

BOOMERANG

Case study

1.0 Boomerang

Boomerang

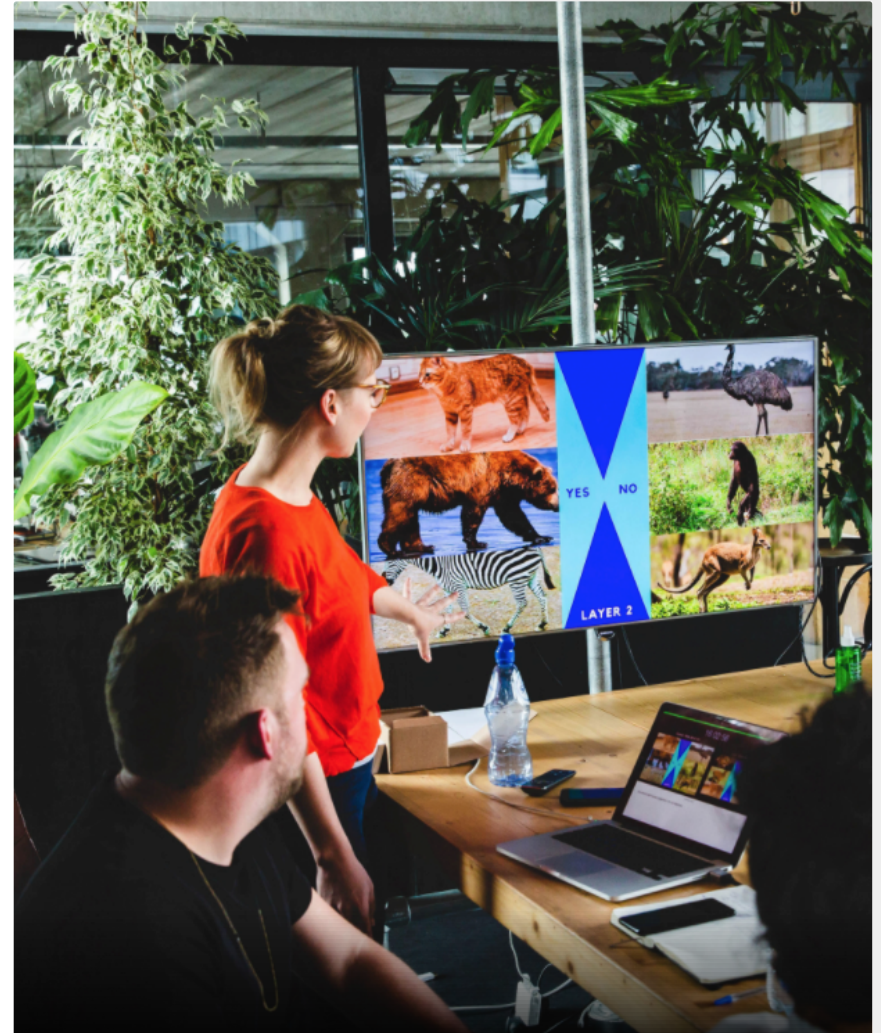
Creativity at scale

Boomerang is a leading creative agency that specializes in connecting brands and people, online and offline. Some of their clients include Heineken, Samsung, CarNext, and more.

Boomerang makes memorable and playful content, from social media to TV commercials. The team is obsessed with actualities and the daily news stream on the internet plays a big part in that.

As a leading creative agency, Boomerang's creative department is the centerpiece of its brand. Each month, the agency works with top brands around the world to conceptualize and create digital campaigns that attract hundreds of thousands of consumers.

So to take their productivity to the next level, they needed a partner whose ability to innovate and scale matched their own and could help them future-proof their growth.



NETFLIX

sQula

amazonPrime

Heineken

SAMSUNG

2.0 The challenges

The challenges

Producing assets at scale to provide their clients with a steady flow of content

Increasing effectiveness and expediting that cycle is something that many agencies strive for as their business keeps scaling.

As Boomerang is diversifying its portfolio, it has a growing need to deliver more creatives than ever so efficiency becomes a priority.

