



# A Winning Edge for a Global Communications Firm

Golin brings account teams, clients, and their best ideas together in one place with the Cisco Spark application.

“Clients tell us that we’re extremely nimble and flexible. As other agencies catch up, we need to take two steps ahead. Tools like Cisco Spark help us stay out in front.”

- Farrah Cox, Golin

## Challenges

- Simplify how creative teams work together.
- Speed up time-sensitive design reviews.
- Organize information better to be highly responsive.

“Go All In.” That’s the motto for Golin, a global public-relations and marketing communications firm with 50 offices around the world. Recipient of nine Agency of the Year awards since 2013, Golin has forged a reputation for helping clients win in a digital world. One of those clients is Cisco.

Golin embraces innovative processes and technology to deliver an exceptional client experience. For example, the firm has replaced its generalists with four types of specialists: explorers, creators, catalysts and connectors.

Great teamwork among the specialists requires constant collaboration. “We used to struggle with file sharing, especially during the design concept stage,” says Farrah Cox, executive director for Golin. For example, a social media opportunity for a client might require Golin to create an infographic in less than half a day. That takes efficient teamwork, and popular cloud file-sharing services fell short. Some clients found it difficult to use these services. Golin couldn’t tell who had viewed important files. And reviewers generally emailed their comments, so files and review comments were scattered in different places.

## Case Study | Golin

Industry: Professional Services



## Cisco Spark Rooms: Central Place for All Project Communications

### Solutions

- Create Cisco Spark rooms for different clients and projects.
- Keep all project-related content and comments in one place.
- Efficiently organize content to share on social media.

Now select Golin teams communicate and share files in Cisco Spark virtual rooms. Bringing all workflows together in one place is changing the way Golin interacts internally and with clients.

The Cisco Spark solution was up and running in just a couple of minutes. “People love that Spark is so easy to use,” says Kaycee Holmes, senior manager for enterprise business for Golin. “It helps to make a high-stress job less stressful.”

### Rooms Have Also Become the Hub for Team Communications.

Teams create at least one room for each project. The room organizer can invite anyone to join the room, including clients. The moment someone uploads a file or posts a comment, all room members receive a notification on their Cisco Spark desktop, browser, or mobile application. So, now, when account managers discover a short-time opportunity to submit an infographic, they can quickly alert other team members by posting a message in the project room. Everyone sees the message immediately and can get right to work. “In our business, timeliness is everything,” Cox says. “With Spark, designers have everything in one place so they can make decisions more quickly.”

Golin also sets up Cisco Spark rooms to publish the many weekly reports on campaign effectiveness. This saves team members from getting bogged down by email with large attachments, and Cox created permanent private rooms for all employees who report directly to her. If they need a quick answer or want to discuss an idea, they can reach her quickly. Open lines of communication help the firm stay nimble.

### At Cisco Live, the Cisco Spark Mobile App Kept the Social Media Team Tapped in to Breaking News.

At Cisco Live in 2015, Cisco engaged Golin to amplify the event using social media. Approximately half a dozen Golin staffers roamed the venue, using the Cisco Spark mobile app to share breaking news with 10 colleagues in a command center. Command center staffers then immediately shared the news and photos from the Cisco Spark rooms on Twitter, Facebook, LinkedIn, and other communities.

The team created Cisco Spark rooms to organize social media content: general news, humor tweets, submissions for a photo contest, trends to share with the client, and so on. Keeping all story ideas in one room eliminated the hassle of going back through Twitter feeds and emails at the end of the day. The team even created a separate Cisco Spark room to share real-time tweets and event statistics with a Cisco TV broadcaster. The broadcaster kept the room open on a laptop and read the tweets and stats between features.





“At events, the social media team doesn’t have time to keep looking through photo-sharing sites and email,” says Holmes. “Spark keeps all content organized in one place.”

## Messaging with Clients in Cisco Spark Rooms Speeds Up Processes.

Golin teams have also begun collaborating with clients in Cisco Spark rooms. Designers can invite clients to a room to review files, so all content and feedback stays together. “Getting approvals in Spark is much more efficient than emailing files or uploading them to file-sharing cloud services,” Cox says. Designers report that projects are now reviewed and approved approximately 50 percent faster.

“I like Spark better than email because I can tell right away if the client has seen my message,” Holmes says. “I don’t have to send a text saying, ‘Did you get my email?’”

## More Users, More Use Cases

### Results

- Cut design review and approval time by 50 percent.
- Sped up decision making to become more nimble.
- Efficiently managed a massive social media campaign at a major event.

Now Golin is introducing the Cisco Spark solution in more of its 50 global offices. “Many of us travel globally, and Spark gives us a way to share ideas at the concept stage,” Cox says. For example, U.S. employees can share files and updates with counterparts in Singapore, knowing that they’ll see what’s new the next morning, right on their phones.

Cox concludes, “The communications industry is ultracompetitive. Clients tell us that we’re extremely nimble and flexible. As other agencies catch up, we need to take two steps ahead. Tools like Cisco Spark help us stay out in front.”

## For More Information

For more information about Cisco Spark solutions, visit: [www.ciscospark.com](http://www.ciscospark.com)

## Products and Services

- Cisco Spark application



**Americas Headquarters**  
Cisco Systems, Inc.  
San Jose, CA

**Asia Pacific Headquarters**  
Cisco Systems (USA) Pte. Ltd.  
Singapore

**Europe Headquarters**  
Cisco Systems International BV Amsterdam,  
The Netherlands

Cisco has more than 200 offices worldwide. Addresses, phone numbers, and fax numbers are listed on the Cisco Website at [www.cisco.com/go/offices](http://www.cisco.com/go/offices).

Cisco and the Cisco logo are trademarks or registered trademarks of Cisco and/or its affiliates in the U.S. and other countries. To view a list of Cisco trademarks, go to this URL: [www.cisco.com/go/trademarks](http://www.cisco.com/go/trademarks). Third-party trademarks mentioned are the property of their respective owners. The use of the word partner does not imply a partnership relationship between Cisco and any other company. (1110R)

© 2015 Cisco and/or its affiliates. All rights reserved. This document is Cisco Public Information.

C36-735832-00 10/15

