

# Case study, Dublin – Ireland



*“Productivity is up and profitability is improved.  
That’s an unbeatable combination.”*

Conor Bofin – First Advertising

## Overview

First Advertising is a 100% Irish owned advertising agency specialising in the retail, leisure and technology sectors. The agency was founded in 1993 and since then First Advertising has grown consistently, offering superior service to a wide range of clients. First Advertising has also won a number of prestigious awards for excellence in creative solutions. First Advertising is the Irish representative agency in the BBN Global Network, one of the world’s leading independent agency networks. Being part of the BBN Network gives First Advertising the opportunity to draw on the combined experience of partners around the globe.

## Location

Dublin- Ireland

## Staff

Twelve

## Clients include

Abbey Travel, Bright Finance, Columbia Tristar Entertainment, Dimpco, Miéle, Fujitsu  
Siemens Computers



## Results from traffic

Traffic’s project management and job management tools have really improved the workflow in the studio, resulting in a smooth, efficient pathway. These improved practices allow for a faster work process with less pressure on individuals.

The installation was very professionally handled. Sohнар staff came to our offices and made it all very easy for us. The tutorials also really helped. The online training is great and new users can get up to speed very quickly.

Productivity is up and profitability is improved. That’s an unbeatable combination!





### Why traffic?

Our management system was really a hotchpotch of different databases that required quite a bit of staff time to operate so, instead of helping us manage our business, it required extra effort to be managed. We wanted a system that allowed us to manage tasks from end to end without the need for additional staff to 'run' the system.

First we did a lot of desk research, then we conducted trials on several systems. In each case, they were either too simple and did not address enough of the issues we were facing or they were too complex and addressed so many issues that the software was too difficult to use successfully.

When we looked at Traffic, we found just the right fit. As with any product, you buy the people first. The Traffic crew are great enthusiasts for the product and that helped to sell us on the benefits. They spent a lot of time showing us how Traffic could help, then worked closely with our staff throughout the installation.

The software is easy to understand and use. The Filemaker platform is one we understand and is well supported.

### The bottom line

Traffic allows us to quote more professionally, charge accurately for what we are commissioned to do and capture the costs associated with each project. As a result, we have increased our margins while offering a more efficient service to our customers. Everybody wins!



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### Day to Day

Traffic has made the workflow through the studio a lot smoother. In busy times of the year, some of our retail clients have numerous press jobs for different papers and even different countries. The Traffic system allows for clear briefing on each job, efficient recording of time and resources and easy updating. We also capture our time inputs more accurately. That means that we know how much time is being spent on each job and project. Secondly, and as importantly, we now know how much time is not being allocated to jobs. This improved information has led to both better cost capture and improved the performance on the creative side of the company.

### The future

We plan to work with Sohnar to take more advantage of templates that are available to facilitate jobs that are less design and artwork-focused. We know that Traffic will grow as we grow and we are looking forward to continuing the positive experience we've had so far

### Thanks to

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