



# How A2 Milk Company Used Simple's Automation Features to Improve Brand Awareness

The A2 Milk Company ("A2") is an ASX and NZX-listed business that sells products across several countries including Australia, New Zealand, China, and the US. The business is also expanding into other markets including Hong Kong, Vietnam, and Singapore. Understandably, with a strong and expanding business, brand awareness is critical.

Previously, A2 Milk Company relied on manual processes for managing their marketing and brand management workflows. In turn, this made their workflows slow and inefficient. As a result, A2 Milk Company approached Simple to help implement a marketing project management and approval solution to eliminate manual and repetitive tasks in favour of automated workflows that would streamline the process for content and packaging approvals.

Simple succeeded in delivering an efficient and effective marketing approval process that could meet the needs of A2 Milk Company.



## A2's Challenges

One of A2 Milk Company's main challenges was that they relied on a number of manual processes for creating and approving packaging and other digital and marketing assets.

So, prior to Simple Admation's implementation, A2 Milk Company mainly used emails, spreadsheets and Word documents to manage their processes. This resulted in ineffective version control, inefficiency, and delays in content and asset design, production, and approval. With a heavy reliance on not fit for purpose tools and manual processes, they lacked the visibility across their process and growing teams.

## Simple's Marketing Project Management Platform

Simple Admation, a marketing management solution platform makes use of extensive automation to make marketing processes more efficient and streamlined. So, Simple worked with A2 Milk Company to implement Admation, walk through the initial configurations, provide training and support on refining their marketing processes.

Despite the COVID-19 pandemic, A2 Milk Company successfully implemented Admation across their team and global operations. This was achieved by initially piloting the software and refined processes with a pilot team, which enabled them to get the configurations right and tweak the set-up before rolling out to departments and, ultimately, the entire business.

## Benefits

As mentioned, prior to using Simple Admation, A2 Milk Company used the wrong tools which impacted their marketing workflows and approval processes. Now, after Admation has been implemented, it has a system that allows it to predefine workflows, manage tasks, and define the necessary activities based on the type of asset created.

In addition, because The A2 Milk Company now has defined workflows, its teams can collaborate better because they have greater visibility across the entire feedback process. And because of the automation features offered by Admation, A2 Milk were capable of reducing their version count, and streamline the review and approval process, and mark-up, while, at the same time, generating a full audit trail that documents every step in the process.

This results in the ability to eliminate bottlenecks in the process and ensure that the right people review and approve the right assets at the right time, which aids not only efficiency, but also compliance.

With Admation, The A2 Milk Company was able to automate most of its manual and repetitive tasks related to brand management and packaging approval. As a result, these processes are now far more efficient, effective, and streamlined.

Simple could implement Admation's marketing project management solution to A2 Milk Company remotely by taking a structured approach and implementing the platform using pilot projects and gradual rollouts to different departments and, ultimately, the entire business.

By using Admation and streamlining their approval, A2 Milk Company was able to reduce the risk of non-compliance with its regulatory, brand, supply chain, legal, and manufacturing requirements.