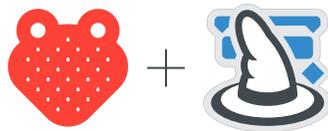




## StrawberryFrog manages sophisticated projects with Merlin Project



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### StrawberryFrog

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StrawberryFrog is a creative design agency based in New York City offering advertisement solutions to consumer packaged good clients. Their client list is one that any agency would be proud to service. StrawberryFrog's client list includes many large global brands including Jim Beam, Pampers, and Smart Car USA.

StrawberryFrog has been challenged with integration, accountability, and organization of managing the creative design process for brand conscious clients.

#### Integration

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There are many amazing technologies available to today's creative design professional. There are Computer Aided Design (CAD) programs great for assisting in the graphic design of a campaign. There are "Cloud" technologies available to collaborate ideas in a shared space. There are business continuity management (BCM) solutions designed

to identify risk, threats, vulnerabilities and provide a frame work for productivity.

The challenge presented when working with all of these technologies is integration. How can I manage the productivity gained by using technology like CAD, Cloud, & BCM?

## Accountability

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Individual accountability presents another significant challenge when working with valuable clients in the creative design space. What team members are associated with which associated tasks within the process?

The process usually involves a large team with each piece being responsible for the sophisticated project delivery. How can Strawberryfrog manage each team member to be held accountable?

## Organization

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How can StrawberryFrog organize activities, resources, and even finances in a format that can be easily presented? How can StrawberryFrog manage this content when some, or all, data

changes at any given time? The creative design process is consistently challenged with organizing information that can be easily shared with the client.

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## The solution with Merlin Project

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StrawberryFrog chose Merlin Project because it offers the perfect fit to work with many other applications. Regardless of where your data is coming from, Merlin Project will import it.

In fact, Merlin Project can also export data to many other file formats and applications as well. [Here](#) is a summary of integrations with other applications and technologies.

StrawberryFrog purchased Merlin Project to hold specific members of the team accountable for the activities that need to be completed. Merlin will provide notifications when an activity is behind schedule, and will even update the timeline to reflect any delay in all associated activities... including the master project plan!

Merlin Project has also helped StrawberryFrog organize project plans that can be presented with ease to the client stake holders. Merlin empowers the creative design team to organize and schedule resources, people, equipment and services. Merlin even provided a financial algorithm resulting in the ability to determine planned budget, actual budget, and expected budget based on real time data changes at any given point in the project.

"We chose Merlin Project because it helps us stay integrated, be accountable, and stay organized!"



Elizabeth Byrne Scordato  
StrawberryFrog - New York, NY

StrawberryFrog manages sophisticated projects with Merlin Project to overcome the challenges of technology, accountability, and organization in the creative design space.

Buy Merlin Project to help your organization overcome these same challenges!