At Boomerang, editors were spending a lot of time manually creating versions for the assets created – resizing, changing the formats, adding new messaging, or swapping scenes.

This was time that could be spent much more efficiently if the producer could get away from those laborious tasks and focus on the actual creative process instead.

With the help of creative automation, however, the team can easily produce as many variations as possible of the same video so they can provide their clients with a steady flow of assets.



Producing assets at scale

Reducing the cost per asset



The challenge

Reducing the cost per asset

In the traditional way of working, if you had a €10,000 budget to shoot a video, you'd do the following: shoot the video, produce around 5-10 assets that might end up not performing that well, and then the client would have to pay another €10,000 if they required another set of assets.

When manually producing content at scale, the cost per asset is high which results in inflated budgets overall for production work.

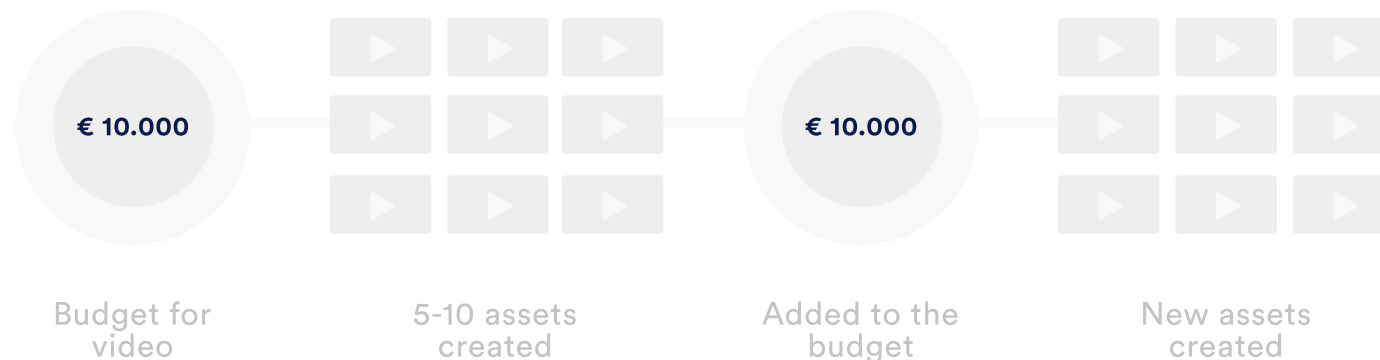
This results in a lot of inefficiencies and multiple team members involved in the process of manually creating as many assets as possible.

"If you work with an editor to create different asset variations in multiple languages, this becomes a long process. With Storyteq, we can render assets for global campaigns in a fast manner."



Thom Specht

Digital Producer at Boomerang



3.0 The solution

The solution | Why

A scalable asset production process

Boomerang was looking for a solution that boosted their productivity, solved their assets production bottleneck in terms of creating multiple versions of the same asset, and increased confidence for their creative teams.

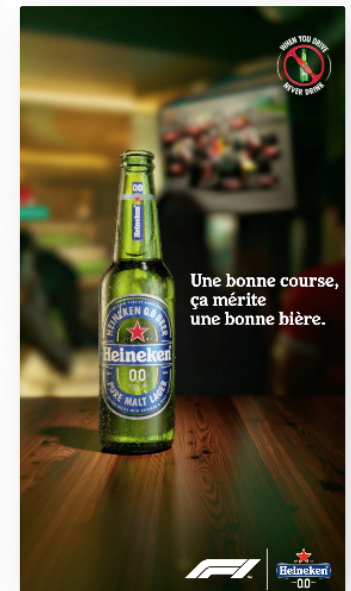
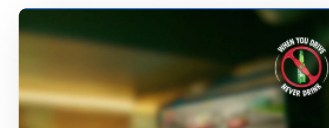
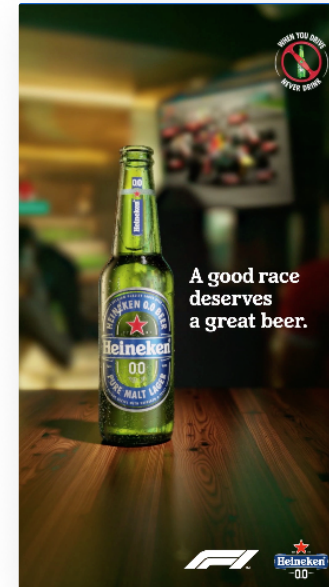
After adopting Storyteq's creative automation platform, not only did the team increase their efficiency in this respect but the production team also created a new approach to produce assets for advertising campaigns.

