



## YOUNG & RUBICAM BRANDS, SOUTHERN CALIFORNIA

Mechanical Cubed eliminates five minutes of work per mechanical and reduces costly errors

A Triple Triangle Case Study

### CHALLENGE

Young & Rubicam Brand's Southern California studio had long used a database system to plan and manage studio work. The database system worked well, but "all of the information that was on that database ticket had to be re-entered into our mechanicals and their slugs, which created room for human error," said Zachary Plonski, Studio Director for Young & Rubicam Brands in Southern California.

The disconnect between the database and the actual mechanicals resulted in errors that could be frustrating and costly for the entire team. "Simple errors like building a mechanical to the wrong size can cause hours of rework," said Plonski.

In addition to the cost of errors, the process of creating the document and manually entering data in the slug cost at least five minutes per mechanical. With some studio artists creating 20 mechanicals a day, the cost of manually setting up mechanicals added up.

### SOLUTION

The agency deployed Triple Triangle's Mechanical Cubed, which automatically creates mechanicals based on information in a database or a PDF form.

By clicking a button in the database, studio artists can create a new mechanical in InDesign. The document setup and slug information are automatically established based on information in the database.

The system was surprisingly easy to deploy. The initial time to design the slug took only a few hours, while the database integration took less than a week.

### RESULTS

Young & Rubicam Brands, Southern California was able to speed their work, eliminate costly errors, and ease their transition to InDesign by integrating their database with Mechanical Cubed. (Continued...)



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Zachary Plonski

Studio Director

Young & Rubicam Brands, Southern California



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### Speeding Work

Mechanical Cubed helped the agency eliminate at least five minutes of tedious, error prone work for each mechanical.

“After one week everyone realized what a time-saver we had on our hands and couldn’t imagine how we worked all these years without it,” said Plonski, “Production artists in the studio were pleased with the outcome because they were now able to cut 5-10 minutes of set-up time for each job that they worked on. Their focus is now on the integrity of the ad, not the mechanics or the slug info.”

YOUNG &  
RUBICAM  
BRANDS

### Eliminating Costly Errors

Young & Rubicam Brands, Southern California was also able to eliminate a source of errors and clarify responsibilities within the overall team.

“The only chance for error now lies in the hands of the traffic coordinator entering the information into our database system,” added Plonski, “As long as that information is correct, our mechanical’s live, trim and bleed settings and it’s slug information will match the database. Now we know that if the information is entered correctly in the database system, then the mechanical will be built correctly.”

*“TRIPLE TRIANGLE’S SOFTWARE HELPED  
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UNDERSTAND INDESIGN.”*

Bryan Ickes

VP, Director of Information Technology

Young & Rubicam Brands, Southern California

### Easing the Transition to InDesign

Bryan Ickes, Vice President and Director of Information Technology at Young & Rubicam Brands, Southern California, added that Mechanical Cubed aided their transition to InDesign by giving studio artists a reason to switch. “The Triple Triangle’s software helped motivate our studio artists to learn and understand InDesign,” he said, “Now, we cannot imagine working the way we used to.”

### About Triple Triangle

Triple Triangle, Inc. ([www.tripletriangle.com](http://www.tripletriangle.com)) is a leading provider of plug-in products. Triple Triangle’s Mechanical Cubed suite is used by major advertising agencies and corporate marketing departments worldwide.