

Case study, London - UK

TONI&GUY.MEDIA

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Simon Greenwood- Toni & Guy Media

Overview

Tony & Guy Media is the internal media department for Tony & Guy, one of the largest hairdressing businesses in the world. Toni & Guy owns 402 salons in 41 countries worldwide and 28 educational academies globally employing over 5000 in the UK and a further 2000+ employees across the world. Its internal media department, Tony & Guy Media, provides PR, advertising, design, TV and publishing activities in support of Tony & Guy's many businesses.

As an in-house shop, Tony & Guy Media work fulltime to promote the Tony & Guy syndicate.

Location

London - UK

Staff

Nine

Results from traffic

What a pleasure it is to be able to find everything associated with a project in one place! Traffic integrates with our email program so we can link emails to projects within Traffic; same thing with Word and other document types. So now, instead of searching three to five different sources to put together a project overview, we just go to the project file in Traffic where everything is located.

Traffic's versatility has also allowed us to create divisions within our department so that our project management activities reflect our structure. We now have separate sections within Traffic for graphic design and for television production.

We're spending a lot of time applying management science to our operations and Traffic is one of the simplest and most effective tools we use to manage and analyse business operations.

 **traffic**
söhnar
the essential tool for creatives





Why traffic?

Before Traffic, we used a combination of a “database” (to be generous) plus lots of notes on scraps of paper and work strewn throughout Word documents and graphics programs and emails. It worked... but not well.

I proposed that we take a more business-like approach to managing our resources by installing an operations management program. We searched the marketplace and carefully evaluated three systems. One was Australia-based, was a bit more costly and didn't seem to have adequate support in the UK. A second just didn't offer enough functionality. Traffic on the other hand is well-designed, has an extraordinary number of features and is both affordable and well-supported.

Our installation went very smoothly. The combination of Sohнар's installation expertise and our IT department's talents meant that we were up and running without a hitch.

I became the “Traffic Champion” and helped everyone get comfortable with our new approach. I think it's really important to have someone on the team with a deeper knowledge of the system and a can-do attitude to help people transition; that's worked very well for us.

The bottom line

You know, we're different than independent design agencies because we don't bill our clients and work to make a profit. But, make no mistake, our internal clients are extremely important to us and their satisfaction, i.e., projects delivered on time and on budget, is foremost in our minds.

We are getting wonderful reactions from our internal clients as we send them our highly professional project outlines and time schedules, all generated by Traffic. “Wow, aren't you efficient!” is a common response these days.

And they're right. For the first time, we can tell exactly how much time we're spending on which aspect of each project. This information allows us to project time and effort much more accurately as well as manage our resources more effectively.

Day to Day

It's been a culture change for staff to begin recording time spent on projects but we've achieved the change more easily than you might expect. It helps enormously that Traffic is very intuitive; staff quickly picked up on how it works and how it can be used. Now everyone can see how projects are moving through the office; it's a great way to get everyone invested in smooth operation.

The future

As an in-house agency, we have the advantage that we can use Traffic to communicate very directly with our clients. We are establishing remote links that give our clients access to Traffic screens. They will be able to check the progress of their project requests in real time. We look forward to using more and more of Traffic's features to support Tony & Guy's strategic vision.

Thanks to

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