

SEAMLESS PROJECT MANAGEMENT ENSURED SPEED TO MARKET

> Design, Print Management and Delivery for Westfield

CASE STUDY

FACTS

Westfield, working within a constrained legal timeline, required a large amount of information supplied to their shareholders quickly.

CRITICAL ACTION

The entire project was managed by a single team, enabling fast turnaround.

The designers integrated the call to action, producing design and artwork for 7 book types with a print requirement of over 425,000 books. These were to be delivered to 135,000 shareholders in various combinations, including multiple personalised forms for shareholder response. This was a large and complex communication.

The certainty of the result was through the project management of multiple milestones. Being charged with the whole process enabled concurrent scheduling of design, offset print, laser and mail production tasks. The staggered mail delivery timeline ensured delivery to all shareholders in the legal timeframe.

RESULTS

From a merger announcement on 22 April, to despatch of information on 25 May, the speed to market of clean, clear information contributed to the successful meeting result on 25 June.



THE ADVANTAGE OF A PARTNERSHIP

> Print and Production Management for Westfield

CASE STUDY

FACTS

Westfield's annual calendar has multiple requirements for shareholder communication.

CRITICAL ACTION

Early consultation provides efficient avenues for timeline and budget management.

The advantage of planning is apparent in each outgoing shareholder mailing. Computershare provides a variety of services from consultancy on environmental standards, postal efficiencies and mailpack structure to design, print production, laser and mail production and lodgement with Australia Post.

A briefing 'production' meeting for each mailing brings understanding of the communication strategy. Providing the experience of best practice, the Account Management team plans and schedules each task ensuring all milestones are met.

Rigorous project management, with underlying reporting standards provide transparency of action and cost.

RESULTS

Westfield and Computershare work in partnership for all shareholder communications. Computershare has been appointed for all print management ensuring 100% on time delivery every time.

