



# Bare Escentuals Accelerates Creative Design Process with ProofHQ

Top cosmetics brand improves collaboration with online proofing tool; slashes project time by 50% as it eliminates meetings and hard copy proofing

## Background

Bare Escentuals, a global retailer based in San Francisco, is renowned for its popular line of skin care and cosmetics products using high-quality natural ingredients. In addition to its online storefront, the company operates over 300 privately owned boutiques and retails in Macy's and other high-end department stores. Its bareMinerals cosmetics line is a best-selling line on QVC.

The company has a diverse offering of makeup and skin care products across four distinct brands, each requiring its own set of collateral (print ads, digital ads, web pages, etc.). To meet the burgeoning demand for content (both traditional and digital) for each of these brands, Bare Escentuals' marketing team must design, share, review and approve hundreds of pieces of creative. It is an elaborate process involving multiple

stakeholders both within and outside the company.

## The Problem – Hard Copy Proofing

Bare Escentuals' traditional approach to managing proofing was to print and circulate a physical proof to everyone involved in an approval. According to Andrea McCulloch, the traffic coordinator for Bare Escentuals' creative team, the diversity of products and the demands of a fast-paced cosmetics market became too much for this hard copy approach. The physical routing of hard copies and the consolidation of comments from all reviewers turned this method into a barrier to meeting tight deadlines.

BARE ESSENTUALS

"We route somewhere between 35 and 60 projects at any given time," said McCulloch. "Passing paper folders between each other was painfully inefficient. We were printing out hard copy proofs for round after round of multiple changes on every piece of packaging and marketing collateral. Plus, we have seven floors, so there was a lot running up and down stairs in the office building. A lot of deadlines were missed because of the time it took to get a project out the door."

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"A lot of deadlines were missed because of hard copy proofing."

Andrea McCulloch, Creative Traffic Coordinator, Bare Escentuals

The cumulative effect of routing hard copies was a slow-moving, complicated approval process that quickly began to affect all projects. "It became clear that leaving comments on Post-it notes was not an efficient way to communicate on a project," said McCulloch. "A change requested by one person was not always known by everyone on the team because there wasn't full visibility. The entire process was slowing to crawl."

### ProofHQ Solution

Bare Escentuals began looking for an online proofing system that would free it from the burdensome, paper-based, proofing process. "We were looking for a unique product," explained McCulloch. "...something that would increase our efficiency but also be very user-friendly. We have a lot of busy people involved in the review. They work out of different offices and didn't want to spend a lot of time learning a whole new system."

ProofHQ helped Bare Escentuals' review teams hit the ground running by analyzing their specific workflow and guiding them

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through the set-up process. Bare Escentuals quickly realized how easy proofing can be with the right tools.

"We decided to go with ProofHQ because it was clear that it was really easy to use," said McCulloch. "I work directly with the design team online to exchange files that need to be revised and seen by all stakeholders. Right from the beginning, we saw how ProofHQ streamlines that communication channel. The markup, commenting, and communication tools are all very intuitive and we grasped it almost immediately."

### The Results

ProofHQ has made Bare Escentuals' creative process much more efficient, cutting their review and approval time in half. "We're no longer wasting time figuring out what reviewers were saying and physically running folders of hard copy proofs around the office," said McCulloch.

ProofHQ has also allowed Bare Escentuals' to better sync their content strategies for print and digital media across their entire lineup of products. Images, messages and copy are now more consistent.

The new collaborative review and approval process has streamlined their workflow with their internal team and outside vendors. "With ProofHQ, every reviewer has access to the project online at the same time. We now have a much improved dialogue regarding

time-critical collateral. Communication is seamless - someone posts a comment and other reviewers can post replies instantly on the same proof. Having these clear, real-time discussions substantially cuts down our time-to-market."

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"Before it would take about two weeks at a minimum to fully route a project. Now it takes just one week!"

Andrea McCulloch, Creative Traffic Coordinator, Bare Escentuals

As a result, the Bare Escentuals' team is also more productive. "Now there's no handholding and we can take on more projects at once since we don't have to focus so much on management. ProofHQ simplifies everything for us!"

The ability to proof materials online also greatly reduced Bare Escentuals reliance on paper. "We strive to be environmentally conscious in all our processes. Not having to print out proofs, some of which were several pages long, literally saves us reams and reams of paper."

## The Future

Buoyed by their success, Bare Escentuals is rolling out ProofHQ to their partners and contractors outside of the organization. "We are currently rolling it out to our U.S. channel partners and we plan to roll it out to our European channel partners after that," said McCulloch. "We expect ProofHQ will help everyone involved be much more efficient."

What advice does McCulloch have for other retail industry professionals looking for an online proofing solution? "I recommend ProofHQ because it's very user friendly, easy to roll out, and very cost effective. Everyone is busy, everyone has tight deadlines, and ProofHQ really eases the entire proofing cycle. I can't even imagine using the old hard copy process anymore."

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Andrea McCulloch, Creative Traffic Coordinator, Bare Escentuals

ProofHQ is an online proofing system that streamlines the process of managing document reviews, proofing and approvals. Sending proofs with ProofHQ is as easy as using email, but with much better tracking and follow-up. ProofHQ reduces the time and cost of managing proofing and approvals for everyone involved. ProofHQ can be used by graphic designers, web designers, ad agencies, marketing departments, industrial designers, printers, pre-press companies, public relations, photographers and more.

[www.proofhq.com](http://www.proofhq.com)