

# Case studies

# Automation in content production is driving agility + efficiency



**+40% Savings vs. traditional agency model**

Carlsberg needed a partner who could deliver a tailored, agile and creative studio solution, with the expertise to support their largest-ever UK launch and refresh three flagship brands. They tasked HH Global with:

- Elevating quality and consistency across all brands
- Accelerating speed-to-market while maintaining brand integrity
- Streamlining production processes across brands and teams

## Results

By integrating HH Global’s established studio team - bringing product knowledge, creative expertise and experience - we’ve redesigned the delivery workflow to boost efficiency and strengthen communication.

**In 1 year:**

**+1300**  
assets created

**+40%**  
Saving versus delivery of the same volume via an external agency

**100%**  
client satisfaction feedback from the client



**+50% Savings, +50% faster execution to market**

CPG Client needed a more efficient packaging artwork solution. HH Global proposed an innovative, technology- and AI-enabled model that converts master files into smart templates and links templates to data to automate artwork adaptation. Our global reach, deep expertise, and strong automation capabilities were the perfect solution to overcome client’s manual artwork development across multiple agencies.

## Results

By automating the masters as dynamic templates with the technology, data sources enable instant variant creation. We were able to deliver more concepts, faster and at a reduced cost.

**+50%**  
faster execution

**+50%**  
cost reduction

**Improved**  
quality control

**Enables**  
digital twins



# Our platforms, content production and AI are designed to work together



**12% Cost Savings, + 12% Increased Bottle capacity through data + collaboration**

HH Global assembled a cross-functional team of POS subject matter experts, Coca-Cola team members and Bottlers to re-engineer and redesign one of their universal displays

## Results

**+17%**  
Decreased weight of each display

**+12%**  
Increased bottle capacity (59)

**+12%**  
Cost reduction



Existing design  
12% cost reduction



Disassemble option  
8% cost reduction  
4x reduced volume



New design  
12% cost reduction  
Increased bottle capacity



Alternative design  
6% cost reduction



**+16-32% Sales Uplift attributed to digital screen content, 2x increase on non-promotional SKU**

HH Global implemented 31 screens in 18 locations across the US, playing 11 different campaigns at various times of day and month. We analyzed the correlation between sales and content- creating an analytical dataset to match purchases to the content displayed on screen

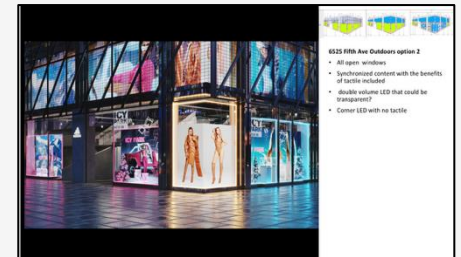
## Results

**16% - 32%**  
Uplift in promoted sales through digital screens

**2x**  
increase on non-promotional SKU

Provided a detailed analysis on the **effect of content on sales**

Created a model to measure **ongoing effectiveness** of promotional screens



# We embed sustainability into campaign activation to drive competitive advantage



69% less carbon emissions  
30% less production cost

As an alternative to MDF, Xanita is made from recycled paper fibers formed into a panel with an internal cellular structure that combines lightness and durability.

### Results

Reduced dependency on virgin resources

Light weight, easy to handle, transport, and install

Mono-material design, widely recyclable after use

Sustainability score increased from C 50 to B 64



23% increase in score  
9.3% less production cost

As an alternative to wire grid + polystyrene construction, this display was reengineered from laser-perforated sheet metal identical to the bottom of a bottle bridge.

### Results

Increased quality and durability

Production efficiencies reduced lead time

Mono-material design, widely recyclable after use

Sustainability score increased from C 48 to B 71



# We made high-impact execution cost-effective and created stand out + usability

## Manufacturing and materials expertise

HH Global's knowledge of materials, print processes, and retail installation allowed us to create a high-impact campaign that was:

- Innovative yet practical – considering durability and cost. LED lights were initially included in the trucks, then removed as they were hard to see under bright restaurant lights. Their inclusion would also mean the card trucks would no longer be recyclable.
- Focused on quality and convenience - pre-built trucks were distributed in individual packaging to ensure quality was not compromised and implementation was quicker and easier for staff

## Big Impact for Big Ideas

### Results

An innovative seasonal experience, which succeeded in capturing consumer attention. Creating Christmas magic, while being cost effective and practical.



