34 local posters — one template, thirty-four stores

LINDBERGH FORMATION — 16 rue de Maillé, 91310 Montlhéry, France · Companies register (RCS) Evry 817 946 114

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Set produced in 40 minutes · fictional document

Fictional document — demonstration example

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Fictional document, produced for the demonstration. **The 34 posters are the same creative work**: only the variable fields change — store name, address, seasonal hours, local offer, campaign code. **No point of the guidelines is adapted along the way.**

What the set contains

Element	Volume	Source of the data
Posters produced	34	Template approved by the art director
Variable fields per poster	5	Store reference data, dated as at the export
Stores with specific summer hours	**11**	**Reference data — a wrong opening time is a customer at a closed door**
Stores with no local offer entered	**3**	**Produced in the no-panel version; managers were asked**

Element	Volume	Source of the data
Store names too long for one line	6	Wrapped to two lines, **with no reduction in type size**

The three traps handled, and what they cost

Trap	Treatment adopted	Why not the other solution
Long store name	**Wrapped to two lines**	**Shrinking the type breaks the hierarchy on all 34 at once**
Differing summer hours	Dated extract from the reference data	Manual entry across 34 posters always produces at least one error
Missing local offer	**No-panel version + request to the manager**	**Neither invention, nor a blank in the layout**

The delay, before and after

Step	Before	After
Store request → poster ready	**3 weeks**	**40 minutes for the full set**
A store corrects its opening hours	Another pass through the studio	**Updated poster within 5 minutes**
Review	—	Art director, on the template then by sampling

What is proposed next: open the same template to the 6 seasonal campaigns and pre-fill each poster 15 days before the print run, **so stores correct beforehand rather than afterwards. The agent starts no print run**: the cut-off date is set by the company.

For the company to decide

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Legal notice (in French): bluelemonagent.ai/mentions-legales

Cut-off date before the print run: _____

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