



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

LINDBERGH FORMATION — a simplified joint-stock company with share capital of €250,000 · Registered office: 16 rue de Maillé, 91310 Montlhéry, France · Companies register (RCS) Evry 817 946 114 · SIRET 817 946 114 00029 · VAT FR 60 817 946 114 · "Blue Lemon Agent" trade mark · Training-provider registration no. 119 108 635 91 (Île-de-France prefect — this registration does not amount to State approval) · Qualiopi certified, no. 03896, for the "training actions" category · contact@bluelemonagent.ai · dpo@bluelemonagent.ai · Hosted in France.

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

Cut-off date before the print run: _____

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