



“Cadbury was eager to find a business partner that would assist us in getting our products to market faster and protect our brand resources.

By selecting Orbis, within 3 months we had improved our artwork review cycle by 75% via Orbis Marketing™, whilst providing the transparency and control needed for our marketing activities.

The experience and capabilities of their Professional Services team also ensured the smooth implementation and transition to the solution.”

Cadbury

## KEY FACTS

- **75% reduction in artwork review and approval cycle**
- **150% ROI achieved in first 6 months**
- **Speed to market supporting sales efforts**
- **Greater brand consistency and support of compliance practices.**

## BACKGROUND

Cadbury is the world’s largest confectionery company, employing more than 70,000 people around the world and manufacturing brands such as Cadbury, Halls, Trident, Trebor and Dentyne.

## BUSINESS CHALLENGE

Cadbury is heavily dependent on getting new products and product extensions to market quickly. Getting to market quickly means larger market share and profits than competitors. The speed at which briefings and packaging is produced and approved is critical in supporting these outcomes.

Certain key processes impacted on Cadbury’s time to market:

- Packaging approvals
- Briefing collaboration
- Integration with overall NPD planning processes

For Cadbury in 2003, the packaging approval process was expensive, slow and manual. The process operated across several hundred confectionery and biscuit brands, with many product lines and seasonal variations. More than 250 staff were involved in the cumbersome manual administration associated with approvals of more than 4,000 new packaging files.

The ability to complete and deliver new packaging quickly to the market was greatly impaired. Approvals of each round of artwork iteration took up to 12 days, with multiple rounds required. Furthermore, proofing costs were considerable, with every version of every packaging approval requiring a separate proof.

Cadbury briefing forms were managed manually, and required input from multiple stakeholders, including Technical Services, Brand and Marketing Services. Each team would collaborate and then complete their relevant section. For the thousands of forms completed every year, this was a very time-consuming process.

## Orbis Marketing™ screen shots:

Fig 1. Marketing Workflow Manager

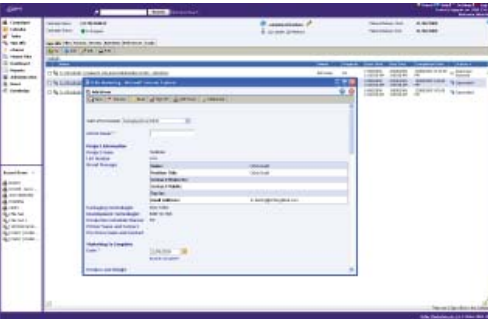
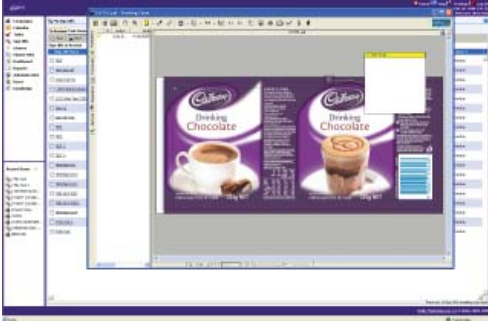


Fig 2. Marketing Knowledge Centre



Another issue facing Cadbury was the cost and inflexibility associated with accessing digital files of its packaging and point of sale materials. All files and versions were held with suppliers in the Cadbury marketing and printing supply chain. This meant costly agency fees and couriers every time a file was required.

## SOLUTION

Cadbury undertook a tender process and reviewed many possible solutions for a marketing workflow software system. The solution needed to provide automated workflows, proofing and a marketing resource library.

A key focus for Cadbury was a fast implementation and user take-up to ensure minimal disruption to the business. Significant time and focus was placed on mapping the Cadbury processes, and ensuring the application chosen was intuitive and easy to use. Importantly, the solution needed to combine seamlessly with Cadbury's overall New Product Development (NPD) process.

Cadbury chose the *Orbis Marketing™* Workflow Manager, Proofing tool and Marketing Knowledge Centre modules. Over 250 Cadbury staff and agencies now access the solution through various web browsers. The Marketing Knowledge Centre now holds more than 20,000 files and is accessed by users every day. The solution is hosted and managed in the Orbis Data Centre.

## BENEFITS

**Approval cycle times reduced by 75%** – Cadbury has reduced the packaging approval time from 12 working days to just 3.

**150% hard cost savings** - By removing proofs, CDs, and couriers from its marketing operations, Cadbury achieved an ROI of 150% in the first 6 months.

- **Faster time to market** supporting sales initiatives.
- **Better brand protection** and consistency of use across all packaging and marketing materials.