

# WHITEPAPER

# LAGO WHITEBOARD (incl. Extended Feature Uplift)

Digital product placement with direct integration into the graphics program

**The LAGO Whiteboard is the main module for efficient and effective printed advertisements for drafting and filling pages rapidly even without layout experience. The results are available in InDesign as a layout document for the creative team (graphics department), whether they are in the office or offsite. The pages can then be processed professionally for printing. Whiteboard is also the ideal bridge to involve or even integrate product or category management in the marketing production process.**

It couldn't be simpler. In planning the allocated space, category managers, for example, can easily drop articles, images, descriptions and logos onto a page template without using layout applications like InDesign. This is done manually or using data import in which the predefined page context automatically defines product selection and placement.

## Page grids

Using drag & drop, the articles are moved from the list of pre-selected master data either to grid cells already created or to any point on the template. Different templates can be defined in advance for certain product groups. This approach is recommended, particularly when producing retail inserts or circulars, and all grid cells can be scaled at any time, if allowed. Certain grids on a page can be reserved for certain products on mixed pages.

## Free layout

In planning the allocated space for layout-driven catalogs, placement is also possible with grids. Placeholders for images, prices, text and logos can be placed anywhere on the page and scaled. Text can be entered, e.g. content in „labels“ using a simple text editor.

## Intelligent planning tools

Data relevant for planning such as e.g. sales information, can be displayed as labels for individual products and thus provide objective information for the outstanding placement and design of certain products such as e.g. „heroes“.

## Easily fill variants

One advertisement - numerous variants. Whiteboard also supports space allocation for a large number of regional or market-specific variants. During this stage of production, the layout artist already sees whether individual variants have already been completely filled. This is an easy way for regional exchanges to be planned and checked without losing sight of the big picture.

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### **Bidirectional design**

Pre-layout is linked via a database in both directions with the detailed layout in InDesign - any change in the pre-layout is shown in the detailed layout. Vice versa, changes in the layout file impact the pre-layout so that e.g. the category manager, can monitor the progress of the final layout at any time. To document certain planning stages, Whiteboard can also be used to generate PDF files.

### **List of features**

- Graphic space allocation for articles, elements, images, descriptions, logos
- Available as a desktop and browser application
- Access to master data for space allocation of specific advertisements
- Access to elements and article data of the page context
- Select and use page layouts
- Select and use element layouts
- Adjust grid cells
- Fill grid cells
- Exchange products between grid cells
- Direct layout of components without using a layout application
- Display data relevant for planning as label on the page or product level: stickers
- Configuration of sticker data: Data of elements articles, prices
- Processing of several country or market variants
- Mark empty, partially filled, filled, overfilled grid cells
- Identify variant differences at the level of layout and content
- Display data reduction on the page level
- Link grid cells with categories (dept., product group)
- Display configurable information on the product group level and on the grid cell level
- Limit editing of certain grid cells at the product group level
- Display and edit corrections