By using the Storyteq platform to create assets at scale, we're spending less time in post-production in the long run.



Thom Specht

Digital Producer at Boomerang



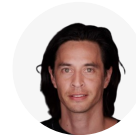
The solution | How

In the pursuit towards maintaining a competitive advantage while remaining faithful to its core values – creativity and uniting brands and people – Boomerang adopted Storyteq's creative automation platform and also created a 15-people dynamic video department within their agency to focus specifically on this type of work.

Where a creative designer could once only produce a small amount of creatives because they were limited by technology and/or lack of time, they can now remain equally creative, all while boosting their production outputs.

By combining talent and technology, Boomerang now banks on the idea of offering more to their clients: more assets, more options, more variations. And they do this for less – less time, less money, less repetitive work.

"What's great about adding Storyteq to our marketing stack is that as we grow our client's portfolio, we don't need to add headcount to the creative team to keep up with production. The automation truly takes away the issues tied to large creative production."



Bo The

Founder at Boomerang Agency

4.0 The benefits

The benefits

The best creative automation platforms raise the bar on production. With Storyteq's creative automation platform, the agency now delivers a consistent, authentic experience in every ad campaign.

Gain post-production speed

Create more assets for a lower cost in the long run

Create targeted content for global campaigns

Highlight different USPs to test assets at scale

Have flexibility to adapt your content based on your needs

The benefits

Making an impact with dynamic creatives at scale

For Boomerang, working with dynamic creatives is a great unique selling point (USP) they can offer to their clients.

The agency creates a considerable amount of content for clients so it's ideal to have a constant flow of work. That immediately becomes possible by leveraging dynamic creatives.

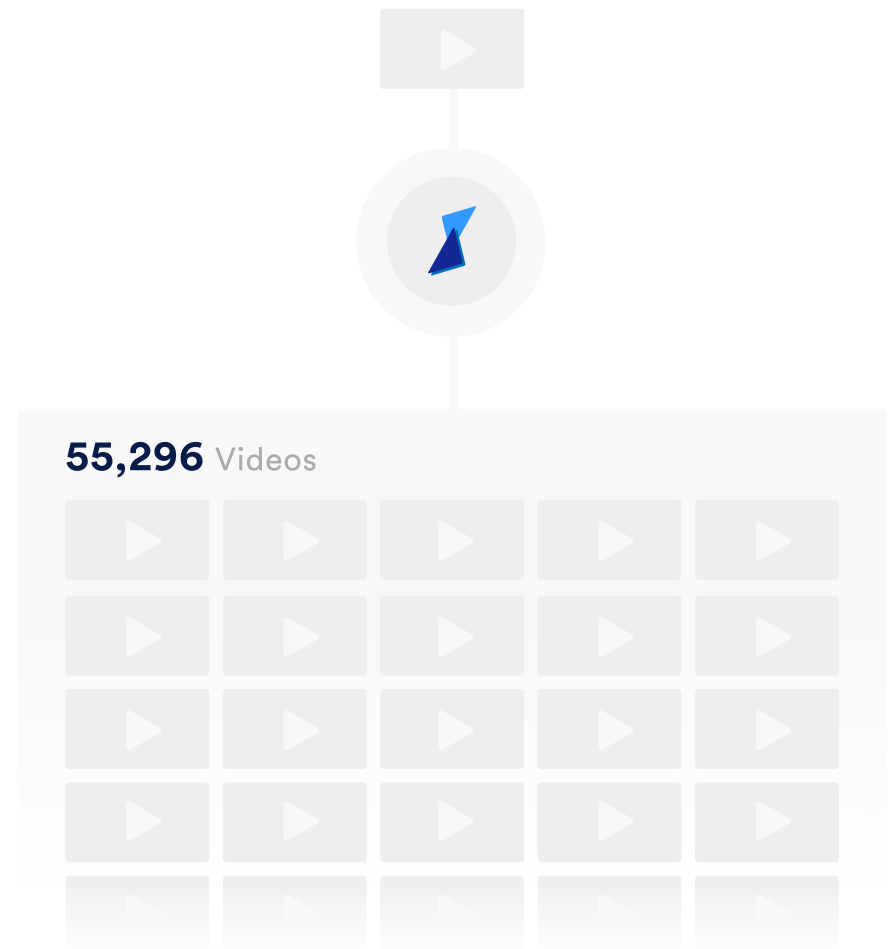
"For one video, we can generate 55,296 extra variations through the Storyteq platform. This helps our clients test the best performing asset."



