

J. WALTER THOMPSON

WORLDWIDE

## JWT Puerto Rico Streamlines Its Content Workflow for Multiple Brands with Gain

### About J. Walter Thompson Puerto Rico

J. Walter Thompson Worldwide is the world's best-known marketing communications brand and has been creating pioneering solutions that build enduring businesses for more than 150 years. J. Walter Thompson Puerto Rico is the #1 advertising agency in Puerto Rico. The agency has been selected by adlatina.com as one of the 20 agencies of the decade in Latin America and the Iberian Peninsula.

### The Challenge: Managing Content for Multiple Brands

Clients of JWT Puerto Rico include global brands such as Hunt's, Nestle, Kit-Kat Caribbean, Albizu University, Go Phone, Philadelphia Cream Cheese, Rums of Puerto Rico, Retire 21, among others, and the number of brands they manage continues to grow. Many of the brands have multiple products and multiple brand managers, so it was complicated to keep track of the numerous feedback, comments, and revisions of the content that needed to be approved by clients. JWT Puerto Rico needed a platform that allowed them to manage everything cleanly in one place.

### The Solution: Gain

Before Gain, JWT Puerto Rico would send clients an Excel calendar for review. Clients couldn't have a precise notion of how the content was going to look until it was posted. Comments and revisions were also sent by email, so feedback was not as uniform and clear as they desired. Gain helped JWT Puerto Rico manage everything in one place and easily track the evolution of each and every piece of content from its creation to publishing.

**3 to 4**

back-and-forth  
email chains with  
clients  
eliminated per  
week

**4 to 9**

team members  
use Gain daily

**3 to 4**

extra tools  
eliminated when  
creating content

### Why J. Walter Thompson Puerto Rico Chose Gain



JWT Puerto Rico chose Gain to streamline its content management workflow for multiple brands and products. With the hours saved, JWT Puerto Rico can now spend more time on brainstorming, community management, client support, and content creation.

*"Gain makes our job easier, clients have a clearer view of how the final content will look before we upload it, it adds structure and organization to the way we manage approvals. Gain smoothes the follow up process and it is a great tool for clients as it reduces the emails that they receive and they don't need to add another password to memorize or another app to download."*

- Edmaris Carazo, Digital Communications Manager at JWT Puerto Rico