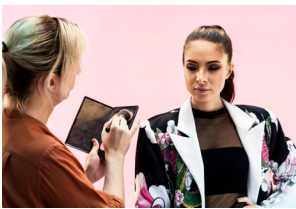


PHOTOGRAPHY PRODUCTION AT SCALE DEMAND VS. CAPACITY

CONTENT PRODUCTION

**CONTENT PRODUCTION AT
SCALE IS AT THE CORE OF
BRANDING SUCCESS.**

**FROM MARKETING
COLLATERAL TO E-COMMERCE
PRODUCTION, THE PHOTOS
YOU TAKE ARE YOUR BRAND.**



It is through these images that consumers connect and engage with your brand. Their value is undeniable.

The demand for visual content is skyrocketing. Brands have more channels to support in an omnichannel world. And while the demand for visual assets increases, creative production timelines are decreasing.

Major trends like fast fashion have everyone frantically trying to find ways to accelerate every aspect of creative production. Shorter seasons force more SKU's into condensed production timelines. And as E-Commerce has become the

preferred method for shoppers, more images are required to provide consumers with a richer representation of those products.

The expectation is to accelerate production and decrease the time from capture to delivery of final assets.

However, many of the same obstacles and roadblocks that have existed in creative production for years still remain and are now magnified as a result of increasing demand.

There are three ways to make creative production more efficient: **people, process, and technology.**

MORE PRODUCTION CAPACITY

"We were looking for a way to bring our team together on a single, collaborative system to manage our photo shoots and production process. Our creative team loves globaledge because it's easy to use. Using this platform saves us time and money, which translates into more production capacity."

— Paul Nicholson, VP of Print & Broadcast Production, Showtime Networks

Optimizing workflows and augmenting your production team is not enough. Without technology, you're still at a disadvantage.

Innovative brands implement central production platforms to manage the digital asset lifecycle and accelerate creative production.



Directly from capture, your visual assets can be available to everyone, everywhere. The creative production process is put into motion immediately.

CLOUD-BASED SOLUTIONS

CLOUD-BASED SOLUTIONS ALLOW TEAM MEMBERS TO COLLABORATE IN REAL-TIME, ON ANY DEVICE. THE RESULTS: CRYSTAL CLEAR COMMUNICATION THROUGH RATINGS, NOTES, COMMENTS, MARKUPS, SELECTS, AND APPROVALS.

As the demand for visual assets increases, creatives who have prioritized technology as part of their evolution are reaping the rewards.

Now, more than ever is the time to make the necessary investments in technology to accelerate your creative production process.



ABOUT GLOBALEDIT

Since 2003, globaledit has been a trusted partner to major brands in retail, fashion, health & beauty, entertainment, and eCommerce. Our Creative Asset Management platform creates efficiencies in photo production workflows and processes, making it an essential collaboration platform for creatives.

Globaledit is part of the CoCreativ collective. CoCreativ is the world's first Creative CX Studio Network dedicated to providing scalable creative solutions through CX strategy, creativity, and execution. We serve the industry, along with their brands and agencies, by delivering end-to-end CX solutions to create and run programs at scale, more efficiently. Learn more about our thinking for digital commerce and the role of CX.

KEY BENEFITS OF GLOBALEDIT



**ACCELERATE
PRODUCTION**



**STREAMLINE
PROCESSES**



**IMPROVE
COLLABORATION**



**REMOVE
ROADBLOCKS**



**EHANCE
TIME-TO-SITE**

**LEARN MORE ABOUT
THESE BENEFITS**

