



“We measured success by company uptake and our expectations were exceeded tenfold. Screendragon smashed all of our targets”

Nick Vale . Head of Strategy and Product, Market Development . Wavemaker

The Challenges / Goals

- The agency was growing so fast that there was a need to put processes and a learning framework in place
- Difficulties engaging a community of creatively oriented users
- Support better and faster decision-making at a local level
- Need for an efficient channel for global and regional teams to deploy knowledge and toolkits to local markets

The Solution

A communications planning solution that breaks the mould of process management systems. Incredibly visual with inspiring storytelling interlaced throughout the process. Balances process rigor and creative freedom to connect with the needs of creatively oriented users.

The Benefits

- An integrated solution that allows Maxus to teach and spread best practice globally and consistently
- Significant reduction in planning time
- New business tool has helped Maxus win new accounts
- Cost savings on training activities – solution is used to reach all markets faster and more cost effectively

