

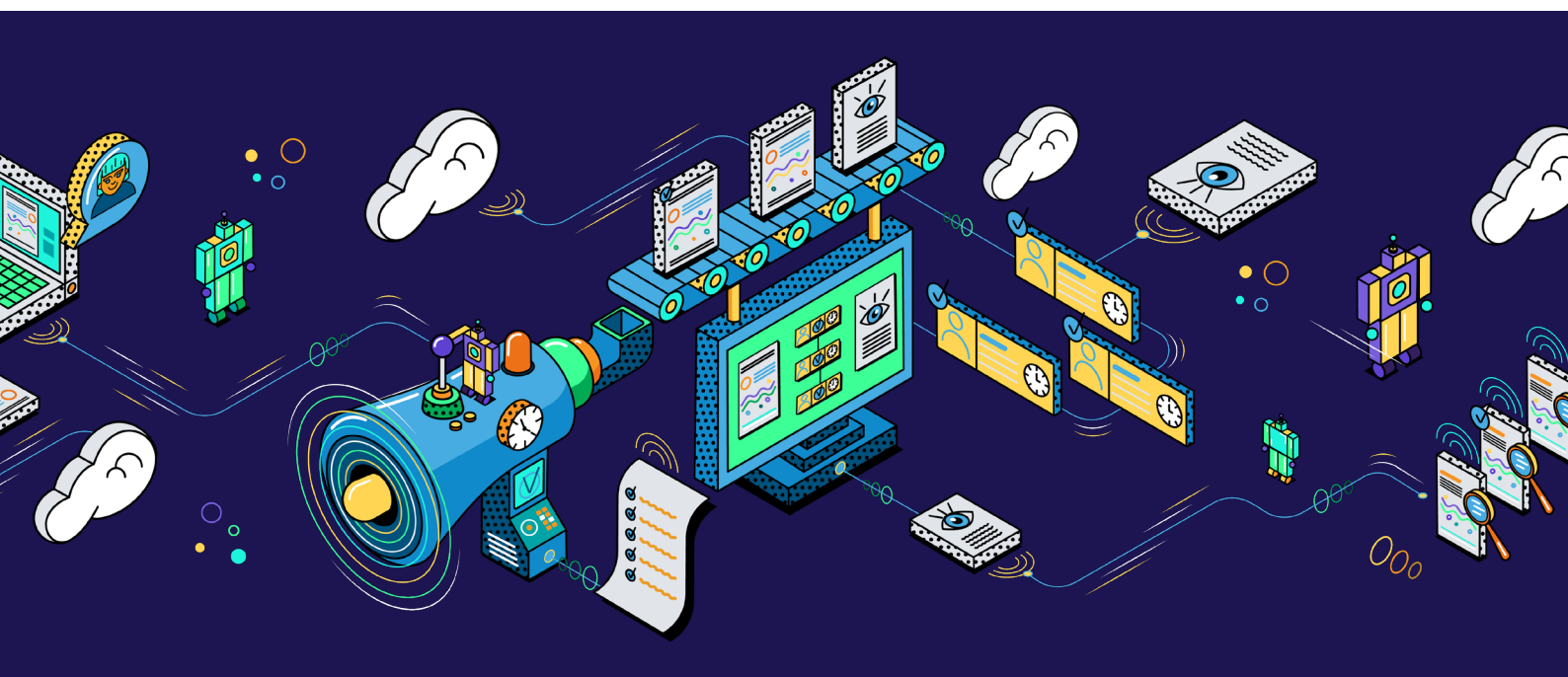
# How Admation Helped Just Group Reach its Audience More Effectively

Just Group opened its first store under the Just Jeans brand in Melbourne in December 1970. Since then, the business has grown significantly through the acquisition and growth of several brands across Australia, New Zealand, and Singapore.

In 2004, the group changed its name to reflect its expanded portfolio of brands and, in 2014, the group also expanded its operations to the United Kingdom. Today, the group oversees a portfolio of seven brands: Just Jeans, Jacqui E, Jay Jays, Portmans, Peter Alexander, Dotti, and Smiggle.

The group also operates more than 1,000 retail outlets across Australia, New Zealand, Singapore, and the UK and employs over 6,000 people.

With such a vast product portfolio, Just Group's marketing team produces a high volume of marketing content and, considering the industry, speed and accuracy are crucial for the team to succeed with their outbound marketing efforts.



## Just Group's Marketing Challenges

In executing its marketing campaigns, Just Group's marketing team encountered several challenges. Most of these challenges flowed from the fact that the marketing team was using email, documents, and PDF markups to manage their approval workflows.

This not only made it difficult to make ad hoc changes, but the team also found it difficult to achieve consistent briefs and faced delays on approvals. As a result of these challenges, the marketing team set out to find a software solution that could simplify their marketing project management.

## Admation's Creative Project Management Solution

When considering software solutions, the marketing team wanted a solution that offered briefing templates and tools, online approval tools including online proofing and markup tools, and an integrated digital asset management tool.

Because Admation offered all these features and more, Just Group chose the platform to make its marketing projects more efficient.

## Benefits

After the implementation of Admation, Just Group's marketing team enjoyed several benefits. Firstly, they now had a consistent briefing format across all its brands and access to briefing tools that provide an organised framework for gathering information before the commencement of a project. Admation's secure storage features also allowed the team to store assets for all their brand when projects were executed.

The team also had access to review and approval workflow tools that allowed them to manage their workflows more effectively and make changes to projects before they were launched. These approval workflow tools also provided increased transparency over their projects, which made it easier for the marketing team to see what's going to market and ensure that they have adequate stock.

Ultimately, with its range of marketing project management features, Admation helped Just Group increase its marketing output while, at the same time, reducing the cost per acquisition because of the enhanced efficiency it provides.

Admation's digital asset management features make it easier for marketing teams to store, manage, and find digital assets. This not only ensures that the right assets reach the market, but also that the team can easily re-use assets in future campaigns.

Admation provides complete visibility over every marketing project. As such, it gives marketing teams insights into what's completed, what needs to be done, and which stakeholders still need to review and approve assets. This, in turn, makes marketing projects easier to manage.

Admation's online briefing features allow marketing teams to create customised, consistent briefing templates that gather sufficient information before the commencement of any project. This eliminates unnecessary revision later on in the process and decreases speed to market.