Thom Specht

Digital Producer at Boomerang

Storyteq's platform lets digital producers focus on creative work instead of getting bogged down with the drudgery of manual tasks.



The benefits

Maintain global brand consistency while lowering post-production costs

In addition to generating new banner and video versions directly from the platform, Storyteq also enables brand consistency, which is important to maintain a steady brand while they grow the business.

For example, one of Boomerang's clients, CarNext, wanted to create a campaign in 7 languages. Clients like CarNext use different languages to reach their audience globally.


Smile
Throwing
Looking
Shaking



x8

Window fog
Knocking
Jumping
Jiggle

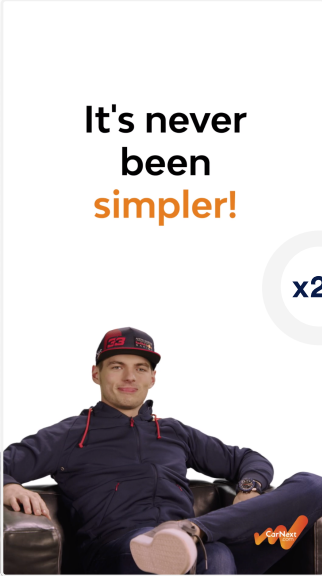
Want that big car?
Want that sports car?
Want that coupe?
Want that MPV?



x16

Want that van?
Want that SUV?
Want that truck?
Want that small car?

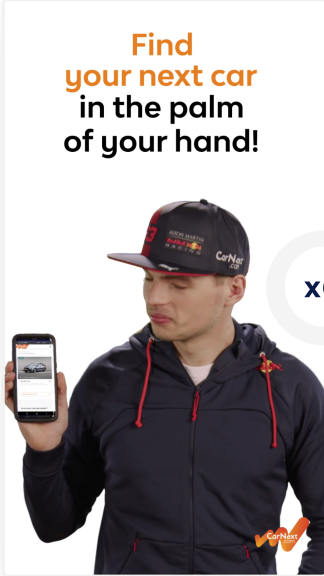
Sign
Pointing
Clapping
Steppingside



x24


Turn around
Laughing
Standing
Sign

thumbs
Confetti
Sitting backseat
Waving tickets



x6

On your tablet
with friends
In the park
outside



x3

55,296 videos

The benefits

While keeping the branding on point is key, this is where cost comes into the picture as well. If you had 55,296 possible variations and a production budget of €50,000, the cost per asset for one language would be €0.90. By doing this automatically through the platform, the cost per asset for 7 languages lowers to €0.19. This gives Boomerang's clients the budget flexibility to request for as many versions of the same asset as they need.

1 language

€0.90



7 languages

€0.19

5.0 The results

The results

Scalable system to create dynamic campaigns that are relevant clients' audience. Finally, since implementing Storyteq, Boomerang has seen a variety of strong results:

1. Cope with volume on their edits in post-production
2. Easily create fast iterations to set campaigns live on social media
3. Output assets for global clients while maintaining the cost per asset very low

“When I think about post-production efficiency, I definitely think Storyteq. It helps us deliver more value to our clients by keeping them away from the studio and offering multiple relevant content for all their requirements upfront.”

Thom Specht

Digital Producer at Boomerang

