

Adobe Creative Suite Enhances Creative Collaboration



Founded twenty years ago in an unused attic bedroom, ATTIK's creative vision was to help big companies communicate with their audiences in ways that grabbed – and kept – the customers' attention. Founders James Sommerville and Simon Needham have since grown the company into a global creative agency, whilst retaining the commitment to designing creative experiences that inspire consumers through compelling communications.

The company's exponential growth has demanded increasing operational efficiency whilst continuing to push the boundaries of creativity, which they have continually achieved with Adobe® Creative Suite®. "Our goal is to offer our clients the most robust, 360-degree brand experience possible by maximising the available technology and software," Sommerville states.

Today's visitors to the ATTIK offices in Leeds, New York, San Francisco and Los Angeles will meet award-winning creative directors, art directors, copywriters, designers and broadcast producers. They continue to build on recent successes such as adidas, Coke, eBay Express, Toyota Scion and JT International (Camel), with global billings of around \$30 million per year.



Efficient working with partners and internal teams

When Toyota wanted to launch their new Scion brand of vehicles specifically to a youth audience, ATTİK earned the role as creative agency of record, and instantly began developing a sensational plan of attack. ATTİK worked closely with Toyota and a world-class team of media vendors to create and roll-out an integrated, non-traditional cross-media ad campaign, which also relied upon innovative traditional media creative assets. “In their desire to attract youth buyers into the Toyota family, our clients had us specifically target those individuals with our Scion campaign,” says Needham, who has served as the group creative director on the campaign since its inception. “The challenge was, and remains, that these individuals do not want to be marketed to. As a result, we began a non-stop effort to expand our talents and expertise into new areas, to manage numerous activities on a massive scale. Ensuring our creative vision remains intact through so many facets remains imperative.”

To deliver in print and interactive media, guerrilla, viral and moving image channels, ATTİK sought out specialist partners, chosen for their creative vitality and expertise in their field. However these partners did not necessarily work on the same software and hardware platform as ATTİK, and the search for the very best had taken ATTİK to all corners of the globe. As a consequence, difficulties were anticipated in briefing the partners, receiving the finished work back and collating the work into the final product.

Additionally, ATTİK’s geographically disparate offices mean that creative ideas must be communicated quickly and easily. Project assets and work-in-progress must be available to all team members instantaneously irrespective of location. A layout produced in the Leeds office, for example, will form the basis of a TV commercial being worked on in the USA, meaning that the interoperability and compatibility of software is a key facilitator of efficient and productive working, especially when working to tight campaign deadlines.

“In the conveyor belt of stages in the production of a campaign, Adobe suites give us the right software at the right time.”

James Sommerville, Creative Director and Co-Founder, ATTİK

Toyota Scion launch

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Communicating a Vision

To specify the creative vision to the partners, in-house staff created animatics and storyboards in Adobe Creative Suite and Adobe® Production Studio. Adobe® After Effects® was used heavily as a visualisation tool during this stage to effectively communicate the dynamism of the creative concept to high-powered post-production houses for further development into broadcast spots and also to produce assets which were repurposed for print and web work. “Adobe After Effects and Adobe® Premiere® have allowed us to move our creativity onto a new canvas,” Sommerville says, “It’s a whole new playground!”

The animatics and storyboards were then distributed to broadcast designers, illustrators and web specialists in Europe, Russia and Asia for further work. A variety of graphic and video assets were delivered back to the in-house team, whose job was to bring it all together to reflect the overall vision and give cohesion and continuity across all the delivery channels. “In the conveyor belt of stages in the production of a campaign, the Adobe suites give us the right software at the right time,” Sommerville emphasises. The interoperability between the Adobe products and the software used by the partners was key – the anticipated compatibility

issues did not arise and assets were created once and used seamlessly in multiple delivery channels, “We take the helicopter view,” says Sommerville, “Adobe’s universality adds smoothness to our process and bringing it all together using Adobe applications also saves us time, energy and money.”

Slick Collaboration and Presentation

Adobe® Acrobat® is the tool of choice to bind all the elements of a media rich campaign together for final presentation to clients and prospects. Text, print graphics, web visuals and movies can all be brought together into a single document that can be emailed to a client or used in a pitch meeting. At the end of a contract, project collateral is collected together into a case study library. Should a prospect ask for reference in a particular industry sector, ATTIK can quickly and easily pull sector-specific case studies out of the library to produce a tailored credentials document that can be sent directly. “It’s slick and it’s fast,” says Sommerville, “we use it every five minutes to communicate with clients, the media and internally. If it’s going out of the door, it’s going in Adobe® PDF.”

Company

ATTIK

Leeds, UK; New York, San Francisco and Los Angeles, USA
www.attik.com

Challenges

- Project coordination and collaboration
- Operational efficiency
- Delivery into multiple channels

Solution

Use of Adobe® Creative Suite® Premium and Adobe® Production Studio at all stages of workflow

Benefits

- Consistency of creative vision throughout campaign
- Enhanced creative competitive advantage

Systems At A Glance

Adobe® Creative Suite® Premium and Adobe® Production Studio Premium Including:

- Adobe® Premiere®
- Adobe® After Effects®
- Adobe® Photoshop®
- Adobe® Illustrator®
- Adobe® InDesign®
- Adobe® Acrobat®

Platform: Mac OSX

ATTIK continues serving as Scion's creative agency.



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James Sommerville,
Creative Director and Co-
Founder, ATTIK

‘Slick’ is a word that comes frequently from Sommerville’s lips – and seems to be the ideology that has made the agency so successful over the last 20 years. There is no duplication of skill sets between ATTIK’s worldwide offices – print based media design is done mainly in the UK, with moving image and interactive design happening in the US, so the ability to collaborate electronically is critical. The use of Adobe applications in all ATTIK’s offices and Adobe Acrobat on every desktop means that the team can share a common creative vision, both for specific projects and also to strategically develop the company’s core creative competency.

Creativity Rewarded

ATTIK continues serving as Scion’s creative agency, and their ongoing, cross-platform campaign continues to win prominent international awards and fuel acclaim for the agency, all while driving the one of the most successful new vehicle launches in history.

ATTIK’s US President William Travis sums up, “Our creative product has enabled us to reach out to many clients globally and has resulted in amazing growth for us. As you can easily see Adobe applications truly are vital to our daily work as we maximise their portfolio of products across all our clients.”