CASE STUDY

DRPG

drp^G45

Sector: Agency

Chaos to clarity: How DRPG cut proofing time by 128 hours with PageProof.

p — Adobe

CLAIRE BLACKFORD

Account Manager

We interviewed Claire after 1 year of using PageProof.

Before PageProof

Proofing without the right tools

As one of the UK's leading integrated agencies, DRPG manages complex, multi-channel campaigns across creative, digital, film, and live events globally.

Before PageProof, DRPG relied on tracked changes in Microsoft Word and Adobe comments – tools never designed for powerful creative proofing. Version confusion, missed edits, and feedback scattered across files made approvals slow and stressful.

> " *Traditionally, we'd used tracked changes in Word or Adobe, but PageProof is far superior in every way.* "

BEFORE

6+ versions was common.

Challenges to solve

Managing a high volume of feedback

With teams across communications, digital, film, live events, exhibitions, and experiential work, DRPG's multi-channel campaigns had many moving parts. Feedback came from multiple departments with different priorities, making it difficult to track progress and avoid duplication. The sheer volume of input often slowed delivery.

Too many versions, not enough time

Strict deadlines meant every extra proof version added pressure. As review rounds built up, creative teams often worked through six or more versions before approval, spending hours managing feedback instead of focusing on the work itself.

4 DRPG cut average proof versions **from six to four.**

Complex, editorial-heavy documents

Producing client TfL's monthly internal magazine – in two versions – required precision, coordination, and clear version control. Winning contracts like TfL's Otm magazine meant that DRPG needed a proofing tool that was fit for purpose.

Accountability and compliance

As a full-service agency, DRPG needed clear accountability at every review stage. Ensuring compliance and transparency became increasingly important.

Key requirement

Managing multiple stakeholders with ease

With numerous clients and projects in motion, DRPG needed a system to keep feedback flowing and deadlines on track. Automated reminders kept reviewers accountable and approvals moving – removing bottlenecks and helping projects stay on schedule.

7 The average number of people typically involved in each proof **is seven.**

Accountability and compliance built in

After researching some of the proofing software options on the market, DRPG turned to PageProof as their preferred tool. Tracking changes was essential. Word and Adobe comments often left gaps, while PageProof captures every comment, decision, and version in one place. This visibility created a reliable audit trail and complete confidence in every approval.

Seamless Adobe integration

For designers, the Adobe InDesign integration transformed the process. PageProof's to-do list appeared directly inside InDesign, so revisions were made quickly and accurately. No feedback was missed, and creative teams could move faster with clarity.

"
PageProof has made our proofing process slicker and more time-efficient.
"

After implementing PageProof

Intuitive & increased productivity

With PageProof in place, DRPG saw immediate gains. Proof versions dropped from six to four on average, and review cycles ran faster. Clearer feedback and organised workflows meant fewer revisions and less rework.

Smarter, simpler workflows

Automation kept proofs moving without manual follow-ups. Notifications, version control, and workflow visibility made it easy for teams to see exactly what needed attention – and when. Approvals stayed on track, and the process was seamless.

Confidence in every detail

Teams no longer worried about missed edits or conflicting feedback. PageProof's structured approach ensured accuracy from the first draft to final sign-off. Stakeholders could follow progress in real time, creating confidence that every deliverable was complete and correct.

Simple, intuitive, and always improving

PageProof's clean, intuitive interface made adoption effortless. DRPG's teams quickly embraced it as part of their daily workflow, supported by regular feature releases and continuous innovation. The platform's steady evolution keeps proofing fast, reliable, and enjoyable for everyone involved.

" *We wouldn't hesitate to recommend PageProof.* "

AFTER

Time saved: **2 hours** per proof, **8 hours** per magazine, **128 hours** across the workflow.

PAGEPROOF.COM

Contact us

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