



Jaguar Land Rover | Spark44

Accelerated content

Spark44 is using censhare to help save Jaguar Land Rover £55 million and speed up content production by 68%.



“I’m a big believer in sweating assets, and we’re bleeding this one dry. censhare makes our lives so much easier in so many ways.”

Ahmed Hasan
Head of Digital Marketing, Spark44

Redefining the agency

Since the first ad agency was founded more than 100 years ago, the basic industry model has changed very little. Even today, when digital advertising and personalised marketing are becoming more important, most companies that want to market their products still employ external agencies to come up with ideas and execute campaigns.

Not Jaguar Land Rover (JLR). In 2011, the brand was, in the words of Ahmed Hasan, “not in a great place.” Hasan is the Head of Digital Marketing at Spark44 – a joint venture formed in 2011

with JLR. The idea behind the merger was to form a partnership that shared one balance sheet, meaning that JLR no longer had to manage complex relationships with different agencies for different regions and marketing channels, which led to mixed messaging and brand erosion. A completely transparent relationship would also give JLR a clearer view of exactly where its money was being spent.

This relationship has proven fruitful. Since 2012, Spark44 has helped JLR double sales from 300,000 to 600,000 vehicles annually. Brand health and purchase consideration for Jaguar and Land Rover cars have also both increased by double digits. Spark44 campaigns have won awards worldwide, and its websites occupy the top-three spots for automotive sites in the US, UK, Germany, and China.

Getting to this point has required a combination of hard work, attention to detail, and smart use of technology. One of Spark44's most important goals is to reduce JLR's overall marketing costs – not an easy task when it also has to increase demand across a widening global audience, with different markets requiring content that suits local demand. On top of this, JLR has embraced personalised marketing, tailoring emails and websites according to how a recipient has interacted with content previously. This requires yet more content to satisfy so many variables.

“We needed to buy time”

“We can't compromise on quality,” says Hasan. “Our creative directors demand excellence, which takes time. We give our creatives space to develop the ideas that will differentiate our brand, drive desire and push Jaguar and Land Rover vehicles to first consideration.” Given its remit to save JLR money, Spark44 couldn't employ more people either, so it looked to censhare for a way of operating more efficiently. “We wanted to support the creative process without breaking it,” says Hasan. “Effectively, we needed to buy time.”

Spark44 uses censhare as a single source of truth for its digital assets, a web CMS, a workflow governance platform, a way to manage resources and projects, and a way to create and distribute emails to customers. It's also used by 10,000 people within JLR as a portal to hold product information on the group's hundreds of vehicles, options and accessories. “censhare was

the best choice out of all the solutions we looked at, because it works across our entire workflow,” says Hasan. “When a brief comes in, we can assign resources to the project and see what assets are being created, and then it flows through an approval workflow in the same tool.” In total, 11,000 people within Spark44 and JLR use censhare, which holds more than 300,000 assets and serves 10,000 downloads each month.

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Production goes up a gear

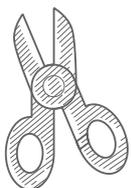
“So far, using censhare has made Spark44's global content production process 68 percent faster. Managing content approvals through censhare and using a traffic light system to indicate how important a task is have helped enormously,” says Hasan. censhare reminds approvers in a more structured fashion than before, so they realise that their actions are affecting the speed of production.

censhare also shows managers at Spark44 what employees across the company's 19 offices are working on, so work can be moved around as resources become available. “Our business ebbs and flows,” says Hasan. “Different markets get busy at different times, so if we can spread our workload across our global workforce, it eases the burden on busy teams and makes sure everyone is fully utilised.”

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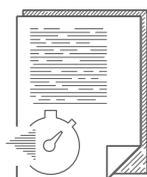
Ahmed Hasan
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Business results



£55m

saved for Jaguar Land Rover since 2011



68%

faster content production process



300,000

assets available to agency network in 19 countries



10.000+

users at Jaguar Land Rover

£55 million saved and counting

Overall, censhare has contributed to Spark44 saving JLR £55 million since 2011. Hasan says, “I’m a big believer in sweating assets, and we’re bleeding this one dry. censhare makes our lives so much easier in so many ways. Plus, it puts money back in the hands of our partner, so it can reinvest in developing the next generation of cars.”

Spark44 uses censhare hosted on Amazon Web Services (AWS). AWS offers a broad set of global compute, storage, database, analytics, application and deployment services that help organizations move faster, lower IT costs, and scale applications.



SPARK44

Industry

Automotive

Solutions

- Digital Asset Management
- Product Information Management
- Content Management

Business need

Spark44 needs to increase demand for Jaguar Land Rover’s cars while saving the company money at the same time.

To find out more about this and other case studies, please visit our website:

[Go to censhare.com](https://www.censhare.com)

