

Box Industry Playbook – Advertising and Marketing

Value of Box

Box provides the Advertising and Marketing industry with a simple means to effectively share content and collaborate. Advertising and Marketing teams often use Box to share large files and rich media content both internally and externally. Box eliminates version control issues, and facilitates project management, via tasks, online editing and comments. Further, Box's Mobile Apps empower knowledge workers in Advertising and Marketing to access content remotely, anytime on any device.

Customer Success Stories

Saatchi & Saatchi X

Saatchi, a top creative ad agency, uses Box to share content with external partners, side-stepping FTP firewall and permission limitations.

Before Box, Saatchi tried FTP for large file transfers. However, firewall restrictions and IT security concerns over external FTP file access prevented both Saatchi and its clients from easily sharing files. Box was a solution that met their sharing, storage, speed and branding needs, and now Box is helping Saatchi share upwards of 100 files a week.

FLIR

FLIR uses Box to share mission-critical files between geographically dispersed offices.

Before it discovered Box, FLIR used pay-per-send services to ship important files on hard drives between offices. Concurrently, the marketing team was rapidly growing, straining to share content efficiently among new members and divisions.

Learning how to use Box is "immediate." Box provides a means to store and share files between employees around the world, offering an ease of use and scalability that is essential for any expanding company.

Big Brands to Reference

Six Flags, Eveo, Ben Sherman, AARP

The Business Use Case

Use Case	How It Fits
Centralized Content Management	<ul style="list-style-type: none">• store content securely in a central place• organize important photos, articles and videos easily, with intuitive folder/file structure• replace clunky servers and reduce IT costs by moving to the cloud• swap large design documents and rich media files internationally
Project Management	<ul style="list-style-type: none">• access up-to-date content and collaborate with your geographically dispersed teams, from anywhere• create a seamless workflow, and get projects done faster, using Box's simple task management tools• share completed marketing projects with external partners, without troublesome FTP or email attachments
Mobile Workforce	<ul style="list-style-type: none">• access secure design and media content at the client site or in transit using Box's mobile device apps• show off new products in the field, working with tablets to review updated content, and share with clients/partners

Pain Points without Box

- **Dispersed content** – wastes time and resources searching for content in multiple places (e.g. shared drives, desktop computers, consumer sharing services etc.)
- **Insufficient permission control** – jeopardizes privacy and security when sharing sensitive designs/releases both internally and externally
- **Mobile inaccessibility** – chains the mobile workforce to their cumbersome laptops/desktops for project-related work
- **Inefficient file sharing** – hinders internal collaboration and external sharing when users rely on outdated tools (e.g. less user-friendly FTP, email attachments, VPN)

Benefits of Box

- **Robust permissioning** – allows for different collaborative environments within Box, aiding both internal and external collaboration and feedback
- **Intuitive UI** – fosters a great user experience for colleagues, customers
- **Centralized, mobile content management** – empowers teams to collaborate and share in real-time, both on site and on the go with any mobile device
- **Firewall-free external sharing** – allows vendors to easily access, comment, edit and approve advertising and marketing materials

Consequence of Not Using Box

- Will waste precious time and energy file sharing, negotiating and collaborating using existing inefficient systems (i.e. "torrents of email")
- Will waste IT resources on assisting end-user

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Available Resources

Resource	What it is	Benefit to the sales cycle
Six Flags Case Study	Case Study, Video	Explains how Six Flags overcame Sharepoint and email attachments
Saatchi & Saatchi X Case Study	Case Study	This case study explains how Saatchi replaced FTP with Box and has seen an increase in productivity by empowering external collaboration
FLIR Case Study	Case Study, Video	Explains how FLIR decided to stop sharing files by mailing hard drives and adopted Box as the file sharing solution for their geographically dispersed team.
Eveo Customer Success Story	Video	Explains how Eveo saves time leveraging ease of use, brandable interface, administrative oversight, secure client sharing.
Google Apps Integration Overview	Datasheet	Explains how this integration empowers workers to better manage content, communicate, and collaborate in the cloud

The Competition

Consumer File Sharing Tools

>> *What they do*

- One-off file exchange

>> *Why Box is better*

- Unlike consumer file sharing tools, Box is built for business and enterprise. Box provides more security and permission controls around how documents are shared. Box is still easy to use and flexible, and users will find it easier to get projects done with the constant updates feed, comments, and tasks.

FTP

>> *What they do*

- Legacy system used for file transfer, either via a site or internal server

>> *Why Box is better*

- FTP has a clunky UI and poor permissioning and IT oversight. It also often requires a lot of IT time and resources. Box provides the same file sending capabilities, but in a way that is secure, scalable and easy-to-use.

Customer Quotes

"We love Box ... all the files are in one place, it's easy to use, we can share files across the country or internationally without shipping hard drives or paper... You know it's a good product when the sales director for the entire security team, which has 50 people around the country, wants everybody to have a Box account."

-- Jackie Way, Electronic Media Coordinator, FLIR Thermal Imaging

Target Accounts

Organizations with:

- >> Geographically dispersed teams
- >> Complicated project management tools looking for a simpler solution
- >> Mobile devices used for work

Probing Questions

- >> How do you work with clients, designers, and external agencies?
- >> How do you manage projects and control versions when mocking up designs?
- >> How are teams accessing designs and other documents while working remotely?
- >> Does your company have a content strategy for mobile devices?
- >> Do you use any other SaaS and/or internet based solutions?
- >> What are some frustrations around your current solutions?

Key Concerns

Ease of use; version tracking; mobile access; comments, discussions, tasks; sync; large file transfer

Key Players

- >> Marketing Director
- >> Creative Director
- >> CIO or IT Director

ROI Value Prop

Increase Productivity

- >> Access files instantly – anywhere, anytime
- >> Find information faster— full-text search

Drive Efficiency

- >> No training required – Easy adoption gets everyone on the same page, quickly
- >> Decrease time spent sharing files via email

Improve Communication

- >> Centralize content and knowledge for dispersed company offices
- >> Receive real-time email notifications whenever content is added or uploaded