# +17k

**Linked In likes**  
Within 2 days of launch

# 27%

**Increase in ordered POS** | Additional Christmas trucks ordered after original installation due to positive client feedback

# Sales uplift

For Coca-Cola brand in outlets featuring the truck

# We combined the desire for stand out with the need for agility to create activation that delivered across markets

DTMx3.0



**>35% Cost Savings + Rapid in-field assembly**

Our team developed a component-based system that replaced 45 similar displays with one versatile system. This new system provides 16 different sized displays from 19 components, requiring no tools for assembly. The components can transform to meet footprint, brand, package and occasion-based needs.

## Results

**>35%**  
Cost savings

**19**  
components – reduced from 44 to 19

**3**  
vendors – reduced from 20 to three



**+27,000 Bespoke Glassware delivered across 23 markets**

Our team developed spend and category strategies and a harmonization solution, communicated through a bottom-up communication strategy, resulting in efficiencies, visibility and savings.

## Results

**+27,000**  
bespoke glassware produced and delivered for launch

**1**  
Ad hoc order window

**18**  
SKUs developed for Grand Series launch

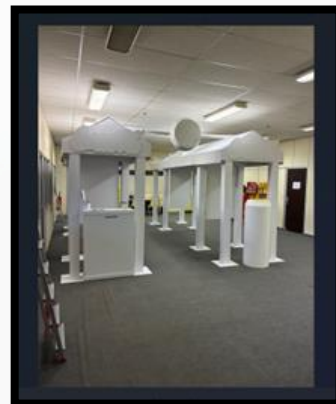


# Our understanding of retail environments informed our activation of shop-in-shop stand out

DTMx3.0

## Shop In Shop Coca-Cola Triple Zero

- Size: 4x5m - Height: 2.40m
- Quantity produced: 35
- Unit Price Exw in €: 3414 (excluding transport and installation services)
- Country of production: France
- Sustainability Score: B
- Delivery date: 02/03/2026 in stores.
- Other: Inspiration for "shop in shop"



## Shop in shop experiential production and installation in 32 shops



# Our scale is intelligently leveraged, connected, and governed to perform everywhere

DTMx3.0



**+57% Cost Savings**  
**+ Rapid assembly in field**

HH Global shared an innovative display as part of an annual Bacardi Innovation Summit. Through SKU rationalization and harmonization, Bacardi was able to consolidate spend across brands and channels.

## Results

**+57%**  
Estimated cost savings

**5**  
Minutes to assemble

**100%**  
Recycled material



**+21% SKU rationalization**  
**+12% Cost Savings**

Our team developed spend and category strategies and a harmonization solution, driven through a bottom-up communication strategy, resulting in efficiencies, visibility and savings.

## Results

**+21%**  
Reduction in the number of SKUs produced

**15**  
Day acceleration to market

**+12%**  
Reduction in the overall cost to produce



# Embedding quality, speed + scale across in-market creative production



## Netherlands Creative

### Quality and accuracy:

- Artwork accuracy – placement errors dropped from 42%-52% within the first month
- 92%-100% in the second half, **crop marks and low-res compliance held at 100%**
- Orientation stabilized at 96%-100% with minor fluctuations compared to early variability
- QA compliance shifted from corrective to confirmatory – 100% from April onward, eliminating reliance on QA for fixes

### Efficiency and process:

- On-time delivery improved from 52%-58% in month one to **96%-100% consistently from month three onwards**
- Efficiency gains – average rounds of amends fell from 2.82 in month one to under 2.0 month four, reflecting embedded briefing discipline and fewer technical errors

### Capacity and scale:

- Handling 20-40+ deliverables monthly, timelines and quality remained uncompromised, unlike early months where volume correlated with delays
- Seasonal spikes were absorbed without impacting delivery or quality, **demonstrating scalability and process resilience**



# ME+E 3.0 in action: we delivered global creative, adapted locally, at speed + scale

DTMx3.0

Examples from the Netherlands market – initiated as pilot and successfully transitioned as BAU, aligned to CCEP artwork requirements



## From A4 toolkit to 300-store activation

We converted a flat A4 visual into a high-impact FSDU, **activating 300 stores** with speed and executional excellence.



## More than adaptation – Creative in action

We transformed a flat toolkit into a 3D FSDU, adding architectural pillars, QR integration and stadium lighting.

