

How a leading food and beverage in-house agency scaled up its digital assets by Smartshoring® - without needing to recruit additional talent

CASE STUDY

We Are Amnet was approached by an in-house agency for one of the largest soft drinks manufacturers in the UK with iconic brands, to increase their resource bandwidth and scale up their digital assets without the need for new hires keeping operational costs down.

The Studio wanted to outsource its digital requirements so the 18-20 creatives/account managers could focus on what they do best - brand creativity.

How did the in-house team benefit from We Are Amnet's Smartshoring services?

- A fully immersed team was working on their brand after completing 'ways of working sessions' to ensure full alignment with workflows allowing for consistency and best practices.
- Full support for their Xbox campaign, providing the agency with over 220 hours and 200 assets produced across both static and animated visuals, GIF images, and rich media which otherwise would not have been possible.
- Quick turnaround of CGI and digital campaigns with extremely tight deadlines.
- Use of highly skilled talent as an extension of their team to ensure the smooth running of their projects.
- Access to a capable team who could be reactive and respond to the studio's last-minute requests.
- Time and money saved on recruitment search and costs.
- Huge savings on their operational costs with an uplift in their content.