



**VEGA**CONSULTING

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# Packaging Perfection

From concept to perfection



# Packaging Perfection: From Concept to Production



## Driving collaboration across numerous parties to launch a product with flair.

### THE CHALLENGE

The central marketing group of a major software manufacturer required extensive project management and creative support in launching a new computer operating system. Vega's mission was to manage the product family packaging from system design implementation through production and artwork hand-off to the manufacturer. Vega was further asked to maintain sufficient flexibility to take on additional project management duties as the project unfolded.

### THE PROCESS

Vega provided a dedicated, on site resource to own the entire project. The project, which spanned more than 6 months, involved coordinating process and approvals with product, branding, and launch teams as well as managing packaging vendor schedules and efficacy. Duties included:

- Facilitating input from product team to determine marketing objectives, establishing communications objectives, messaging priorities, and creative focus
- Ensuring clarity in creative briefs and on time delivery to and from the packaging agency
- Working effectively with other business groups, including Branding, Product Marketing, Product Launch Services, Ad Law, Retail, Antipiracy, and localization teams (as appropriate)
- Daily risk/issue tracking and mitigation
- Managing milestones and resolving conflicts
- Guiding the entire creative development process
- Managing the routing and approval process for all components to appropriate stakeholders

### E-Mail

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## **VEGA DELIVERS**

The Vega consultant assigned a talented project manager with extensive marketing background to assume ownership and maintain accountability throughout the entire process. The consultant worked closely with the client in the planning and design phase and throughout the execution stage to coordinate, monitor, and control the entire process. The consultant effectively allocated and integrated inputs, resolved conflicts, and flawlessly managed time, cost, and scope constraints to meet previously agreed objectives. Ultimately, all activities were formally closed and signed off by a delighted customer.

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