HIGHTAIL is now opentext™

From concept to completion

The process of creating a marketing campaign is **very complex**

It can include

- **Marketing manager**
- **Creative team**
  - Internal designers
  - Copywriters
  - Video producers
- **Advertising agency**

The process

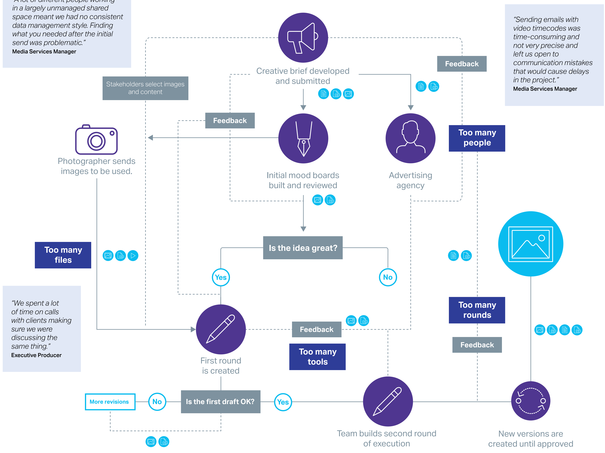
Creative is complicated

The process is non-linear and very involved

"A lot of different people working in a largely unmanaged shared space meant we had no consistent data management style. Finding what you needed after the initial send was problematic."
Media Services Manager

"Sending emails with video timecodes was time-consuming and not very precise and left us open to communication mistakes that would cause delays in the project."
Media Services Manager

"We spent a lot of time on calls with clients making sure we were discussing the same thing."
Executive Producer



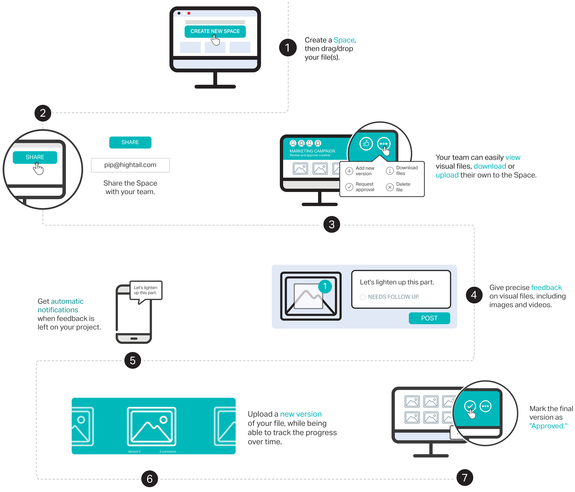
62%
of creatives believe money is wasted due to additional time and resources spent addressing miscommunication

83%
of creatives said the review and feedback process takes longer than expected

65%
of creatives said that improving the creative review and approval process will allow them to create more high-quality projects

Solving creative collaboration

OpenText™ Hightail™ provides a simple way to share files, collect feedback and manage approvals on your creative project. This is how it works:



The best marketing and creative teams use Hightail to **create better.**

HIGHTAIL is now opentext™

For more information, visit www.hightail.com or email collaborate@hightail.com.

Source: Hightail 2017 Collaboration Survey

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