

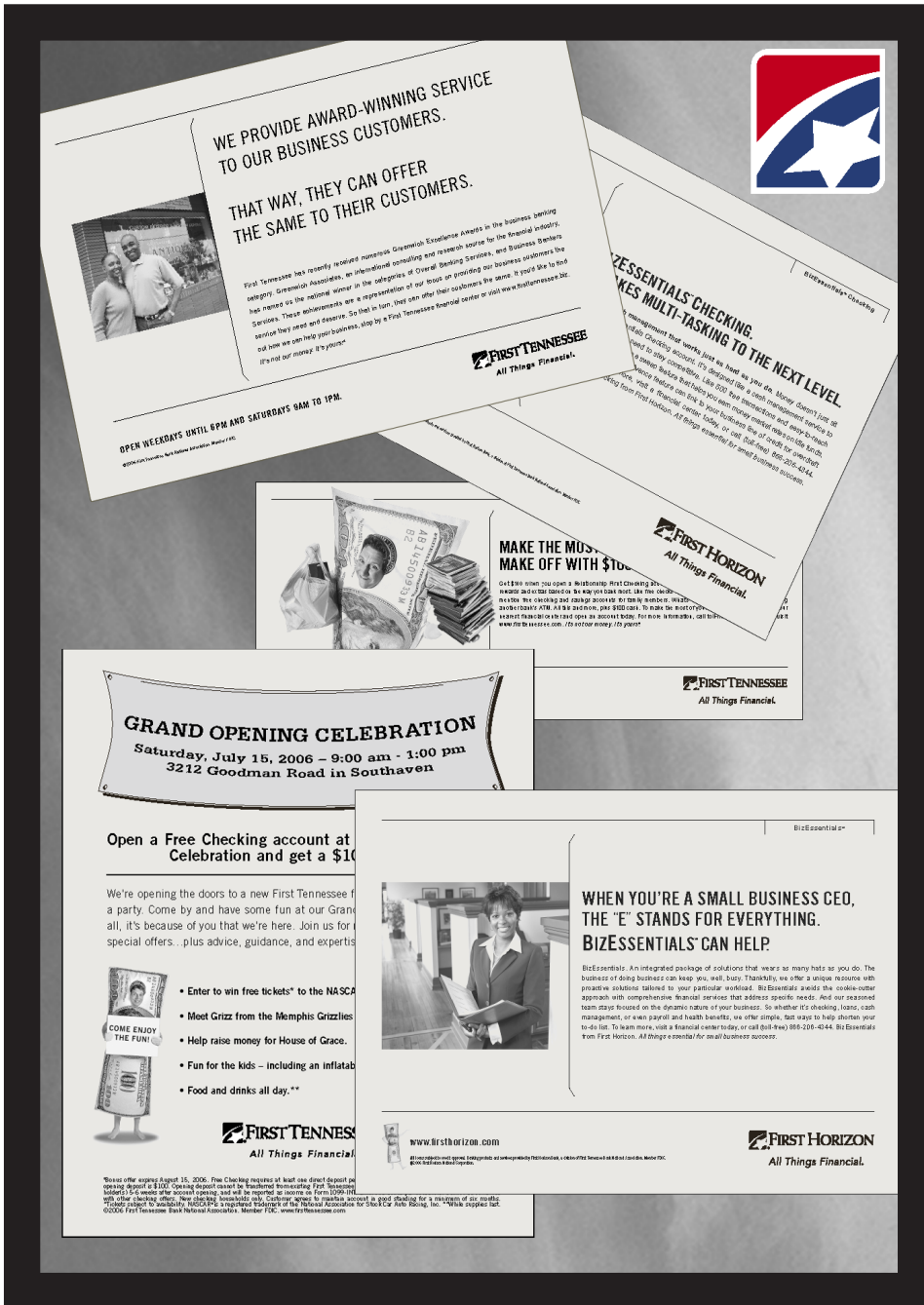
CASE STUDY

First Tennessee Newspaper Ads

CHALLENGE: First Tennessee wants to ensure consistent quality reproduction of ads across a wide range of large and small newspapers, and confirm electronic delivery of ad art to the publications.

ANSWER: Imec invents a new process to ensure production integrity no matter how an ad is printed. We wrote our own software program to enact a series of sharpening and color-correcting moves, with additional adjustments made case by case. Then we wrote another program that automatically generates email notifications throughout the electronic delivery process – informing publications and client team members when an ad has been posted to the Imec FTP site, and when it has been picked up. The program also sends alerts if the ad is not picked up after four hours, and then again after 24 hours.

OUTCOME: Under real production testing, Imec's new process proved superior to the previous and antiquated process in ensuring quality results under challenging reproduction scenarios. It was dubbed "the Imec effect." Imec's automatic email notifications make it easy for First Tennessee to track electronic delivery status on as many as 200 ads in a single day.



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target > create > deploy