Client Success Case Studies

CreativeMC

**Work Type**
- Back Office - Time Sensitive

**About CreativeMC**
- **Industry:** Business Services
- **Employees:** 50 - 99
- **Revenue:** $20m - $50m
- **Year Founded:** 1962
- **Years in Business:** 57
- **First Time Outsourcing?** Yes
- **Title of our Day-to-Day Contact:** Managing Director

**Key Metrics (Jul/Aug 2019)**
- **No. of Design Proofs Created:** 1,505
- **Error Rate:** 0.16%
- **Monthly Attrition Rate:** 1.56%

**Client**
The client is a global branding company that supplies cutting-edge promotional merchandise to more than 1,000 leading corporate brands.

**Work**
The work revolves around creating graphic design proofs for the creative team in the United States. Turnaround time varies, depending on the number and complexity of the proofs.

**Challenges**
Design proofs have to be precise. The exact hue or tint must be used based on the color's hex code and the recommended color library (i.e., PANTONE). Some designs require foil, embossing, or die-cutting, which must be visible in the pre-print proof.

Agents had to take into account the material's surface texture, the shadows and folds (especially on t-shirts and caps), and the lighting, in case the design will be used for outdoor installations.

**FTO Solution**
To help them produce better and more accurate design proofs, agents were provided with a paid Adobe subscription along with high-powered computers. The video and memory cards had to be higher than the average PC. They are using high-definition monitors, which will display colors accurately.

Fair Trade Outsourcing hired experienced designers because they understood the intricacies of such work, and they can find ways to produce the designs according to the client's instructions. They should look exactly as they would when printed on a cup or mug, t-shirt, baseball cap, notebooks, and pens.

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