

One word answer

To come up with the support material for Lord Saatchi's vision for the digital age, print management firm The Hub needed more than perfect production processes, it needed a miracle

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PURPOSE OF JOB

Support literature for M&C Saatchi's "One Word Equity" initiative to promote its global advertising network

ELEMENTS

Monadnoc 176gsm paper used for cover and pages

BENEFIT

Work resulted in an elegant book that people want to keep

DESIGN

Artwork, pre-press and retouching was completed in Studio 36, Saatchi's in-house studio

Ideally, he wanted two weeks; he got one. But this is a man who, according to advertising agency M&C Saatchi's Rupert Simonds-Gooding, can produce "a timing miracle". And so David Marrable, managing director at print management company, The Hub (London), did.

In just under a week, The Hub produced 50 copies of prestigious hard-backed books from the total print run of 800, to support an initiative from M&C Saatchi. But, as in all good adventures, the going was far from smooth, with last-minute changes and the paper choice making significant ink adjustments necessary.

Lord Saatchi launched the concept of "One Word Equity" in a speech on 22 June at the Cannes advertising festival. Saatchi set out his vision for advertising and proposed a new method for marketing, appropriate for the digital age, called One Word Equity. He said in this new model, firms would define the one characteristic they most want to be associated with their brand, with a brand only owning one word and each word only owned by one brand.

"Today, scientists divide the world between digital natives and digital immigrants. Digital natives have grown up with multi-media. They multi-task, respond faster and edit ruthlessly. Only brutally simple ideas get through," says Saatchi.

M&C Saatchi has developed specific processes to help firms identify, test and measure One Word Equity and has launched a new business unit called The Word, which brings together multi-skilled M&C Saatchi professionals from around the world. The agency has worked with neuroscientist Dr Gemma

Calvert, co-founder of Neurosense and Reader in Cognitive Neuroscience at the University of Bath, on research that modern technologies affect the way users process information.

Saatchi says: "The global ownership of One Word is the most priceless asset a firm can have in the digital age. It is the modern equivalent of the best location on the high street, except the location is in the mind."

Elegant and appealing

Simonds-Gooding, director at Studio 36, Saatchi's in-house design agency, said the agency wanted to produce an elegant, simple and appealing book people would want to keep. From idea to production took three months and, with less than a week to go before Saatchi's speech, Marrable received the digital files ready for production and forwarded them to Beckenham, Kent-based B2 trade printer Nicor. Marrable has a long-standing relationship with Nicor managing director Nick Manchip, whom he has known for 20 years. Nicor produces the majority of The Hub's B2 work.

The book was written by James Lowther, a founding partner of the agency. Designed by Rob Wilson in conjunction with Bill Gallacher, Saatchi's deputy creative director, it uses a simple, appealing design to convey the message of "one word equity".

As befits a project of this standing, Saatchi chose to use Monadnoc paper, described by Simonds-Gooding as "an elegant uncoated stock on which printed images hold their detail", from GS Smith. It is one of the most expensive sheets The Hub uses, costing £399

The client M&C Saatchi



MARKET SECTOR Advertising
STAFF 300 in UK, 700 globally
LOCATION London and 15 global offices
SALES AND CUSTOMERS Aiming at chief executives and senior marketing personnel

OPERATING FOR 11 years

OTHER TYPES OF PRINT Large-format digital and litho for outdoor media. Small-format digital

Rupert Simonds-Gooding, director, studio 36, M&C Saatchi

The supplier The Hub



STAFF 12
TURNOVER £1.7m, expecting 20% increase for next financial year
GROWTH Steady growth since The Hub started in 2002
FIVE-YEAR PLAN To keep expanding

while maintaining high service levels

KEY SECTORS Advertising/design agencies

CLIENTS INCLUDE Burberry, McCann Erickson, Ogilvy, Publicis, Puma, Steve Edge Design, TK Maxx

USP Versatile and understands the creative process

MARKET SECTOR Specialises in sheetfed litho and digital printing

LOCATION London and Southend on Sea, Essex.

David Marrable, managing director, The Hub

per 250 sheets and the choice of this paper at 176gsm added to Marrable's concerns. "It's a very porous paper, normally used for corporate brochures or report and accounts, it's not often used as a book paper. This meant that to get a level of ink coverage acceptable to M&C Saatchi, the black and white job was printed four-colour CMYK, with the inks run over and above their recommended weights. This made me very nervous as it can start setting off and involved extra drying time. Normally, drying case binding involves putting them in a press to keep them flat as the glue dries," says Marrable.

Simonds-Gooding rejected the first proofs because the images were not printing well on the chosen stock, which he says made the delivery even more impressive given the available timescales. But, he says: "The finished result justified this risk."

Beginning to end

The Hub works with clients from conception to delivery throughout all the processes. David Marrable has worked personally with M&C Saatchi since its conception and now manages the majority of its print. He works alongside the agency supporting pitches, which he says are increasingly using digital.

"There is a view this is the best marketing collateral produced by the agency in its 11-year history"

RUPERT SIMONDS-GOODING

The response to the book has been extremely positive, says Simonds-Gooding. "There is a view that this is the best marketing collateral produced by the agency in its 11-year history."

Camilla Tappin, marketing director at M&C Saatchi, says: "This initial One Word print run is the start of the project and we will be producing more books. They are being sent out to offices worldwide."

Simonds-Gooding says he works with The Hub for its print management skills, attention to quality and detail and its ability to perform miracles to time. The Hub fulfilled M&C Saatchi's brief completely, but there are some parts that even miracles cannot touch, as Marrable says: "you can't rush case binding". ■

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