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Customer Story

SPLASH
UNLEASH CREATIVITY

Splash Worldwide

The challenge of going global

Splash is the global creative technology company that unleashes creativity for everyone, everywhere. It's hard to imagine that Splash started as a print production agency.

Encodify has been a tech partner of Splash for 15 years. What was once a print production agency in London is now a global creative family spanning Europe, America, and Asia working with brands including Google, Sonos, PVH, Seagate, and Norwegian Air.

Splash combines creative agency discipline with world-class production values to create culturally-immersed, integrated work that's channel-agnostic. From film to press, social to outdoor, design to photography, they create and adapt contemporary content at pace, delivering each piece with impact through an innovative technology platform. And a vital part of that transformation has been secured through partnerships, where Encodify has been a key partner within Splash's tech stack.

The power of technology

Brands are now expected to produce more content than ever before. Campaigns and brand continuity can very easily become fragmented and siloed across global marketing teams. Splash believes in the power of technology.

The fully configurable Encodify tech stack underpins the business, enabling rationalisation and optimisation of workflows so that teams around the world can maintain visibility across the lifecycle of a project – from origination and concept right through to sign off and delivery.

"Encodify has allowed us to evolve as a business, adjusting our workflows to fit our changing business needs," explains Ben Terry, CTO of Splash.

Splash's tech consultancy team regularly audits clients' existing tech ecosystems to ensure the best possible tech solution is in place to meet client requirements.

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We see Encodify as a key partner within our tech stack. We have used it to integrate with our own technology and also other tech partners. Encodify really understands that they need to be a flexible tech partner and support integration with other best in breed technology. This balance between proprietary and best in breed tech gives Splash the flexibility our clients need in today's challenging tech landscape. We have found that when our clients utilise our tech stack, including Encodify, they typically become a long term client of Splash.

Ben Terry,
CTO at Splash Worldwide

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Case Study:

Norwegian Air

Back in 2014, Splash was invited to pitch for some business with Norwegian Air. The brief was to “replace the inefficiency of having eight creative agencies who managed all creative and production.”

The Norwegian client was frustrated by the costly process of creating a new campaign that was not being communicated correctly to their in-market teams. This lack of process led to a lack of visibility across their international advertising and huge duplication of effort across multiple local marketing teams.

“Splash brought a custom configuration based on Encodify. The pitch suddenly transformed into a workshop – the solution we were showcasing was exactly what they needed. The client couldn’t believe how quickly implementation took place,”
explains Ben Terry, CTO at Splash.

Splash worked with the central marketing team at Norwegian Air to understand their existing processes, requirements, and technology infrastructure. They then built, tested, and rolled out Phase 1 of the ‘Create Portal’ over six weeks, training 20 marketers across 10 countries in four days.

So, what are the benefits?

The Encodify platform enables Splash to stand apart from their competitors, delivering a flexible technology solution that meets their clients’ individual needs.

“Our talents lie in enabling the deployment of beautiful, fit-for-platform, global creative communications. Encodify provides the backbone for us to do this seamlessly,” says Beth Axworthy, Global Business Development & Marketing Manager at Splash Worldwide.

- Reduced costs
- More flexible than competitors’ tech solutions
- Scalable content production
- Increased efficiency of content delivery
- Multi-brand configuration
- Multi-channel automation



The results

The implementation of the Encodify solution has improved workflows considerably, and the results are telling:

33% reduction

Reduced y-on-y production costs

20% savings

Saving on previous project manager resource

- Improved campaign adaption turnaround times
- Provision of accurate KPI reporting
- More efficient use of all campaign-related assets



Would you like a free workflow analysis where we assess your potential for optimising your marketing workflows and business processes?

[Read more here](#)

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