

# MullenLowe Group: Bringing creative minds together on Google Workspace

Advertising and marketing communications network MullenLowe Group has more than 90 offices in 65 countries. The company is creatively driven with a strong entrepreneurial heritage and challenger mentality.

New York

<https://www.mullenlowegroup.com/>

**Advertising and marketing communications network MullenLowe Group has become more collaborative and agile by using Google Workspace across the organization, helping it to better serve its clients.**

## Google Workspace Results

### Enables creatives to amend client pitches on the spot

- Employees reduce the amount of emails being sent by accessing all files in Google Drive
- Collaboration is faster and more efficient with global colleagues working on the same Google Docs in real time
- Enables team members to work from anywhere, using their device and operating system of choice
- 400% increase in Google Workspace user adoption across the company in

the first year

Whether it's putting a fresh spin on [fried chicken dinners](#) or using [rivers of lights](#) to help demobilize guerilla fighters in Colombia, MullenLowe Group has always helped its clients deliver unique, memorable campaigns. As a fully integrated global marketing communications network, with more than 90 offices in 65 countries, collaboration is crucial to bringing each campaign to life. "Collaboration is the backbone of MullenLowe Group and that means a frictionless, easy-to-use solution is crucial for our day to day," says Veronica Millan, Chief Information Officer, MullenLowe Group. The company wanted to make sure its employees could collaborate as easily as possible, so it turned to [Google Workspace](#).

Minimizing email back-and-forths to focus on getting work done

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MullenLowe Group's employees' ability to share ideas and information was hampered by the limitations of its previous collaboration tool. Colleagues would get locked out of files because they didn't want to edit the same document at the same time and risk erasing something important. This meant there was a flurry of different versions of one document going back and forth. "It was terrible. We were looking for that one solution, the silver bullet to help us collaborate in a more seamless, organized way," says Millan.

MullenLowe Group also experienced access problems with the previous tool, as it didn't have administrator access. This meant that employees had to ask for access to the right files and the whole process could become time consuming. MullenLowe Group wanted a more flexible solution that would be a good fit for the company's collaborative style.

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[Google Drive](#) has eliminated the constant back-and-forth of emails because every employee now has access to the one source of truth which is always up-to-date. And colleagues can now see previous versions of the same [Google Doc](#) in case anything gets erased, rather than comparing multiple versions of the same document. "It became clear to us that if seamless collaboration is

the goal, Google Workspace is the place to do it,” says Millan.

## Increasing security by switching to corporate accounts

In May 2020, MullenLowe Group started a pilot with the help of cloud solutions provider [Onix](#), and rolled out Google Workspace to 500 employees. But the moment it started giving out licenses, the demand spread like wildfire.

“Everyone wanted a Google Workspace license,” says Millan. “We thought this pilot would be small, that only 20 people would want to switch from their current productivity tools to Google Workspace, but it turned into this huge project,” she says. “Onix answered all our questions and went above and beyond with our infrastructure needs and security staff to accommodate this rush of demand for Google Workspace.”

Approximately 1,200 employees are now active users of Google Workspace at MullenLowe Group. They predominantly work with [Google Sheets](#), Google Docs, and [Google Slides](#), which demonstrates the high degree of collaboration at MullenLowe Group.

“Google Workspace allows team members to work on a file and not be in the same room,” Millan said. “There are no issues with being locked out of a file and they also don’t have to send numerous versions of a file over email, which saves on time per project. The files are kept in one place on Google Drive and are easily accessible to those who need them. Also, because of administrator

access, our team leads can decide who should see what and avoid inadvertently sharing information that isn't suitable for everyone."

## Updating pitches in real time

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With Google Workspace, employees can now make changes to files in real time. For instance, during a client pitch, employees may realize they need to change a deck that is already being presented. Now, MullenLowe Group can edit the rest of the deck using Google Slides and show the client what they want to see. "Being able to make changes in the moment, using Google Slides, helps us deliver more powerful pitches that are tailored to each client," says Millan.

Along with the ease of collaboration, the ability to make real-time changes, and restricting access, Millan appreciates that Google Workspace is

frictionless. She likes that it doesn't require numerous passwords, it's compliant with multiple machines and operating systems, and it's easy for anyone to use straight away. "Google Workspace has made us better collaborators. Colleagues can work from anywhere, use their preferred device and operating system, and still get work done and feel part of the team. This helps us better serve our clients," says Millan.

## Improving the client experience with BigQuery

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MullenLowe Group's experience with Google Workspace has been overwhelmingly positive, so now the company is looking at other Google Cloud solutions. The company is now interested in using [BigQuery](#), so it can give its clients access to valuable insights about their campaigns.

“When you have a great experience with a company, then you’re tempted to keep trying more of what it has to offer,” Millan says. “Google Workspace has improved our collaborative culture, so I can’t wait to see what we can achieve next with Google Cloud.”