



How ThePub Transformed
TD’s Content Marketing
Campaign Amplification

Challenge

- TD’s internal content studio was not built to deliver the complex, contextualised content required for today’s marketing landscape.
- The company faced significant challenges both in attracting the right talent and in scaling its studio to meet fluctuations in content needs.

Solution

- In July 2024, TD hired ThePub to replace its in-house team.
- We leveraged our intelligent content @scale model to design, deliver and distribute content across 5 TD lines of business.
- We elevated the creative diversification by leveraging smart tech, tools and subject matter expertise.
- Our automated AI-underpinned system drove greater efficiency and effectiveness.

Impact

- **200+ campaigns delivered in first 5 months** of the assignment
- In 2025, we are projected to deliver **28,000+ assets** —nearly double the previous output
- **5,000+ monthly assets** during high volume periods



Boosting Efficiency
with AI-Driven Content
Category Innovation

Challenge

- Signet Jewelers, one of North America’s largest jewelry retailers, was challenged to update 1000 SKUs every week across its owned properties. The Signet internal team was simply not keeping pace with the demand for content.

Solution

- We leveraged large language models to build a proprietary automated AI tool – SkuScribe – to generate scalable, high-quality copy for owned properties and SEO.

Impact

- Successfully **cleared Signet’s SKU backlog**, while also **increasing output by 30%** in multiple languages (English/Spanish)
- **Improved discoverability and operational efficiency** through the implemented SEO optimizations
- Ensured **brand consistency** across thousands of product SKUs



How we Streamlined Creative
Production for Sephora
Digital Transformation

Challenge

- Sephora struggled with content scalability, leading to delayed campaigns, inconsistent execution and fragmented production with multiple vendors.
- They needed a digitally-savvy partner that could scale to meet seasonal retail demands.

Solution

- We created an “extended hallway” model: a dedicated team of Project Managers, Art Directors, Copywriters, Designers and Developers who work as an extension of Sephora’s in-house team; streamlining the digital production process.
- Integrated workflow tools (Workfront, ProofHQ, Box) drove efficiency and scalability, while improving communication and delivery.

Impact

- In 8 years of partnership, we have
 - Delivered **2,500+ campaigns**
 - Reduced **production costs by 40%**
 - Reduced revision **rounds by 50%**



Global Asset Production, at Scale
Campaign Localization

Challenge

- Visa is a multinational company operating in diverse markets worldwide that was challenged to deliver impactful content across different regions, languages and target markets.
- When Visa engaged ThePub, they were faced with inconsistent asset quality and adaptation, diminishing local relevance.

Solution

- We developed a production and transcreation machine to drive culturally relevant brand experiences.
- Our bespoke solution bridged nine regional studios and a network of 11,000 linguists & 200 recording studios for full localization.
- We implemented new workflows to streamline global collaboration and regional scale; simplifying content reviews and file storage, and enabling visibility across regions.

Impact

- +45% increase in market adaptations
- -43% reduction in origination costs
- +7.41% lift in brand recall
- +74% increase in asset utilization



How we Scaled Smuckers' Campaigns with
Design Systems and Automation
Transaction at Scale

Challenge

- With over 6 brands under the JMS umbrella, Smuckers needed to establish a standardized design system by which they could scale and test unique messaging and distribution across all channels and campaigns effectively.

Solution

- ThePub implemented an underpinned design system and automation tool, with the help of Storyteq, to scale banner development and design iterations.
- We also implemented efficient A/B Testing methodologies to optimize performance.

Impact

- Reduced development from hours to minutes
- Realized an 80% increase in speed to market, enhancing the agility of the production process
- Achieved cost savings of 40-70% (brand dependent) by optimizing asset adaptation and versioning through AI-driven automation