

Build an Embedded Creative Project Management Team

Executive Summary

When a global brand leader of enterprise and consumer computing hardware and software was looking to create brand consistency globally and scale to meet the creative needs for one of their lines of business, they looked to Crawford Group to help them scale with an embedded team of project managers.

Customer Situation:

Decentralized management of branded assets left this global brand leader questioning their ability to maintain brand consistency, manage content development at scale, and operate more efficiently with the resources they had. Their distributed organizational structure for content development found them duplicating efforts and discovering inconsistencies in the content itself, leading to message confusion. Additionally, senior leaders battled competing priorities in the management of the dispersed resources and projects along with mission-critical marketing initiatives..

Approach:

This customer turned to Crawford Group to solve multiple challenges. These included the need to:

- Operate at global scale
- Establish a creative management process
- Provide business continuity
- Integrate and unify brand content
- Build and implement a localization process

Crawford Group's Solution

Crawford Group worked closely with the client to design a Program Management Office structure that would make it easy for the customer to manage and maintain while assuring quality of work. Creating a complementary workflow process together that took the customer's tools, processes, and workflows into consideration was essential to successfully delivering their desired outcomes.

The solution included:

Operational Structure & Process Enhancements	Expert Skills Required	Customer Key Talent Requirements
<ul style="list-style-type: none">• Installed a Single Point of Contact• Regional Project Management• Established Meeting Cadence• Implemented Cross-Training• Creative Request Management• Localization Process	<ul style="list-style-type: none">• Independently develop and execute project plans• Project management with issue identification and resolution• Control project scope, timeline, and deliverables• Provide regular stakeholder updates, including risk visibility)• Effectively utilize Workfront for project tracking and execution• Train stakeholders in Workfront usage(Martech)• Work collaboratively in a team environment	<ul style="list-style-type: none">• Coordinate, manage, and prioritize multiple creative projects and campaigns• Act as a connector across teams, including stakeholders, designers, and campaign managers• Create and maintain complex timelines in Workfront• Track projects from briefing through production to final delivery• Adapt and adjust workflows as needed to meet shifting demands



Measure of Success

This customer has chosen to maintain the Crawford Group embedded team creative project management solution year after year and finds it an effective and efficient way to manage their creative demand and operations around the world.

Strategic Impact of Crawford Group's Embedded Team

“Crawford Group is so dialed in on our needs, budget, and response time that they eliminate my concern when staffing needs arise.”

—
Senior Manager of
Content Operations.

● Operate at Global Scale

- Crawford Group's embedded team enabled the creative organization to scale efficiently, adapting resourcing up or down for seasonal and high-volume initiatives.
- This flexible model allowed for smarter budget allocation and operational sustainability.
- A single point of contact model relieved client marketing leaders from day-to-day team management, onboarding, and workload balancing, freeing them to focus on strategic priorities.

● Integrate & Unify Brand Content Development

- Crawford Group implemented a structured creative management process with oversight and reporting, resulting in 100% brand compliance.
- Delivered over 1,000 pieces of content annually with improved quality and consistency.

● Build & Implement a Scalable Localization Process

- Developed a centralized, easy-to-follow localization framework, enabling content scalability across regions.
- Reduced time and effort previously lost to siloed, ad-hoc localization workflows.

● Ensure Business Continuity

- The embedded team structure allowed flexible redeployment of resources to fill gaps, ensuring ongoing project execution without disruption.