Seamless creative-production collaboration on time, on budget, **activating 350 stores**.



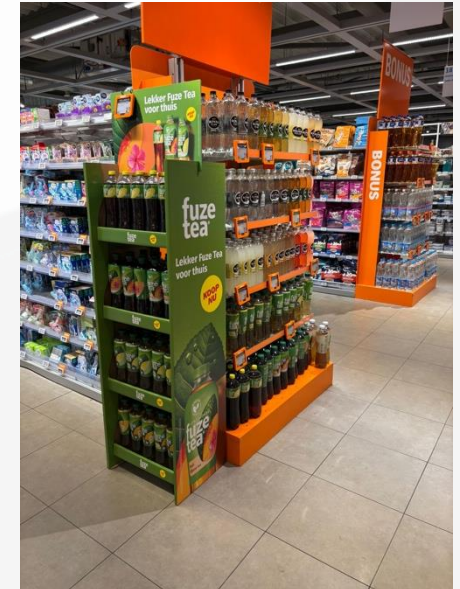
## Turning key visuals into permanent retail presence

Starting with toolkit assets, HH Global's production and print teams collaborated with suppliers to create a 3-metre permanent shelf, **delivered as a one-off unit via a fully integrated 360° delivery model**.



## Scaling toolkit assets into standout store execution

We converted flat visuals into FSDUs with arches and floor stickers – successfully **rolling out 50 arch units in major stores and 200 FSDUs across supermarkets**.



## Creating FSDU from A4 to 300 store activation.

We scaled a flat A4 visual into a high-impact FSDU, successfully deployed in stores.

# Designed for the Games. Built for Second Life.

DTMx3.0



## Bronze Award winning re-engineering

### The challenge

The Coca-Cola Olympics team required a rack to hold returnable glass bottle (RGB) crates near automatic distributors, designed to be eco-friendly, made in France, and redeployable after the Games.

### Smart re-engineering

- Adjustable shelf slots for quick height changes
- Reinforced rear bar for safe shelf tilting
- Removable bottle opener for field use
- Side panels to communicate recycling and sustainability

### Results

Out of **241 racks deployed**, **227 were recovered, repaired, and redeployed**, delivering measurable sustainability benefits and cost savings.

### Sustainable impact

Tilted shelves used during the Games can be **reconfigured horizontally for retail reuse**. The rack is made from **100% recyclable steel and FSC-certified wood**, supports **up to 120 kg per shelf**, and features interchangeable panels for year-round activations.



# Our warehousing and fulfillment solutions operate as a responsive engine for the entire network



**73+** reduction in pallets,  
**99.2%** on time delivery

WG&S used flexible storage at our secure 24-hour Solihull facility with dedicated logistics support and real-time inventory visibility. SLOB insights drive a sustainable program prioritizing reuse, redistribution, resale, or recycling.

### Results

**99.2%**  
on time delivery

**£250k**  
of stock redistributed or recycled

**+73**  
reduction in pallets resulting in saving +£550 per month



**+5000** SKUs transferred  
**40%** reduction in SLOB stock

HH Global overhauled 3M's EMEA warehousing by rationalizing and upgrading its logistics network, reducing excess stock by 40%. The result delivered stronger supplier performance, improved visibility and reporting, and greater cost efficiency and brand consistency across markets.

### Results

**Increased**  
brand consistency across markets

**+1**  
year due diligence to go live

**40%**  
reduction in SLOB stock



# We transform one-time activation into long-term, impactful retail assets

DTMx3.0

## Context:

The Coca-Cola Olympics team requested a rack capable of holding returnable glass bottle (RGB) crates to be placed near to automatic distributors, adhering to an eco-friendly and sustainable approach, and manufactured in France.

