



Matchprint Virtual Testimonial: Agency

Leo Burnett USA, Inc.

Leo Burnett USA is the flagship office of Leo Burnett Worldwide, Inc., a global network of over 200 operating units, including 96 full-service advertising agencies in 84 countries. Leo Burnett USA's Print Management group produces approximately 12,000 to 14,000 ads each year, as well as a significant amount of direct mail, point-of-sale material, inserts, out-of-home and other commercial print pieces. Given the volume of work they produce, Senior Vice President and Director of Print Management James Mikol says, "It becomes incredibly important to drive efficiencies, not only for our clients but for our own agency, to have a competitive advantage in the workplace." To accomplish this objective, Print Management is transforming its workflow from one that is vendor-based to one that is focused internally, relying on highly trained personnel and consistent standards and processes. This is consistent with a company-wide focus on quality and meeting customer expectations. In fact, the department earned its ISO 9001:2000 certification in April 2003. One of the lynchpins of Print Management's transformation has been the appropriate integration of new technology. Not surprisingly, Leo Burnett USA is an ardent proponent of the Matchprint Virtual Proofing system.

Virtual proofing, says Mikol, is a technology that, "for our specific situation, will make a huge difference. In the reality of today, where clients are expecting agencies to create efficiencies and drive cost out of the process, we are always looking for ways to add value and decrease costs. KPG's Matchprint Virtual system has that potential. When we can measure results and show our clients a way to reduce cost, increase quality and take time out of the process, we've won." The fact that files can be calibrated to press output and accurately displayed in CMYK, so that realistic expectations are established early "is a giant step forward, not only in reality to our clients, but in efficiency. We're taking hours and days out of the process. Hours and days is something that you can't quantify... it's tremendous."

Who's going to drive the move toward virtual proofing? Jim Mikol feels that agencies, publishers and printers will all have a hand, but that ultimately, "the client's dollars drive it. The more efficiency that we can put into the system and the more we can take out in terms of redundancy, the more we will have to service our client. That's what it's all about." He continues, "Our agency has put a commitment behind this. We are going to push it with all of our might because this is the right thing to do. It's the right thing to accomplish for our clients. It's the right thing to do for the industry."

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Senior Vice President,
Director Print
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