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Alliance Leicester

Winner: Alliance & Leicester

The sheer volume of work, and the production it entails, made Alliance & Leicester stand out as the winners for this category.

Alliance & Leicester produces 700 to 800 million individual printed items, with 600 million inserts, annually. It has over 250 stores in the UK alone, all of which require display advertising, point-of-sale and in-store promotional leaflets. Retail print needs to be produced for all these stores, as well as direct marketing, door drops and inserts.

Controlling this print is a team of just four, which looks after the day-to-day management of a job to ensure it meets deadlines and liaises between all the companies involved in its production.

All work is tendered out to its preselected database, with a 24 hour turnaround on quotes. These

are then evaluated and awarded, sometimes with as little as two hours to spare. The team's motto is "a good product for a good price", with every piece of work checked thoroughly, going through five departments to be signed off.

Working fast is the norm for Alliance & Leicester's team, and a print job can be turned around in as little as two days if needed, but on average media inserts tend to be commissioned on a six-week cycle, with direct mail normally taking two weeks.

As well as handling a large volume of print, Alliance & Leicester's team has also conducted a number of reviews into its suppliers, CSR, paper and colour management to further improve the quality of the print and the production process.

Judges' comments

The volume of the material for such a small team was outstanding. It is unbelievable how they managed to achieve so much with such a small team.

Client

Category

Corporate
Marketing
Services or
Public Sector
Production Team
of the Year

Shortlisted

Department for
Transport

Travelsphere

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