## Developed solution:

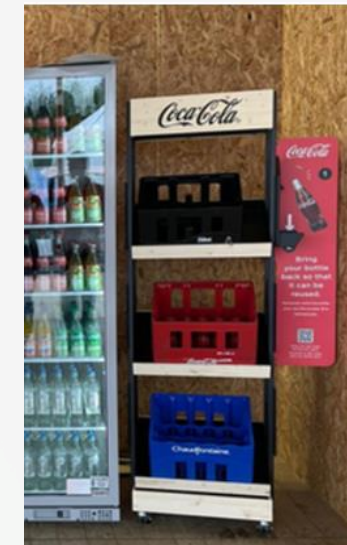
We re-engineered an existing rack from our permanent catalog, made in France. Originally used in the retail channel (GMS), this rack was adapted to meet the Olympics' requirements with a clear focus on post-event redeployment

## Engineering features:

- Adjustable slots: Easy height adjustment
- Structural reinforcement: Added rear bar for stable tilting
- Removable bottle opener: Practical tool for field use
- Side communication panels: Dedicated space to educate consumers about the recycling process and promote sustainability

## Results

- Second life and versatility: The tilted shelves for RGB crates can be re-adjusted to a horizontal position for standard use in retail channels
- Sustainable materials: Made from steel and FSC-certified wood, ensuring a long life-cycle. Interchangeable panels allow for multiple marketing activations throughout the year. High load resistance of up to 120 kg per shelf
- Redeployment success: Of the 241 racks deployed, 227 were recovered, repaired, and reused, achieving sustainability and cost-saving goals
- Once installed in Home Channel, this rack enables a permanent in-store presence. This project demonstrates an innovative approach, combining eco-design, re-engineering, and second life principles, meeting the Olympics' needs while providing a durable and adaptable solution for retail environments



# Our warehousing and fulfillment solutions operate as a responsive engine for the entire network



**40% freight savings + eliminated 2.1m cartons**

Molson Coors US was looking to improve distributor execution of POS at retail while reducing costs. We introduced consolidated shipments and a customized pack-out process.

### Results

**40%**  
freight savings

**2.1M**  
cartons eliminated due to the KDC "pack-out" process

**2x**  
Supplier of the Year award – 2010 + 2022



**45% reduction of on-hand inventory value in 12 months**

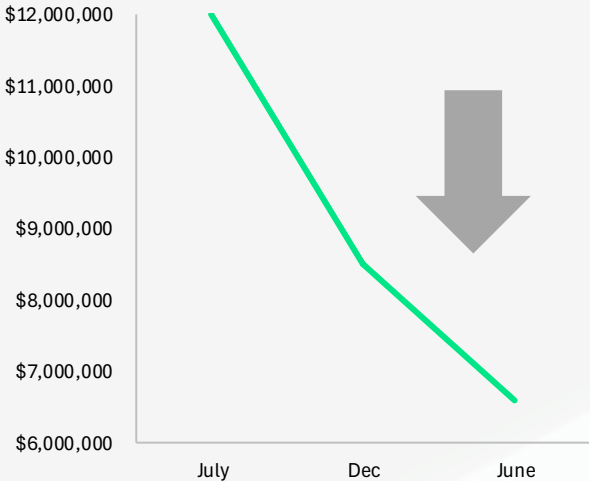
We introduced a four-window ordering strategy, enabling flexible, trend-responsive purchases. By aligning these windows and product selections across global regions and leveraging centralized catalogue technology and data analytics, Bacardi maintained cost efficiency while gaining agility.

### Results

**45%**  
reduction of inventory value over 12 months

**\$6.6m**  
of freed-up capital

**50%**  
reduction in SKUs



# Generative AI increases agility + efficiency during ideation



**+35% faster turnaround, broader concept exploration + elevated designer impact**

AI is transforming the creative development process making it faster, more efficient, and ultimately more impactful. We've broken the process into three phases.

- Phase 1, we begin with initial ideation; traditionally a manual, time-intensive effort.
- Phase 2, we introduce AI tools like ChatGPT and Midjourney to accelerate idea generation and concept development
- Phase 3, our designers take over, refining and elevating the AI-generated concepts into final creative outputs

