



IMAGINE WHAT YOU COULD DO

(Business case A)

Truly global communication is limited by market specific factors – such as culture, market regulations, local product versions etc. – creating a need for local adaptation.

Distribution and continuous adaptation of marketing and communication materials can be a complicated and resource demanding task that often takes up a lot of time and money. In ad-adapt, we believe that time and money should be spent on value adding initiatives rather than on adaptations and iterations.

So how much are we talking about? On the next pages, you will find a few examples which we think will surprise you.

OUTSOURCING ADAPTATION

Here, we present a business case describing a company that outsources its adaptation of communication and marketing materials to an external vendor.

Every year, the company creates **7 campaigns** – each containing **5 artworks** and with a presence in **25 different markets**. The company outsources its localization processes to local agencies and spends up to **USD 568,750** pr. year localizing its marketing materials.

If the company converts to ad-adapt, it will save up to **USD 534,334** pr. year.

OUTSOURCING TO LOCAL VENDORS	
Average local agency adaptation cost per material	500 USD
Average time per local iteration	30 min
Number of iterations between agency and local marketing	3
Hourly rate USD (internal company rate)	100
Number of campaigns per year	7
Number of artworks per campaign	5
Number of markets that needs adaptation	25
Estimated spending per year in USD	568,750

OUTSOURCING vs AD-ADAPT	US DOLLARS
Outsourcing – cost per year	568,750
Versus	
ad-adapt – cost per year (incl. platform fee and set-up)	59,791
Potential savings pr. year USD	534,334

Imagine how you could use USD 534,334 to increase your brand activation – while strengthening your brand through increased local presence and consistency.

INTERNAL ADAPTATION

Here, we present a business case describing a company where the adaptation of communication and marketing materials is done centrally.

The company creates 7 campaigns – each containing 8 artworks and with a presence in 25 different markets. The company spends a total of **2,625 manhours** a year on adapting material – this equals **USD 262,500**.

If the business converts to ad-adapt, it will save **2,028 manhours/290 days** per year.

ADAPTING MATERIALS INTERNALLY	
Average time per local iteration in both HQ and Local	30 min
Number of iterations between HQ and each local marketing office	3x2
Hourly rate USD (internal company rate)	100
Number of campaigns per year	7
Number of artworks per campaign	5
Number of localization markets	25
Estimated cost per year (USD)	262,500
Converted to manhours	2,625

INTERNAL ADAPTATION vs AD-ADAPT	
Internal adaptation estimated cost (USD)	262,500
Internal adaptation (manhours per year)	2,625
Versus	
ad-adapt – cost pr. year (incl. platform fee and set-up)	597
Potential savings pr. year in manhours	2,028

Imagine how you could use 2,028 hours' worth of internal resources to increase your brand activation – while strengthening your brand through increased local presence and consistency.

Let us make the calculation for your case and see how we can help you increase the power and reach of your marketing and communication budget!

Contact us today on sales@ad-adapt.com or give us a call on +45 24 76 91 77.

EVERYONE CAN AD-ADAPT!