

# DRAFTFCB ENHANCES DIGITAL CAPABILITIES WITH ACCELERATION

## »» THE CLIENT

Draftfcb is a multi-national, integrated marketing communications agency. In its own words, it is “an organisation where creativity supersedes everything but accountability”. Iain Noakes, Managing Partner, is Acceleration’s primary contact at Draftfcb.

## »» THE CHALLENGE

Draftfcb had proposed an innovative marketing campaign for its client, Cadillac. The strategy relied on a personalised email component that would require the agency to understand and make full use of Epsilon’s DREAMmail technology.

However, like many agencies, email technology optimisation isn’t central to Draftfcb’s capabilities and executing the campaign would be a complex, time-consuming task that was full of manual processes. The resource requirements would have distracted employees from other client projects, and affected the agency’s bottom line.

## »» THE SOLUTION

Draftfcb found a better solution by working with Acceleration’s smart-sourced campaign management services. Acceleration’s solution went far beyond a typical outsourcing engagement.

The team supplied advanced expertise and technology insight, which not only ensured seamless campaign management, but also delivered enhancements to efficiency & effectiveness.

Acceleration also allowed for increased flexibility, working closely with Draftfcb’s team throughout the campaign and reacting quickly to any adjustments to the strategy.

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*“Acceleration made this campaign possible and profitable.”*

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## » THE RESULT

Cadillac's campaign was managed with high precision and included advanced customisation and dynamic content that drove results. As well as personalised reports that highlighted key client metrics to enhance the agency-client relationship.

Draftfcb executed an innovative, effective campaign with no additional training costs. While internal resources were able to focus on core capabilities, Acceleration's experts ensured optimised campaign delivery.

"Acceleration's comprehensive engagement ensured that our campaign ran better, as well as generating greater results for our client and our agency," said Iain Noakes.

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**"Outsourcer's offer hands. Acceleration gave us brains."**



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