

CASE STUDY

Overview:

Browne Jacobson embarked on a Company wide marketing rebrand project. This affected both existing documents and templates across all their document creation solutions.

The challenges the firm faced were answered by Novaplex expertise and software solutions in dealing with projects of this nature, saving months of manual work and delivering significant cost savings.



CHALLENGE

Browne Jacobson had approximately 4000 templates in their case management system that needed to be updated to reflect a company wide rebrand. Having scoped the work it was estimated that it would take approximately 9 months to update these manually with internal resource. There was also additional complexity as there was a requirement to 're-design' the letter templates to reflect the new brand.

REBRAND REQUIREMENTS

Design items changed:

- Colours – Text & Tables
- Direct formatting
- Fonts
- Logos & Icons
- Font sizes
- And more...

ADDITIONAL REQUIREMENTS & SOLUTION

In addition to the bulk rebrand, Browne Jacobson identified an ongoing need to rebrand and restyle other documents in the business.

Having evaluated Template Studio Transform, Browne Jacobson purchased the restyling and fixing software to help them restyle and rebrand all their legacy documents and any new documents coming into the business.

REDESIGN

Changed location of fields in:

- Address block
- Information block
- Sender block
- Other design changes:
- Changed line spacing
- Removed logos & text from footers
- Table of Contents

SOLUTION: BULK REBRAND OF TEMPLATES

Novaplex assessed the requirements and the project was managed in two stages:

STAGE 1:

Applying the new brand and styles to documents, changing logos and removing unwanted images in footers.

STAGE 2:

Making the re-design changes to letters and dealing with any other items identified from stage 1.

CLIENT FEEDBACK ON TRANSFORM

“ Novaplex have assisted us with the provision of their software, Transform.

They have also worked tirelessly to understand our working practices, in order to provide guidance and timely solutions, on the best options for our Company.

Their expertise has been invaluable from our initial enquiries through to the intricacies of implementation.”

Sion Bostock, Shared Services Team Leader, Browne Jacobson.

CLIENT FEEDBACK ON THE BULK REBRAND

“ The project ran very smoothly, and deadlines were always met by the Novaplex team. We worked together well, delivering our rebranded templates to the business in plenty of time to support our deadlines.”

“ With Novaplex expertise and support, using their software solutions and tools, they were able to complete this work in a significantly reduced time of 6 days.”

Yvonne Purdy, Project Manager Browne Jacobson.

BENEFITS



£1000's saved in temporary staff and overtime costs



100% accuracy on resulting output templates and documents



Rebranded, tested, and quality checked 4000 templates in just 6 days, down from client estimate of 9 months



Consistently delivered high quality rebranded solutions on time, every time



Smooth implementation of new software to enable users to restyle and rebrand documents

