

TALBOTS

Established 1947

PREMEDIA WORKFLOW MATRIX

Yesterday; today; and toward the future.

- Cultural Change
- The New X-ACTO® Blade & Filing Cabinet
- Getting Work Done Yesterday
- Getting Work Done Today
- Old Dogs, New Dogs, New Tricks
- What does the future hold?

TALBOTS

Established 1947

Cultural Change

- Yesterday: Our interface with our customer base was primarily through in-store contact and direct mail materials. The Direct Mail pieces led our customers to our customer service team for order placement or to one of our stores. News Paper and major Fashion Magazine ads also supported both store and 1-800 call-in customer traffic.
- Today: We operate with fewer staff members. A more focused Direct Mail program that includes Catalogs, Post Cards and special mailers. A newly revised Web site has given our customers a more immediate shopping experience to offset the reduced number of printed pieces and new store openings. Shortened Ad material production schedules. Also, designed to reenergize our brand and provide immediate feedback to us from our valued customer, Talbots now uses Face Book and Twitter.

TALBOTS

Established 1947

The New X-ACTO® Blade & Filing Cabinet

Yesterday:

- Paste boards and “type setting” to desktop workstations.
- Film/transparencies to digital imaging in both the creative, prelim, and print world.
- Note books and file cabinets to hard drives and servers. Overnight shipping of project materials and hard copy color proofing.

Today:

- We are 100% digital page makeup and imaging.
- Distribute materials for cross channel production services through our internal server system, vendor FTP and “cloud” service sites.
- Access and use some vendor remote color Soft Proofing and correction tools.

TALBOTS

Established 1947

Getting the Work Done Yesterday

- Organize and Run Customer Focus Groups.
- Used Ad Agencies to bring new Creative Ideas from their Marketing research.
- Photo shoots were on location with multiple crews. Film to Digital.
- Photo shoot Images shipped over night to our Ad Department.
- Web program set up for 1-800 Customer Service and direct ordering.
- Release and Pre-press process involved paper, film and overnight shipments.

TALBOTS

Established 1947

Getting the Work Done Today

- Run Customer Focus Groups. Also utilize Talbots Website based focus group.
- New Creative Ideas are also generated from direct web customer contact.
- Social Marketing through Talbots.com, Twitter, and Face Book.
- Photo shoots are 100% digital and in studio. Internet image transfer available.
- Photo shoot digital images are edited on shoot and are accessed quicker.
- Web program upgraded for a more interactive shopping experience.
- Release and Pre-press process involves more digital material transfers.
- Tighter schedules utilize vendor provided soft proofing options.

TALBOTS

Established 1947

Old Dogs, New Dogs, New Tricks

With new Management came new ideas and opportunity to explore new ways of Marketing our brand and the way we interact internally.

- Opportunity for learning new or added job responsibilities.
- Greater use of advantages digital imaging brings to the table.
- Improved centralized server access and system.
- Work with Vendors to use their suite of tools for productivity.
- 100% Electronic file transfer between Talbots and our Vendors.
- Approvals on projects obtained anytime anywhere.
- Quicker turnaround using short run digital printing. Editors Day.
- Social Marketing tools used to get “word of mouth” brand recognition.

TALBOTS

Established 1947

What does the future hold?

- Improved Asset Management tools and usage across all channels.
- Find efficiencies working with a catalog single source vendor.
- Grow the web experience. Develop the production process.
- Continue to look for operational cost savings while producing impactful advertising and social marketing materials.

TALBOTS

Established 1947

Thank you