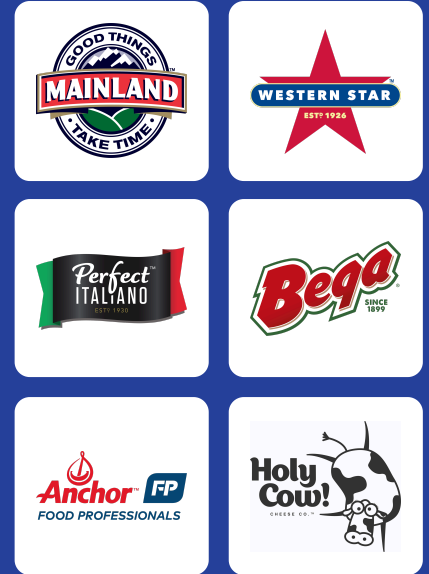




Making day-to-day FMCG creative marketing easier.

Predictable investment. Flexible capability.

How ArtSmart™ became the one constant for Fonterra Brands Australia, now Lactalis-Mainland Dairy, across 21 years of growth.



HOW IT STARTED

Built with Fonterra, for the realities of FMCG.

Across a portfolio of more than 25 brands, retail demanded speed, content kept growing and regulatory updates were a given. Campaigns, packaging, retail and always-on content all competed for the same internal attention. After identifying these recurring challenges, APR established ArtSmart™ in collaboration with key Fonterra stakeholders to ease them.

FROM PRESSURE POINT TO MANAGED SERVICE

The Challenge

Time-poor teams

Marketers managing production, not marketing.

Budget blowouts

Uncontrolled revisions, rework and scope creep.

Priority bottlenecks

Urgent requests derailing planned work.

Costly packaging rollouts

Small changes multiplied across every SKU.

Brand risk

Errors and inconsistency reaching market.

The ArtSmart™ Solution

Embedded delivery team

One team that knows the brands and runs the work.

Disciplined revision control

Optimised briefs, managed revisions, no surprises.

Active priority management

Urgent work triaged without losing the plan.

Centralised packaging rollout

Changes applied once, accurately, across the range.

Rigorous brand control

Checks that stop errors before they ship.



THE RESULTS

The numbers that matter.

32%[^]

Actual cost saving on artwork production

3 days[^]

Average turnaround

10%[^]

Less admin effort briefing and managing artwork across marketing

2,250+[^]

Deliverables and artworks produced each year

450

projects a year on average*

210

retailer-led shopper projects*

54

in-store POS projects a year*

9

departments served*

HOW THE PARTNERSHIP EVOLVED

From artwork support to an end-to-end marketing output hub.

Inception

Embedded artwork and production support for core Fonterra brands.

Scale & expansion

More SKUs, national campaigns, catalogues, Foodservice, Ingredients, HR and farmer comms, plus trans-Tasman into NZ.

Modernisation

Dedicated digital, motion and social production alongside print management.

Today

Creative ideation through to production for Lactalis-Mainland Dairy.

"ArtSmart" is a cost effective model that supports Fonterra's overarching strategy and it is perfect for the high volume of work that the company has to turn around, often within tight timeframes. Most recently we literally couldn't have gotten through the recent complex transition period without Liane and the team."

Michelle Scalzi

Group Manager, Marketing Services, Fonterra Brands Oceania

"I have had a close partnership with APR for 9 years. I consider them a seamless extension of my Shopper Marketing team, supporting high-volume campaign delivery. APR are well respected and dependable, no matter the request. They maintain a high standard of delivery often under tight timelines and help to ensure deadlines are always met."

Kate Ireland

Head of Shopper & Digital, Fonterra Brands Oceania

"The Foodservice team partnered with APR for more than 15 years, and over that time they've developed a deep understanding of our business. They support us across a wide range of activities, from packaging updates and supplier comms to sales materials, trade shows and expos. Their team is approachable, responsive and genuinely committed to delivering the best outcomes. We trust APR to understand our objectives, provide valuable support and consistently get it right."

Helen Butler

Events & Sponsorship Manager, Fonterra Brands Oceania

Because when marketing is easier to deliver, every dollar works harder.

One embedded team that protects your brand, controls your spend and frees your marketers to focus on growth.

[Talk to APR about ArtSmart™](#)

* Based on 2023–2026 Fonterra Brands Australia / Lactalis-Mainland Dairy data. Departments: Marketing, Foodservice, Shopper Marketing, Ingredients, FarmSource, Global, Corp Comms, Export. [^] Based on industry-standard hourly rates for design and account management.

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