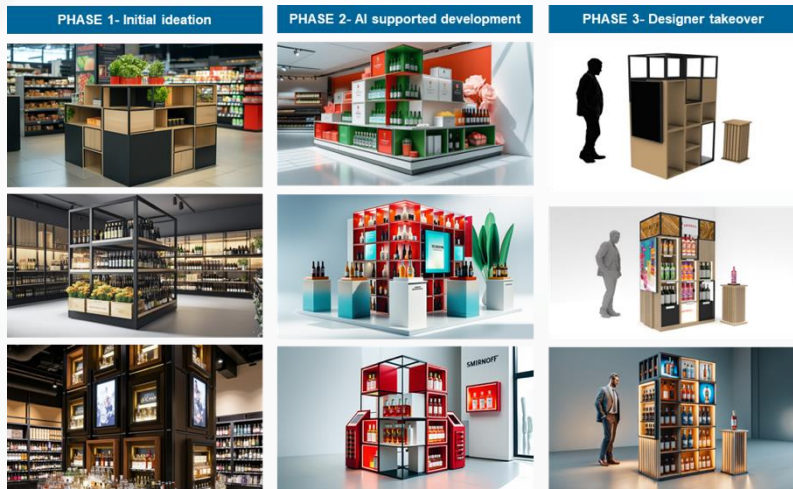
## Results

**+35%** increase in time efficiency

**100%** client satisfaction feedback on improved concepts

**Exponentially expanded** ideation of concepts

**More impactful** use of designer expertise and skill



**+50% faster concept exploration + strengthened premium design**

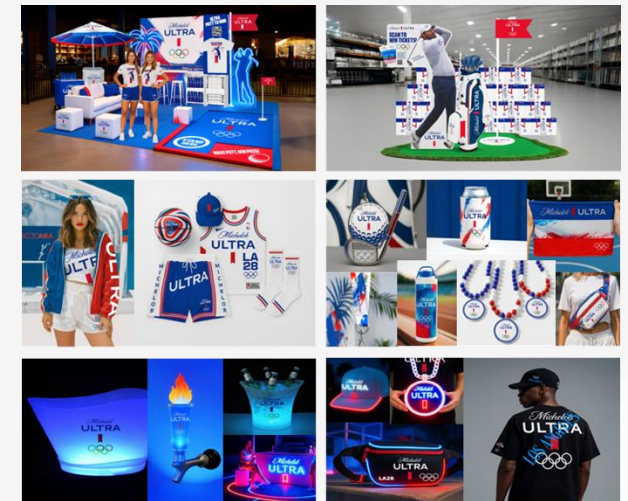
As part of ABI Labatt's Olympic activation strategy, we applied generative AI in the development of premium, brand-defining assets. Strengthening cultural connection in all merchandise – fusion positioning and premium Olympic relevance.

Beyond driving agility + efficiency in ideation, AI strengthened the premium design intent – articulating confident brand-beacon brushstrokes, precision Olympic iconography, disciplined white-space management, high-contrast compositions and elevated LED assets

## Results

**4** Activation pillars including, Culture, Social Immersion, Celebration and Nightlife

**Strengthened** premium design elements



# We drove harmonization + catalog adoption across LATAM

DTMx3.0

Keep the recurrent simple to focus on impactful innovation



Partnership in LATAM since 2016

No harmonization in place and high number of SKUs

### Solution

- **Mexico** - SKU consolidation from 66 to 24 – 63% reduction
- **Brazil** - 2D print catalogue implemented – 70% of the total spend purchased through catalogue

Materials were redesigned to consider more sustainable and cost improved options



Partnership in LATAM since 2019

No harmonization in place and a high number of SKUs

Significant time and energy spent on branded merchandise ideation

### Solution

- 4 branded merch inspirational catalogs – Supported by AI
- 2 commercial catalogs – Branded Merch and 2D Printed materials
- Harmonized to 20 items in total

### Rollout plan and adoption targets:

- Year 1 – Offline catalogs. Target: 15% of spend through catalogue
- Year 2 – Move to an online catalog solution. Target: 20% of spend through catalogue

### Benefits

✓ Reduced complexity

✓ Cost control

✓ Brand compliance

✓ Leveraged spend

✓ Speed to market

✓ Improved sustainability

# Driving agility + efficiency to ensure optimization of key activation windows

DTMx3.0



## Lowe's faster speed to market

### The challenge

- Lowes required a marketing execution partner who could help them create a solution that would increase their print speed-to-market.

### The solution

- HH Global's route-to-print solution enables geographic production flexibility
- We have advanced their speed to market with reduced shipping time
- Allowed the client to customize and order quickly with production close to the point of use
- Facilities are strategically placed across the US to support the program
- Artwork automatically routed to the supplier closest to the store
- Ability to produce store-specific demographic or geographic content

## Results

Potential for delivery in **48/72 hours** to **98%** of stores from artwork release

**80%** store coverage within 1 day shipping

**98%** store coverage within 2 day shipping

**93%** stores within **50 miles** of alternative support facilities

