

Case Study: Spot Delivery

Workflow Innovation

Develop Radio Spot Distribution Solution

50%

Decrease
Cost/Spot

105k

Dollars Saved
Annually

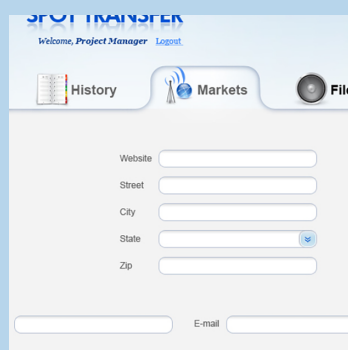
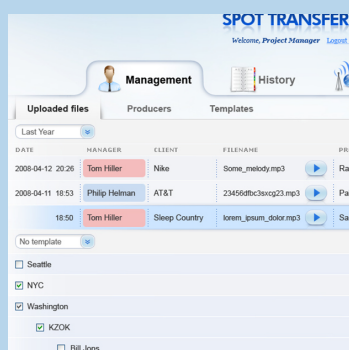
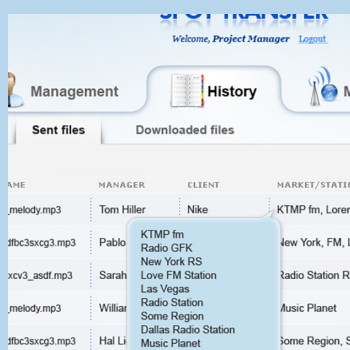
595k

New
Revenue

60

Days to
Complete

Combat the high cost of radio spot distribution on behalf of our clients and the inefficiencies associated with delivering spots through a 3rd party vendor. Improve ability to archive, track all activity and workflow associated with the spot delivery.



Process – Assembled and led internal staff to define business needs and map workflow. Developed working prototype and tested with select user groups. Developed Beta version and deployed to include sample markets and stations. Refined solution based on user feedback to optimize the delivery method for all stakeholders.

Solution – Streamlined delivery process by connecting the internal production workflow with account management. Developed a template solution that efficiently tied spots to their respective designated client market stations. Created an archival solution that tracked all historical data and assets associated with each delivered spot.

Measurement – Consolidation of user workflows eliminated extraneous emails, replaced with a linear, trackable path of accountability. Reducing the number of emails minimized communication redundancies resulting in fewer errors. Efficiencies minimized cost, increased productivity and improved accountability across all groups.

Conclusion – Still in use today, the file delivery system has eliminated expense and generated over \$595K in additional revenue for the agency. The templated solution and ease of use has greatly improved the efficiency of spot delivery and minimized mistakes, reducing make goods.

Chris Settle

Provides hands-on creative leadership, end-to-end project oversight; planning, strategy, estimating, creative development, through delivery and beyond. Driven, results oriented with a personable, get-along work style. A mix of visual branding, advertising and multi-channel design expertise, yielding cohesive, on message, fully integrated solutions. B2B, B2C with a whole lot of retail experience. **206.719.7319 | chrishsettle@gmail.com**