a catalogue recently that needs proofs to go to our clients, and from there to 35 of their suppliers and back again. PageProof streamlined the process automatically ensuring people saw the proof only when they needed to. We received back a clearly marked-up proof.”

0 HOURS

We saved 25% of our time on sending the proof out to all those people instead of via email, and we now spend zero hours on collating changes. When you add those tasks together the time saving is hugely significant.

25%

Time saved on unnecessary admin tasks of creating hi-res PDFs and emailing them to clients.

COMPANY NUMBERS



“How did your reviewers find the move to online proofing?”

“Our clients saw how easy PageProof is to use and now they see the benefits for them, they wouldn’t use anything else now.”

NO SCRIBBLES

Gone are the days of scribbles on scans, and hard to see comments on PDFs. **Everything is so clear.**



- Do some internal testing to make sure you have the best workflow templates.
- Check out the video tutorials – quick and easy bites of helpful information.
- The sooner you make the transition the better.

ANTON'S TIPS





“What’s next on the horizon for your team with new marketing initiatives that you’d like to share?”

LOOKING FORWARD

“We’re stepping things up for one of our clients utilizing 3D image building and looking into augmentation. PageProof will be being used to get feedback and sign-off on these newer types of projects too.”

3D, set design and constructions, and augmentation are all on the cards for this year.

PAGEPROOF.COM

CONTACT US

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PageProof is so simple and effective that 20 minutes is all you need to grasp the scope of its unique features and benefits.

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