

# McCANN

## McCann Panama Organizes Content Approvals & Calendars with GAIN

### About McCann Panama

McCann is a leading advertising agency that operates 180 offices in more than 120 countries and boasts a client roster that includes preeminent global marketers and many of the world's most famous brands. McCann Panama was the first multinational agency that established itself in Panama and boasts global clients such as Nestle, MasterCard, Coca-Cola, Hertz, L'oreal, ISP, United Way, Song Pictures and SCA.

# 40+

Social Posts that McCann Panama creates, schedules, and publishes per month for clients

### The Challenge: Organizing Content Approvals & Calendars

McCann Panama needed a better way to organize the multiple rounds of content approvals both internally and for their global clients, such as Nestle. They also needed a more organized way to visualize all of the social media content for each client and each month. McCann Panama sought an easy-to-use and flexible platform that could help them organize every step of their content creation and publishing process.

# 180

Hours Saved per week when sending posts to clients for approval, making revisions, and publishing content

### The Solution: GAIN

GAIN helped McCann Panama implement automated approvals for all of their content. With GAIN, McCann Panama can create multi-level approvals, with as many team members or stakeholders as needed for each post. GAIN also helped McCann Panama track all comments and feedback from their team and clients. At any time, McCann Panama can view the content history and see every approval, action, and comment on each piece of content. This allows the agency to review all discussions about their content during audits as well. With the hours saved streamlining their content approval workflows, McCann Panama now has more time to focus on monitoring and growing their online communities.

### Why McCann Panama Chose GAIN



McCann Panama chose GAIN because it was the best solution for their team to collaborate on content creation and to keep a full history of content edits. Using GAIN, McCann Panama knows exactly who did what for each piece of content. The agency also chose GAIN as the best way to provide their clients with a clear calendar view of all the content they plan to share each month.

*"GAIN helps us keep all of our content calendars organized in one place where we can track feedback and approvals from our clients."*

- Jessica Salado, Digital Director at McCann Panama