

## AGENCY PARTNERSHIP EVOLUTION

# We Are Amnet

## Partnering with SALT STUDIOS

on Revlon, Mitchum & Topps Trading

### Salt Studios partners with We Are Amnet to deliver global brand campaigns

Salt Studios, a design and production studio based in New York, specialises in CGI, creative retouching and digital content production. It is a centre for excellence and G7 approved.

Relationships are extremely important to Salt. Their team was hand-picked not just for their experience and expertise but for their fluent communication skills and an ability to sustain and enhance Salt Studios' mission of expanding the business without sacrificing core capabilities.

### Benefits of a relationship with We Are Amnet

Staying competitive, scaling up quickly and maintaining great relationships is a challenge. That's why Salt Studios chose a partner with comparable talent. A partner who will go the extra mile to achieve its clients' objectives: impactful creativity, speed to market and consistent brand messaging across digital platforms.

### We Are Amnet supply

100% of Salt Studios' packaging work

90% of pre-press/mechanical layouts

“Too many companies call themselves your partner for just doing a job as expected. Amnet has, for 7 years, truly earned the accolade “Partner”. Amnet has been an essential partner, helping to expand our services and helping us adapt to new price models or constraints in an ever-evolving digital landscape.”

Larry Bachmann, Cross Media Specialist, Salt Studios

“Amnet's second shift and weekend availability is an essential component in meeting our speed to market requirements.”

Joe Savattieri, Director of Operations

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### DEVELOPING THE RELATIONSHIP

Salt Studios had worked with We Are Amnet for several years. The relationship was limited to providing digital art & mechanical page builds and layouts as well as ADA compliance. When the packaging opportunity at Revlon opened up, Salt Studios did an extensive search among its existing and potential partners across the globe.

#### Joint pitch which won Revlon packaging business

We Are Amnet stepped up. Senior management sent over a packaging manager to the US who stayed in New York for 10 weeks working with Salt Studios to plan, price, build and refine its pitch to Revlon's Hair Care and Personal Care Divisions.

#### Building a bespoke team to suit Revlon's requirements

When the packaging work was assigned, We Are Amnet's management pivoted to build a robust but scalable team of AI packaging experts, operators, and quality control support. The "deep drill" and commitment to on-site support during the pitch and through the initial start-up phase was more than impressive. It blew the competition out of the water.

#### Services provided

Most importantly, We Are Amnet could provide all the services required, which included retouching, pre-media, multiple pack formats and finishes, 3D modelling and design adaptation. The ability to keep all the work with one resource is an invaluable benefit for Salt's business and their client relationships.

**We Are Amnet also provide pre-press/mechanical layout, packaging, ADA compliance, alt text writing, design, retouching, video and rich media production for Salt.**

#### Revlon brands worked on

Revlon started the partnership off with some smaller projects, later expanding to their Almay Healthy Glow Makeup, Mitchum Deodorants, Cutex Nail Care, Colorsilk, Chameleon Hair Color, Sasha Fierce Color, and Rihanna Hair Color brands. We Are Amnet's flexible and enthusiastic approach, the ability to work together with real chemistry and synchronicity, gave literal meaning to the expression "win-win".

“ Amnet has been our go-to partner developing ADA Compliance/Alt Text services and a scalable Packaging Division for our major cosmetic brands such as Revlon, Erno Laszlo and most recently Coty.”

Larry Bachmann, Cross Media Specialist, Salt Studios



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### THE RELATIONSHIP DEVELOPS TO INCLUDE OTHER BRANDS

Salt Studios has learned that We Are Amnet is not only able but eager to play its essential sustaining role, and later trialled new work and accounts. The results were equally impressive, gradually giving We Are Amnet more responsibilities such as photo editing for Topps Trading Cards.

### Partnership results in doubling of assigned work with Topps Trading

Today, with the oversight of Salt Studios, production and creative supervision the We Are Amnet team has successfully partnered to double the assigned work for retouching and photo editing with Topps Trading. The team is scalable in size and equally fluent in Topps' brand guidelines, creative needs and quality standards.

### The partnership between We Are Amnet and Salt evolves

So successful has this association been that Salt Studios has permanently partnered with We Are Amnet and become part of the enerji group. Continuing to provide high quality services with the additional support, scope and scalability that the partnership brings.

### 100% increase in work assigned by Topps Trading.

“Amnet has been essential in expanding our services; they provide not just a quality service but drill deep into our clients' needs to build permanent work models and solutions. ”

Roland Colombo, Production Manager

ORIGINAL

RETOUCHED

