



SAATCHI & SAATCHI

Case Study



"As digital advertising has grown and expanded, so have the demands of our clients. Grovo has not only allowed us to stay current, but actually exceed the pace of the industry. Our users absolutely love the content. Grovo has made training fun again."

Jordana Reim

Executive Producer, Saatchi LA

Challenge

It's never been harder to stay up-to-date with digital marketing skills. Yet for employees at Saatchi & Saatchi's LA office, especially those working on teams involving large clients and complex campaigns, cutting-edge digital skills are a crucial requirement.

Solution

Looking for an innovative way to offer training on the job, Saatchi LA hired Grovo to collaborate on producing and delivering content on the cutting-edge digital marketing topics their employees needed for support.

Executive Producer Jordana Reim was attracted, among other things, to Grovo's easy-to-use interface and fast content creation cycles.

Using Grovo's Content-as-a-Service package, Saatchi LA launched a series of videos to train its employees in digital marketing's ever-changing skillset. Bundled into packages called "chapters," Grovo's video lessons provided training on:

- Digital agency fundamentals
- Fundamentals of mobile production
- Fundamentals of mobile advertising
- Social media content creation

Results

- 89% of users reported a deepened knowledge of fundamental concepts
- 84% said they would be able to put new concepts to immediate use
- 59% completed more training than assigned

Easy-to-use platform

"The design is really clean, with a highly-intuitive user interface, that makes training large numbers incredibly easy since we can onboard any new employee and assign training in minutes."

Current, effective content

"Grovo updates and adds new content daily which helps guarantee that our training is not only current and relevant, but that our users aren't bored. It's training that works and is fun."

In-depth analytics at a glance

"Grovo's analytics far exceed any prior experience we've had. With Grovo we can instantly see where our strengths and weaknesses are and plan accordingly."

– Jordana Reim, Executive Producer at Saatchi LA

About Saatchi & Saatchi

Industry: Advertisement

Saatchi & Saatchi is a global advertising agency with over 6,000 employees across 140 offices in 76 countries. Their Los Angeles office, Saatchi LA, handles some of the agency's biggest clients. They are responsible for all stages of production across earned, paid, and owned media.

Solutions:

- ✓ Onboarding
- ✓ Training
- ✓ Development
- ✓ Support
- ✓ Compliance

Grovo is a better way to learn at work

ASU

Capital One

Chevron

MLB

pitney bowes

THE RITZ-CARLTON®
RENTAL COMPANY, LLC

COLDWELL BANKER

DDB°

EQUINOX

SAATCHI & SAATCHI

Sotheby's
INTERNATIONAL REALTY

TRACFONE
wireless, inc.