

# “We don’t need no **outsourcing**”



Outsourcing of creative/ graphic design services means treading relatively uncharted territories. This white paper attempts to provide a sneak preview of its pros and cons.



“You’re asking me  
**what’s Superbowl?**  
Are you serious?”

“You use  
a **rubber**  
to erase something?”

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You wish to create a campaign for the Superbowl or the English Premier League. And imagine being asked by your outsourced design service provider – “What is Superbowl?” Or, “Is the English Premier League some initiative of the Prime Minister of UK?” How could someone who has no idea whatsoever about the local culture, make designs and collateral for you?

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“You **got lucky**  
with a lottery?”

“You think  
**Paris Hilton** is French?”



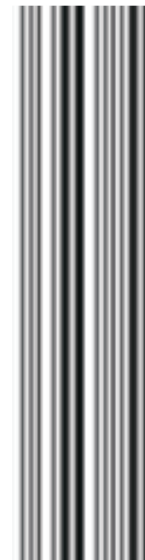
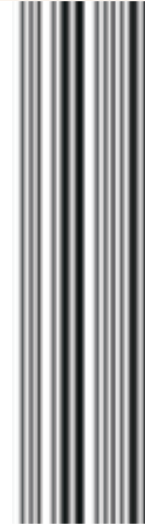
High levels of local knowledge is a must. Without which, creating winning ad campaigns is a near impossibility. This is one of the foremost issues with 'outsourcing' creative.

**And there's more...**



“Yikes! You like  
the color **green**?  
I think it sucks!

Music to your ears might be noise to some!  
Creative differences are a part of every  
engagement. But this fact gets accentuated in  
outsourcing.



“Sigh! If only  
I could get a  
**quality** check.”

Quite unlike outsourcing ‘software development’ where you can create a checklist to see if the software is bug-free, ‘off-shoring’ creative cannot have defined quality parameters. Invariably the subjective nature of ‘creativity’ makes it difficult to carry out an objective quality check.



**“4 days to design a brochure template?”**

A design idea might work in say, 30 minutes or it may take 3 hours or even 3 days. It's very difficult to define a precise time frame for creative deliverables.



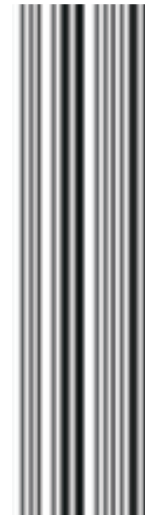
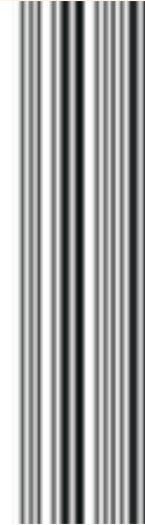
**“3,000 dollars for  
a logo...! Is Picasso  
designing it?”**

A logo could be made for something as petty as \$30 while some companies may even pay \$3 million for a logo. With such market dynamics, how do you arrive at a meaningful price-point?




**“Constant iterations...  
never seem to end!”**

With your service provider sitting 8,000 miles away, there is bound to be a communication gap. This leads to needless iterations and sometimes these can frustrate you to the core!






“Technically speaking...  
there are **problems**  
galore!”



There is a huge disparity between the technology resources used across different geographies. Primarily, there's the Windows platform and then there's Mac. One has to then check for compatibility of the design softwares deployed. Moreover, while internet penetration is now gaining ground, its speed and availability continue to remain a concern.



## So, does it make **ANY** sense to outsource creative?

Well, outsourcing creative does seem to be a fairly difficult proposition. But there are some points that make sense and therefore, deserve a look...



## Has outsourcing creative ever worked?

Think about it. How many companies have in-house advertising departments? Maybe a few, if at all any. The fact is the multi-billion dollar ad industry is actually based on the 'outsourcing' model! This obvious fact is so unnoticeable because such a practice has been widely prevalent even before the word 'outsourcing' came about! So, while creative outsourcing has been a common practice, it is 'offshoring' (to a distant land) that has still to prove its worth.



# Some factors that make offshoring (creative) a worthwhile option

## **Give out the grunt work**

Give out your grunt work and utilize your time to focus on value added sales and marketing activities. While your presentations, newsletters, et al are being designed, you can use your time to devise newer strategies, meeting prospects, etc.



# Some factors that make offshoring (creative) a worthwhile option

## Cost Saving

A strong business case in favor of offshoring- on account of cost savings - is a given. There is a definite chance of saving up to 50% on your advertising budget!



# Some factors that make offshoring (creative) a worthwhile option

## Time-zone benefit

Sometimes the time-zone difference can be a direct benefit to you. If you're in America, having an outsourced partner in India, a requirement you send at the end of day your time could be delivered back to you even before you reach office the next day!



# So should I, or should I not go offshore?

## Find out...

The charges you're paying for designing brochures, websites, presentations et al are burning a hole in your pocket.

Yes No

You do not need any strategic ideas or local B2C creative/ campaigns.

Yes No

You have a B2B product/ service that does not require whacky creative. You require a smooth blend of innovation and professionalism that would appeal to your market.

Yes No

Your routine grunt work doesn't leave you with enough time for value added sales and marketing activities.

Yes No



# So should I, or should I not go offshore?

## Find out...

Your in-house design team has 'urgent' requirements from many departments. Your sales collateral creation do not get the priority they deserve.

Yes No

The lack of expertise of your in-house design team is weakening your sales pitch.

Yes No

Your sales collateral design requirements are never met on time.

Yes No

You often realize the need for a one-stop shop for your sales and marketing collateral generation.

Yes No





## Your Result

If most of your answers are 'no'  
then you do not need to go offshore.  
Offshoring may not add significant value  
to your current business model and needs.

If most of your answers are 'yes'  
then offshoring is the right way for you!  
It is likely to provide productive results  
for your business, helping it grow rapidly.



# Your offshorability guide

## Your communication needs

### Strategy and direction

- Communication strategy
- Local flavor
- B2C marketing campaign conceptualization



### Visualization, Graphic design and Content writing

- Visualization/ Conceptualization
- Graphic design/ Layout creation/ Visual impact designing
- Collateral design (Brochures, Website, GUI, others)
- Content Writing
- End-to-end Collateral design and management



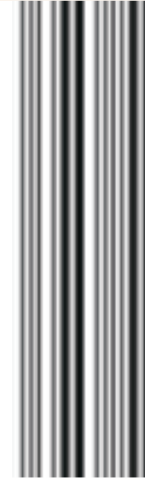
### Design execution/ Grunt work

- Visual designing/ Layouts
- Adaptations to different sizes, format, etc./ Artwork creation
- Photo/ Image retouching and redesigning
- Flash design and development
- Website development and updation (HTML, DHTML, XML, JAVA, Ajax)



## Offshorability





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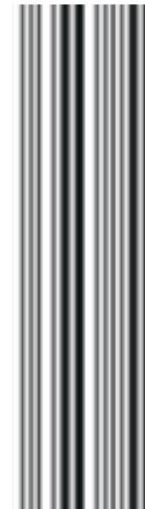
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