



CASE STUDY

Nexus Brands Group

Sector: Corporate





CLAIRE DE LEON

Creative
Manager

We interviewed Claire after
6 months of using PageProof.

Before PageProof

Complex project flow

Nexus Brands Group is a global, multi-brand, multichannel platform company that serves professionals, enthusiasts, and communities of the tattoo, pet, and beauty industries. Serving over 15 brands adds huge complexity to any project flow. The core objective when looking for an online proofing platform was to streamline creative workflows.

“*When I started, Nexus didn't have an efficient proofing process. They were approving via emails or comments in monday.com. Even printing out proofs, marking it up, and sending it back. This is such a red flag for me.*”

>15

Nexus Brands Group works with over 15 brands and their marketing materials.

Challenges to solve

Removing red flags

Nexus Brands Group needed to manage multiple stakeholders across a wide variety of creative assets, including emails, web banners, catalogs, videos, PDFs, and images. The review and approval process before PageProof was messy and inefficient – proofs were emailed, even printed. PageProof eliminated these proof routing inefficiencies and brought robust workflows, easy version checking, and automatic reminders to ensure stakeholders review and approve proofs on time to meet deadlines.

“ *When I found PageProof, as cheesy as it sounds, it was love at first sight. It had all the features I was looking for, and more, to manage our brand work.* ”

46%
of employees report **increased productivity** as a result of digital tool usage.



Source: Pew Research

Key requirement

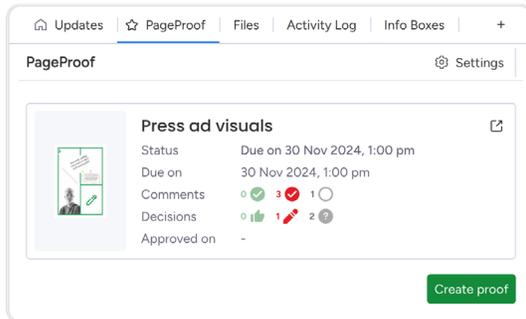
Native connectivity that's information-rich

The creative collaboration solution also needed to integrate with their design and project management tools – Adobe Creative Cloud and monday.com. With PageProof, monday.com, and Adobe CC connected together, proofs are easily created, tracked, and changes actioned. Boards automatically update in monday.com, and information-rich item views keep vital proof details at project managers' fingertips. To further streamline, the final approved file is automatically uploaded to the monday.com board. This powerful connectivity has sped up creative workflows by up to 40%.

“

Using PageProof and the monday.com integration sped up our workflow by almost 40%. It's easier to track the status of proofs than ever before.

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An example of just one of the information-rich PageProof views available in monday.com

Using PageProof along with the monday.com integration sped up our workflow by almost 40%.

40%

Working with PageProof

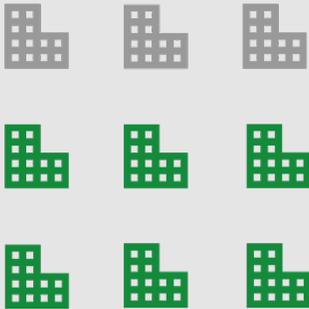
Looking forward

As Nexus Brands Group continues to grow and operate with brands in different locations, it's crucial to keep creative approval processes working efficiently. With the PageProof integration for monday.com combined with the PageProof plugin for Adobe, getting creative approved across the globe is easy. Checklists guide stakeholders to ensure brand consistency, and proof templates ensure quick set-up and distribution of proofs across the different brands.

“ We needed an easy way to work effectively with all of our brands in all the different locations. PageProof and monday.com did that for us. ”



Nexus Brands Group rely on PageProof, the PageProof Adobe plugins, and monday.com to keep design projects on track with ease



2/3
of businesses say brand consistency has contributed to revenue growths of at least 10%.

Source: Lucidpress, 2021



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