



DRAFTFCB

EFI Improves Color for DRAFTFCB – The Proof is in the Jell-O

Company Profile

Worldwide marketing communications network DRAFTFCB spans 110 countries, with more than 9,000 employees worldwide. In today's dynamic, consumer-driven marketing environment, DRAFTFCB creates and strengthens the brands for such exacting clients as Diet Coke, HP, the IRS, Kraft, and Gevalia as well as pharmaceutical giants Merck and GlaxoSmithKline.

Challenge

Clients increasingly look to DRAFTFCB to deliver more personalized, creative and accountable communications programs, with best-in-class capabilities across the marketing spectrum. Deploying state of the art technology helps DRAFTFCB maintain its competitive edge and readily satisfy current client demands whilst attracting new clients with its breadth of capabilities.

Solution

EFI technology innovation is integral to DRAFTFCB's success, specifically in terms of color management. Good color management is an imperative for any advertising agency, and EFI solutions enable DRAFTFCB to bring it to a higher level. DRAFTFCB deploys eight EFI Fiery®-driven Xerox digital color printers as well as two installations of EFI Colorproof™ XF to drive HP 5500 printers, three of which are 42 inches wide and two are 60 inches wide.

Results

DRAFTFCB's EFI Fiery servers deliver precision color, consistent high-quality output and workflow innovation and are loaded with the Graphic Arts Package, Premium Edition, which enables DRAFTFCB's Graphic Arts professionals to produce premium quality color with their Xerox digital color printers, and integrates into their high-end workflow system.

Three hundred DRAFTFCB art directors have direct access to Colorproof XF, and when a successful new business or campaign pitch is at stake, there is no room for downtime. DRAFTFCB relies on Colorproof XF to consistently deliver flawless color presentations – fast. With Colorproof XF in place, DRAFTFCB is much more efficient and able to process these important, complex jobs at least three times faster than their previous experience. DRAFTFCB's choice of EFI solutions has increased their cost-savings and profits.

While Foote Cone & Belding, (now DRAFTFCB) has been a nearly decade-long Fiery user, the worldwide advertising agency deployed EFI Colorproof XF within the last two years and have been extremely pleased ever since. In fact, EFI worked with DRAFTFCB during the beta process for Colorproof XF in order to include feedback from their valued customer. "EFI really listened to us and implemented a lot of our suggestions as they developed the product. It was a terrific experience for us, resulting in a solution that perfectly suits our needs," said Julio Fernandez, director of creative technologies, DRAFTFCB.



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Spot on with Client Expectations

When art directors at DRAFTFCB, which consists of more than 197 offices in 110 countries, make a presentation to clients with such world-class brands as Diet Coke, Kraft Foods, Merck and GlaxoSmithKline, they want the concepts they present to precisely match what they ultimately deliver. The agency's creative department originates ideas and concepts, which, in turn, the art directors pitch to their clients. They propose ads with colors that make food appetizing, fashion appealing, and they reinforce a client's corporate identity with the exact hue of a logo. “In the conceptual stage, we want to be as close to industry standards as possible so that later in the process, we are ‘spot-on’ with client expectations,” explains Fernandez. “Colorproof XF helps us to maintain a color standard throughout the agency so that what our clients buy-off on at the conceptual stage is as close as possible to the end result.”

EFI Makes Accounting and Tracking Quick and Simple

DRAFTFCB uses two installations of EFI Colorproof XF in its New York office to drive five HP printers, three of which are 42 inches wide and two are 60 inches wide. Before purchasing Colorproof XF, DRAFTFCB had to have a RIP for each printer, and they frequently delivered disparate results. “Now, we can drive up to four printers with one Colorproof XF license and we achieve consistent results across all of them,” says Fernandez. DRAFTFCB has also been impressed with the ease of use. With DRAFTFCB's former system, an exhaustive settings process was required, and using different systems made accounting and job tracking difficult and cumbersome. Now all the files go through Colorproof XF and the accounting and tracking is quick and simple. “Essentially, we just hit print and Colorproof XF takes care of everything,” says Fernandez.

Pleasing the Most Demanding Color Experts

As DRAFTFCB's director of creative technologies, what Fernandez thinks isn't as important to him as the feedback he receives from the 300 art directors he works with. They all have direct access to Colorproof XF and can print directly to these Colorproof XF-driven machines. For art directors preparing for an important client pitch, everything has to be perfect, and there is no room for downtime. Says Fernandez, “The art directors are my biggest critics and they are very happy with Colorproof XF – particularly with the color and the ease of use.”



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Achieving Color Matching with Pinpoint Precision

In addition to Colorproof XF, which they use primarily for client presentation work, the agency deploys eight Fiery servers driving eight Xerox digital color printers. One key Fiery tool that is a stand-out for DRAFTFCB is EFI's Spot-On™, Precision Color Matching with Substitute Color. As several of DRAFTFCB's clients create their own colors for logos, Spot-On helps DRAFTFCB accurately reproduce named and custom colors, and modify spot color values to achieve color matching with pinpoint precision. “It's critical that we reproduce exactly the hue of a client's logo – achieving the precise color aids in brand recognition and differentiates our client's brand from the competition,” explains Fernandez.

DRAFTFCB relies on the Fiery Graphic Arts Package, Premium Edition, EFI's suite of applications that enables DRAFTFCB to produce superior color quality and easily integrates into their existing graphic arts workflows. “Color management is extremely important to us, and with the Graphic Arts Package, Premium Edition, we have the most advanced tools for color proofing and control. For example, Image Viewer, allows us to choose to view the job or export a PDF for easy cross-agency collaboration, and file converters for Hot Folders help us streamline job submission from our clients' graphic arts workflows.” Fernandez looks forward to installing the new Fiery Option, which readily incorporates color values from Colorproof XF into a Fiery workflow, ensuring that consistent color is delivered across any Fiery-driven output device.

EFI Delivers the Bottom Line Impact

“After so many years of an excellent relationship with EFI and the innovation they continually provide us with Fiery technology, it's not a surprise that we would be so happy with Colorproof XF,” he continues. “It's powerful, flexible, and easy to use – and the efficiencies EFI solutions deliver improve our bottom line.”



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