

“ Every once in a while, a late night is exciting, but when it’s routine it just becomes a drag. But when you get something done and you feel productive and your work is good, there’s no better feeling.”

Mame McCutchin, Program Director at Ogilvy

Company

Ogilvy

Industry

Marketing Communications

Region

U.S./Worldwide

Customer Profile

Ogilvy is a global, award-winning integrated creative network that makes brands matter for large and small clients across 83 countries.

Business Situation

Ogilvy needed to lead its clients into the fast-paced new world of data-driven digital content creation and delivery.

Solution

Ogilvy chose Smartsheet to help manage vast volumes of client project information, to create simple forms for easy data capture, to sort and filter views for quick insight, and to communicate and collaborate in real time.

Benefits

- Ability to centralize tracking of complex projects and related media assets
- Flexible, customizable views that can be filtered by role, urgency, or other criteria
- Transparent communications across global offices
- Fast data collection and reporting with easy-to-create, easy-to-use forms
- “Smartsheet calm” that comes when project components and status are at everyone’s fingertips

Ogilvy delivers client results while basking in the “Smartsheet calm”

Ogilvy is one of the oldest and largest advertising agencies in the world, creating innovative media campaigns for the world’s leading brands since 1948. Advertising and media have evolved dramatically since the agency was founded, and the pace of change is accelerating. Today Ogilvy must quickly create large sets of digital media assets to place and track across online magazines, social media, video channels, and more. Smartsheet is helping Ogilvy manage it all with immediate visibility for every member of a globally distributed team.

Situation:

The company is evolving from the old advertising models of print and broadcast placement to a new digital media strategy that builds brand and message consistency across a wide variety of online channels. From video ads on streaming entertainment services to 6-second animated GIFs in social media, today’s campaigns require more visuals, design elements, and resources than in the past.

“There’s a lot of disruption in the industry; the whole model has changed in advertising, and as a large institution, it can be hard for us to keep up,” says Mame McCutchin, program director at Ogilvy. “Our larger brands are like us: They also don’t turn on a dime, but they expect us to lead them with technology and changes in the way we work. And across the board, Smartsheet has been a solution many times over.”

Solution:

McCutchin and her team use Smartsheet to track the media assets that go into client projects, enabling them to see at a glance the status of every detail—and deliver on time. The team can outline every asset in a campaign, track progress toward deadlines, and attach files, such as digital media or model and actor release forms.

“One of the first things I did with my new team was to set up a schedule of what we need to start working on, when we need to start working on it, and when it needs to be out the door. Smartsheet is great for that,” McCutchin says. “For the first time in this project we have complete line of sight until the end of the scope.”

Benefits:

Centralized Tracking and

Communication: Using Smartsheet, McCutchin can confirm that the correct versions of digital image files are ready to share with clients and track progress toward deadlines for each item. She also created a sheet to manage team financial details such as spending against client budgets and requests for nonbillable expenditures, as well as a team onboarding hub. New hires can find all the documents and contacts they need to learn new roles and requirements in one place, and established team members have a single source for answers to any new questions that arise as their work evolves.

Flexible, Customizable Views:

Dashboard views let McCutchin see the status of multiple items at once to make sure members of her team have what they need to solve problems, whether that’s changing light bulbs in a workspace, or cutting steps and lag time out of a production process. More important, her colleagues can track and update their own work and take action

on any questions or problems, which is especially important when projects are being shared across global offices.

“Smartsheet Calm”: When all members of the team have the data they need, there’s less miscommunication and a greater sense of project ownership for everyone involved; the collective confidence of the team is raised.

“There’s a level of calmness now that we didn’t have before this schedule was completed; that’s really important for this team,” McCutchin says. “Everybody now has the same view of what we’re supposed to do; all the oars are in the water going the same way. Before, we never knew what was around the corner, so now we’re all planning for the same thing and we all have the same line of sight to it. Who wouldn’t want the ‘Smartsheet calm’ in their life?”

A calmer team is a more productive, motivated team, and McCutchin has seen the “Smartsheet calm” lead to on-time delivery of high-quality branded media to Ogilvy’s clients. She’s also seen it open up lines of communication within and across teams, enabling greater transparency as creators and strategists collaborate across time zones.

As the industry moves toward greater transparency, McCutchin is working to develop a sheet that will offer clients a dashboard view into project completion against scope—much like the ones utility companies offer to show customers how

much energy they’re using compared with previous months or local averages. Her goal is to enable Ogilvy to set a standard for clear communication and trust, as well as for streamlined productivity and sustainable processes. That helps her team do their best for clients at every step of the journey.

“When you’re chasing something and you’re just being reactive and trying to get it done, it’s not your best work, it’s not your best self,” McCutchin says. “If you’re here until midnight a lot, it’s no good for anybody. Every once in a while, a late night is exciting, but when it’s routine it just becomes a drag. But when you can stop chasing and get a project optimized, and then get something done and you feel productive and your work is good, there’s no better feeling.”

For More Information

For more information about Ogilvy, visit www.ogilvy.com.

About Smartsheet

Smartsheet (NYSE:SMAR) is a leading cloud-based platform for work execution, enabling teams and organizations to plan, capture, manage, automate, and report on work at scale, resulting in more efficient processes and better business outcomes. Today over 95,000 customers, including more than 77,000 domain-based customers and over 70% of the companies in the Fortune 500, rely on Smartsheet to implement, manage, and automate processes across a broad array of departments and use cases.

To learn more about Smartsheet, visit www.smartsheet.com