



## mcgarrybowen, New York

mcgarrybowen uses Triple Triangle's digital workflow tools to enhance productivity and accountability during rapid growth

A Triple Triangle Case Study

### CHALLENGE

mcgarrybowen was founded in 2002 by four principals with over 100 years of experience working with some of the world's biggest and most admired brands. The agency has rapidly won both praise and clients, winning AdWeek's 2005 President's award and exceeding \$800M in annual billings.

mcgarrybowen's rapid growth also created a challenge. "What started out as a small shop turned into a full-blown agency almost overnight," said Maria Shippee, Digital Systems Manager at mcgarrybowen. "We were in need of a system that would complement our workload. Handwriting a paper work order or hollering orders over a wall is not a scalable workflow."

### SOLUTION

Maria recognized that Triple Triangle's Mechanical Cubed could help automate mcgarrybowen's studio workflow. Mechanical Cubed enables project managers to specify job details in PDF forms using Adobe Acrobat. Mechanical Cubed then reads the job specifications from the PDF forms and uses them to build mechanicals - including the document itself and the slug, crop and fold marks.

Typical of mcgarrybowen's lean, entrepreneurial culture, Maria went ahead and prototyped the solution herself. "The form only took me a few hours," she said. "After reading through the user guide, I redesigned our existing work order in InDesign, exported a PDF and then began coordinating the data fields with my slug. I was shocked when it worked on my first try!" Over time, Maria has refined her form and slugs. "I have since developed an additional form and corresponding slug for our out-of-home mechanicals."

### RESULTS

When Maria first deployed her solution, the most common reaction in the mcgarrybowen studio was "Sweet! You mean I don't have to type in all that stuff?" Beyond the immediate joy of avoiding tedious work, however, Mechanical Cubed offered substantial workflow benefits for mcgarrybowen's busy studio.



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### Establishing a Consistent Workflow

With paper job orders and manually maintained slugs, there are many opportunities for errors, omissions, and variations in the slugs and the information that they contain. The Mechanical Cubed workflow eliminates these problems.

“The PDF form is the foundation of our digital workflow. It has allowed us to achieve the consistency and accuracy that any solid workflow requires. And there is a lot less paper floating around,” explained Maria. “Now all of the slugs look the same no matter which project manager filled out the form.”

### Speeding Work

Mechanical Cubed has also enabled mcgarrybowen to work more quickly.

Mechanical Cubed “has completely freed the Studio from dealing with measurements. All sizes, calculations, folds and conversions happen instantaneously and are based on the information that the Project Manager enters on the PDF form,” said Maria. “The Studio never has to worry about filling in any slug data or mistyping a measurement. The mechanical shell is created in seconds and the Studio can concentrate on content and layout.”

### Clarifying Responsibility and Enhancing Teamwork

Like many agencies that are using Mechanical Cubed, mcgarrybowen has found that automating the communication between project management and the studio helps the two departments work together more efficiently.

“The greatest change is that this workflow establishes accountability within departments. Each department has a specific function and the success of the job relies on each person doing their part correctly. This workflow demands communication and fosters teamwork and synergy,” said Maria. Mechanical Cubed provides a technological framework that empowers the two departments to work together effectively.

### 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.

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