



CLEMENGER BBDO

Australia's Top Advertising Agency Turns to OneVision

As one of Australia's top advertising agencies, Clemenger BBDO provides its clients with creative and effective advertising campaigns. The agency's creative work with major worldwide brands such as Mercedes, Masterfoods and many others has received honors such as the Effectiveness 9 award from the Advertising Association of Australia and the coveted John Caples International Award for direct marketing excellence.

As an agency that routinely interacts with a large international client base, Clemenger BBDO's prepress department must deal with all possible file formats – including PDF and PostScript – that must be readied for production. To provide its clients with the highest level of service possible, Clemenger BBDO relies on advanced workflow automation software from OneVision, an established global provider of prepress and premedia software.

Clemenger BBDO uses Asura, OneVision's flagship file normalization, correction and optimization software. Asura works by automatically checking, correcting, and outputting files into several formats, including PDF, EPS and PostScript. Switching to Asura has been a major improvement from the agency's old approach to processing incoming files. The agency once used Acrobat 7 and created PDFs with Helios – PDF Handshake to process many types of incoming files from its global client base. However, this approach did not work as needed and it took a long time for staff to repair problem files.

The agency first decided to implement OneVision software into its workflow in 2006. Prior to the implementation, OneVision's technical experts listened closely to the agency's needs and tailored the Asura software to the specific workflow requirements of each of the agency's three locations in Adelaide, Brisbane and Melbourne. Since Clemenger BBDO began using Asura, it has seen a major reduction in the instances of common prepress problems. These range from basic finished artwork errors, that in some instances involves making rich black for text over 24 point and page dimensions, to more complicated issues such as overprint white text or panels, flattening of transparencies, and correcting true type and missing fonts.

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Clemenger BDDO's Production Director Ubaldo Merlino was involved in the software selection and implementation. He said "Asura can receive files in many compatible formats, be it Postscript or PDF for Clemenger workflows. It provides consistency and accuracy through a set of desired configurations, which are easily constructed by using a simplified user interface."

Asura also enables Clemenger BDDO to overcome many common sector-related PDF production and overprint issues. The automatic correction and optimization of Asura allows them, according to Merlino, "a great deal of flexibility when creating a set of parameters for any given job."

The advertising agency also decided to use Asura in conjunction with the add-on tool for Asura called PlugSPOTin. This tool allows the agency to change RGB, CMYK and Lab colors to pre-defined and custom spot colors for further integration or export. It also enables the quick and efficient conversion of four-color documents into spot-color documents, and allows the agency to process images for conversion to colorized grayscales and four-color blends into spot-color blends.

Said Merlino, "Colour Management is applied to the PDF document, which is totally RGB in its colour space when spooled from the workstation. Traditionally, this has led to issues with exact CMYK breakdown being required for corporate colours that could not be accurately achieved in a RGB-to-CMYK conversion. Asura allows us to nominate CMYK breakdowns for a specific RGB colour – thus eliminating this problem."

The increased automation and control provided by Asura is enabling Clemenger BBDO to improve its productivity and ensure that its clients' work is completed on time and as planned. Using OneVision software, Clemenger BBDO can focus on what is truly their optimum goal – impressive results and satisfied clients.

Truly a good idea within a great environment!

Interested? Then click www.OneVision.com for further information.

Simplify Print and Media

OneVision is a multi-national software company providing innovative, cost-effective software solutions designed to secure and optimize complex workflows in print and media production. OneVision software saves time and expense assisting its clients in improving the speed, security, and simplicity of their workflows.

OneVision's customers include leading newspaper & magazine publishers, commercial printers, prepress companies, advertising agencies, and industrial enterprises. With more than 13 years of extensive experience in developing software for the graphic arts, OneVision today is one of the world's leading suppliers of software technologies for digital printing and publishing applications. As a market leader OneVision advances their customers' interests in associations such as CIP4, PrintCity, NGP, Ghent PDF Workgroup, Ifra or NAA as well as in ISO committees.

OneVision's quality management system is certified based on ISO 9001:2000 standards.

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We look forward to supporting you in optimizing your workflow.

For details, please visit: www.OneVision.com

