

# Death to Inefficiency and Waste!

By Cynthia Del Rosario, VP, Sales and Marketing, ANA

Today lean thinking is all the rage. In lean thinking, an organization pulls away from thinking one step at a time to instead measure, analyze, and improve their entire business processes. A key to success when using lean thinking is to identify critical areas that can generate breakthrough results in performance metrics, organizational speed, and lowering the cost of doing business. This allows internal teams to focus on customer needs, continuous assessment, and renewal plus improvement and innovation rather than becoming bogged down in the intricacies of day-to-day tasks. At a recent ANA members-only meeting, **Jim Zambito, executive director, agency relations and controller, Johnson & Johnson**, noted that most processes are “unlean.” He explained that in affecting change across silos, effectiveness measures can become confused with efficiency because each individual might be efficient, but the process as a whole most likely is not. He also pointed out that there is a “process excellence” that already exists that can help companies become lean. One component is: Advertising Digital Identification — also known as Ad-ID.

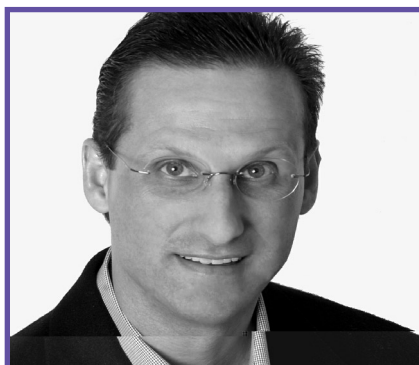
## What Is Ad-ID?

Simply put, Ad-ID is a Web-based system created and managed by the American Association of Advertising Agencies and the Association of National Advertisers to build a universal standard for the advertising industry. Ad-ID is similar to the universal barcode used by retail outlets, but instead it is used to identify each and every advertising asset that your company creates. It is the foundation that allows marketers, agencies, and the media to speak a common language.



**“We recommended that Coors switch from a manual ISCI code to a more convenient, dynamic Ad-ID to save time and to accommodate those late-night or weekend edits by multiple agencies. It’s simple, convenient, and less labor intensive.”**  
**Jillian Gibbs**  
 President and CEO of APR Production, Consultants to Coors Brewing Company

Speaking at a recent ANA board meeting, **Robert A. Iger, president and chief operating officer, The Walt Disney Company**, noted that in the view of Disney, digital technology is upon us, and they plan to be in the forefront with new technology. If you want your advertising assets to employ the new technology coming down the pike from Disney and every other media property, at the very least you must have a digital identifier for your advertising. That digital identifier has been acknowledged by the media to be Ad-ID.



**“Ad-ID reduces the challenges faced with older methods of coding that are not as accurate. It eliminates inefficiencies and creates a consistent ID across the globe, and with an organization of our scope, it makes tracking creatives quick and easy.”**  
**Scott Berg**  
 Director, Global Media  
 Hewlett-Packard Company

The Ad-ID industry coding standard has been endorsed by most media trade associations, and accepted by ABC, CBS, NBC, FOX, and other local, national, and international media companies. From print to radio to broadcast and cable television, to online and beyond, the media has modified their systems to accept the Ad-ID code.

**“We at the IAB believe Ad-ID is crucial to keeping order within the online advertising marketplace and an important component in improving the efficiency of our industry. We endorse this essential facility and plan to encourage our members to use the Ad-ID system”**

**Greg Stuart**  
 President and CEO  
 Interactive Advertising Bureau

## Ad-ID Will Help Your Organization Become Leaner

You can deliver far greater profitability for your brand, reduce agency cost, streamline your processes, and access real-time campaign information through Ad-ID. When utilized by you and your advertising, promotion, and media agencies, the Ad-ID system will help you:

- Improve the impact of your marketing campaigns.
- Have the control to make your

agencies more efficient.

- Enhance your marketing supply chain process.
- Control the changes for improvement.

### **Ad-ID = Greater Accountability, Greater Efficiency, and Less Waste**

How does this work? Ad-ID streamlines the marketing supply chain process by enabling unlimited authorized users to enter the site, and retrieve and create reports 24 hours a day 7 days a week. This eliminates part of the rekeying process that happens when orders are placed. Reducing the keying process reduces the amount of possible human error that can occur. Less error equals less waste, and less waste equals greater accountability.

The theory or practice of lean thinking revolves around the principle of working faster. The goal is to eliminate as much waste as possible. Waste equals non-value-added work, thus eliminating waste makes us 100 percent efficient. For example, advancements in technology allow us to be more efficient. Take the UPC barcode. These series of numbers were created solely to identify a product — nothing more, nothing less. It became the building block, the foundation, and the standard for coding products in the retail industry. Over time, software programs were developed that enabled marketers, distributors, and vendors to buy, sell, and invoice orders, create inventory status reports, etc.

**“Ad-ID is an important technological breakthrough for advertising agencies and the clients we serve. In the age of accountability, it is essential.”**

**Ken Kaess  
President and CEO  
DDB Worldwide**



**“Ad-ID promotes lean Six Sigma principles by linking the marketing supply chain. Digitizing the media transaction process will create process improvements and cost savings for the advertisers, the agencies, and the media.”**

**Jim Zambito  
Executive Director  
Agency Relations and Controller  
Johnson & Johnson**

By using Ad-ID you share information, reduce the rekeying process, and eliminate non-value-added time, making us leaner, more efficient, and more accountable.

### **A Real-World Example**

Imagine, if you would, that you're a pharmaceutical marketer and it's a Friday night. You just got word that your agency mistakenly sent the wrong creative and it ran, putting you in regulatory violation. Your campaign has four more television spots planned over the weekend. The distributor is ready to send the correct creative but requires the identification code. Unfortunately, this information is housed with your agency — what do you do? If you were an Ad-ID user, you could simply check all your campaign assets online and order the right spot. If not, you have the task of calling everyone for whom you have numbers to try to retrieve the information.

In an analog system, sharing information is complex and difficult.

The Ad-ID universal standard creates a common language for the advertiser, the agencies, and the media. ■

## **Top Ten Benefits of Ad-ID**

**In today's world of budget cutbacks and “do more with less,” the clear solution is to be more accountable and to utilize better measurement tools. Let me close with these takeaways about how Ad-ID will benefit you.**

**Ad-ID will:**

- 1. Promote accountability and reduce inefficiency and waste.**
- 2. Promote lean thinking.**
- 3. Centralize advertising asset management.**
- 4. Create a universal coding standard for all advertising assets.**
- 5. Provide a common language for the advertisers, the agencies, and the media.**
- 6. Bring accuracy and efficiency to the ad processes.**
- 7. Foster the electronic media transaction process.**
- 8. Be the foundation for buying/selling/invoicing media electronically.**
- 9. Be the base for digital trafficking/tracking.**
- 10. Provide 24/7 online access to global asset information via the Web for authorized users.**