

JACO Commercial Systems

B2B Asset System & Creative Operations

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PROJECT

Client: JACO Arabia

Role: Senior Art Director - Systems Design

Sector: B2B systems and commercial operations

THE CHALLENGE

Sponsor onboarding required 6-8 weeks of bespoke asset creation. The team could handle 5-8 concurrent sponsors, while inconsistent production across channels created rework and uncertainty about deliverables. Reported revision cycles averaged 3-4 per sponsor.

THE SOLUTION

I developed the JACO Business Kit: a reusable brand asset library and standardized sponsorship workflow designed to reduce repeated design work and make deliverables easier to plan.

SYSTEM COMPONENTS

Asset library: 50+ editable master templates across social, email, in-app, broadcast, live events and print.

Sponsor packaging: three tiers with defined deliverables, timelines and pricing boundaries.

Production specifications: mobile and dark-mode considerations, platform-specific formats and broadcast motion timing of 300ms fade-in, 3-second hold and 300ms fade-out.

Enablement: a 60-page guide and eight training videos, enabling junior designers to handle a reported 80% of standard requests independently.

REPORTED 12-MONTH OUTCOMES

Onboarding: from 6-8 weeks to eight business days.

Capacity: from 5-8 to 30+ concurrent sponsors without increasing senior headcount.

Asset reuse: from 5% to 75%, an increase of 70 percentage points.

Rework: reported reduction of 75%.

Sponsor satisfaction: from 6.8 to 8.9 out of 10.

Renewals: from 65% to 82%, an increase of 17 percentage points.

Financial impact: \$578,750 across operational savings, faster deal closures and retention.

DESIGN CONTRIBUTION

The system translated repeatable sponsor needs into reusable components, clear production rules and a documented workflow. It supported faster execution while reserving senior creative attention for unusual requests and high-value decisions.

MEASUREMENT CONTEXT

Outcomes are supplied project figures and have not been independently verified for this document. Financial impact combines several categories and should not be read as revenue alone. Onboarding compares weeks with business days; a precise percentage reduction requires a consistent working-day baseline. Capacity is presented as before-and-after counts rather than an ambiguous percentage increase.