Saving Sunday, and their clients, time.

Discover how GoPublish eases collaboration for their clients.

About Sunday

Sunday is a multi-award-winning content marketing agency based in London. They inspire, entertain and grow audiences with brand stories that deliver measurable impact.

Sunday works with clients to create comprehensive marketing strategies that identify the most effective ways to connect with their audiences. Across digital, video, print, and audio, they bring ideas to life with rigorous editorial that packs a story-telling punch, and design flair that brings brands to life with eye-catching creative. Their social media experts help clients connect with audiences through strategic social-planning strategy, creation, and activation.

Leveraging both organic and paid social, they manage communities and collaborate with influencers, combining social understanding with cultural insights to help clients raise their social media game.

Their high-performing commercial team generates significant commercial revenues for clients by building creative sales solutions for advertisers, ad agencies, sponsors, and exhibitors across a diverse range of platforms, from exhibition spaces to online job boards and print magazines.

"GoPublish saves us and our clients time. It's a great workflow and amends tracker and eases collaboration with clients."

Richard Robinson,
Creative Director

Sunday's portfolio

Sunday produce a range of titles for their clients utilising GoPublish:

- OcadoLife magazine for Ocado (monthly title)

- Faculty titles for the Institute of Chartered Accountants in England and Wales (ICAEW)

- A host of titles for real-estate agency Savills

"We haven't really needed much aftercare, the system works!"

Challenges faced

Sunday first started using GoPublish on a publication for Baselworld, the world's largest watch and jewellery show.

The publication was a complicated project – a 300-page hardback book, with a range of features and content pages for more than 150 different watch brands. Bespoke articles were created for each brand and they needed to manage the approvals process in the most efficient way.

The Baselworld client had to approve each page, then the watch brand, then final approval by the client. GoPublish helped them track the workflow of each page, its amends, and then provide sign-offs with ease.

Key benefits of GoPublish

- Efficient time management.

- Certainty that there is one document for every feature – no rogue pages.

- Simplified flatplanning. The InDesign flat plans are so much more time-consuming to amend.

- New images can be attached to amends, so clients don't need to send separate emails or WeTransfers.

GoPublish features

- GoPublish works seamlessly with Adobe InDesign. There's no requirement to learn new tech.

- Sunday's clients receive a great user experience because they are able to add comments and approve pages with ease, wherever they are. All they need to collaborate is internet access.

- Versioning is clear and simple. All current layouts can be compared with previous iterations.

Need to know more? We're here to help

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