

8
years

yms

FROM PRINT TO DIGITAL PUBLICATION YIELD MANAGEMENT SOLUTIONS BRAND EVOLUTION

LOGO

Yield Management
SOLUTIONS

logotype created in early nighties was in need of refresh to keep up with modern style.

yms

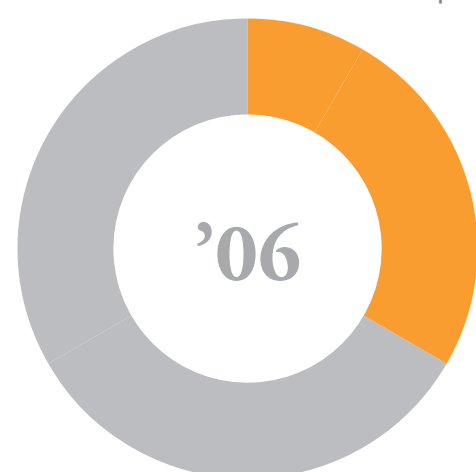
in 2006 the logotype redesigned to modern identity. visual layout of publication updated to clean and aesthetically pleasing design.

yms yield management solutions

in 2008 publication merges with same series seminars and logo is updated to represent both in the best and flexible way.

BUDGET

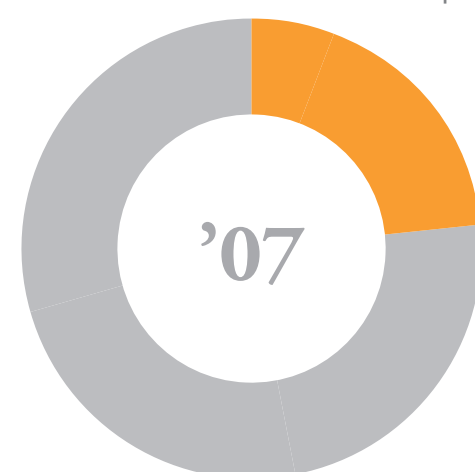
~ 35% of creative budget
a quarter



\$ =

design
layout
translations
press check
printing
transportation
distribution
storage

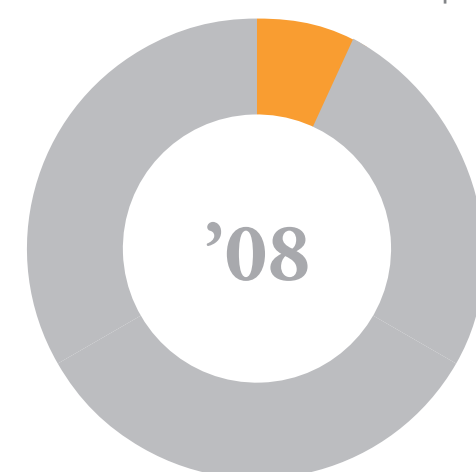
~ 23% of creative budget
a quarter



\$ =

design
PDF layout
booklet layout
press check
printing
transportation
distribution
storage

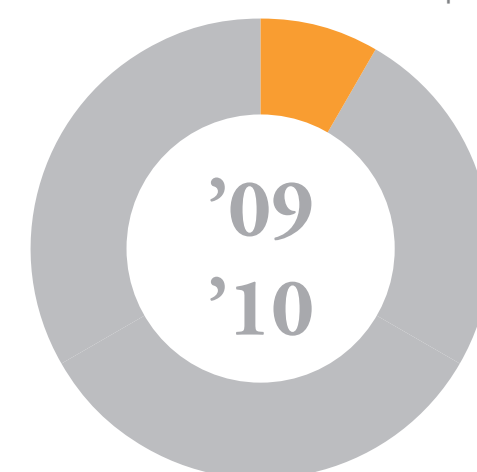
~ 10% of creative budget
a quarter



\$ =

design
PDF layout
newsletter layout
e-marketing
metrics

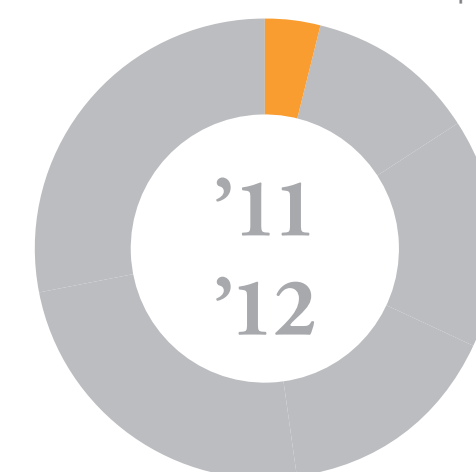
~ 15% of creative budget
a quarter



\$ =

web design
web coding
e-marketing
metrics

~ 5% of creative budget
a quarter



\$ =

design
web updates
e-marketing
metrics

MEDIA

2005

design
layout
press check
printing



2007

design
layout
press check
printing



TIME
CONSUMING
NO METRICS
COSTLY

2006

design
layout
press check
printing



2008

design
layout
distribution



2010 - 2012

design
layout
coding
email
data
lists

METRICS
COST SAVING
TIME SAVING
MOBILE