



Artwork Services

learn how Perigord's pharma artwork team delivered a new visual identity for one of the world's most iconic drug brands, across all global markets



Customer Profile

A top 5 Fortune Global 500 pharmaceutical company headquartered in the UK and with offices in over 100 countries and major research centres in the UK, USA, Europe and Asia.

Case Overview

The customer wanted to roll out a new visual identity for a leading household brand name product. The objective was to create a single master brand that would effectively communicate the essence and equity of the brand.

This necessitated a complete redesign of all related artwork and the introduction of a more harmonised visual identity across all markets, with a view to having a significant positive effect on the brand's market performance and commercial success, and also to establish a consistent consumer image of the product across the world.

Case Conclusions

The product was a truly global brand and onsale in multiple markets. The customer had offices in in excess of 100 countries. We concluded smooth collaboration would be key to success and this should be considered and addressed in the proposed solution.

The product was one of the customers most valuable brands and The Perigord Group would be responsible for the safe handling of all artwork assets related to the project. Security would be key. Our data security management procedures and service continuity management programme would ensure strict security procedures would be maintained throughout the project.

Given the scope of the project and volume of SKUs involved, we concluded it would necessitate assembly and allocation of a full Perigord artwork team specifically to the project.

The Solution

Collaboration

Perigord allocated a senior project manager to the project, who would act as a central point of contact. The project manager assembled a team of our key designers and artworkers.

To facilitate smooth collaboration, we proposed installing an onsite packaging coordinator who would act as a central point of contact. They were backed up by a team of our key designers and artworkers at Perigord's Dublin facility.

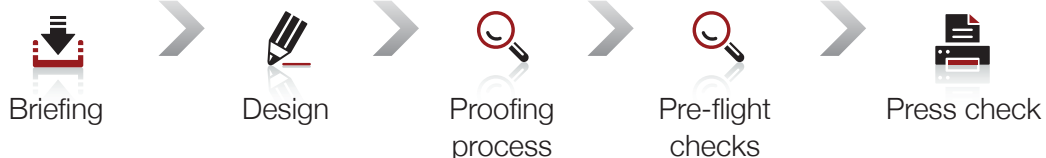
Project guidelines

At the outset of the project both teams met to discuss and agree the critical project deadlines and standards including:

- Brand guidelines
- Co-ordinating with global brand
- Print specifications
- Colour standards
- Project milestones and deadlines

Solution Workflow

- Briefing
- Design
- Proofing process
- Pre-flight checks
- Press checks



The Solution

The Perigord team attended the initial printing press check prior to any print runs. The main objective of these press checks, was to make sure that the colour on press matched the color proof. Colour proofs are valuable guides, but due to the inherent differences between colour proofing techniques and printing itself there can be significant differences.

Quality Management

Achieving high quality standards was essential to the successful fulfillment of the project. Perigord Group's documented quality system ensured that we exceeded standards. Our QMS clearly defines our policies, processes and procedures to ensure total quality.

The Results

- 100% Right First Time Artwork rate on the project.
- A flawless changeover, on time and on budget.
- All native artwork collected and controlled by the customer.



About The Perigord Group

The Perigord Group are a global production services agency, providing artwork, brand & print management products and solutions. Founded in 1976 and head-quartered in Europe, Perigord also have offices in the USA and APAC regions.

Perigord's GLAMS (Global Artwork Management System) is a web-based artwork management system, designed so that you can control and manage your company's artwork from concept through to print.

GLAMS delivers total control over any organisation's artwork enabling better management of costs, quality and deadlines. The system is designed to maintain the highest quality levels throughout the artwork life cycle.