

EXECUTIVE SUMMARY

Once every year, the Silicon Valley Business Journal (SVBJ) releases a special Corporate Counsel issue commemorating the top general counsels who represent key corporations throughout the Valley. This special keepsake edition carries full-length features and distinctive, carefully chosen, aesthetically pleasing, and hand-drawn courtroom-style watercolor sketch portraits of Corporate Counsel honorees. For assistance with the artwork, which asked project applicants to adhere to stringent specifications on quality, style, and very tight deadlines for delivery, SVBJ reached out to CrowdPlat. CrowdPlat then leveraged its global reach to shortlist an experienced, dedicated artist from Brunei whose work delighted SVBJ's editorial board.

CLIENT OVERVIEW

SVBJ's avid readership includes not only accomplished, influential B2B business owners and decision-makers in large corporations, but also leaders and proprietors of medium-sized businesses throughout the San Francisco Bay Area. The SVBJ media house publishes daily on the web and produces a weekly print publication; the journal is known for its keen insights into strategic business networking and growth opportunities via its "who's who" section in the area. The SVBJ has more than 9,200 paid subscribers and SVBJ's online format attracts more than 580,500 professional visitors monthly.

CHALLENGE

For its commemorative annual Corporate Counsel issue, SVBJ envisioned a courtroom-style watercolor sketch artist who could not only create 16 head shots of the business leaders selected, but also a large portrait of those adjudged as lifetime achievers by the editorial board. In keeping with SVBJ's premium brand, the artwork had to be memorable and able to awe and delight readers.

The deadlines were tight: two weeks from start to finish for all 17 artworks, including artistic renderings by hand, submission for client approval, finishing, packaging, and shipping.

THE CROWDPLAT ADVANTAGE

Top-talent sourcing.

Finding the right sketcher who had the courtroom style talent in pen-and-ink and watercolor was challenging. CrowdPlat reviewed bidders from countries across the world. Sketchers from India and the Philippines, for instance, had great skills but lacked the ability to reproduce the courtroom style, while sketchers in the US did not meet the budget requirements. In large part owing to CrowdPlat's freelancing engine, the sketcher with the right combination of attributes were found.

Generally, the highly creative visual arts arena comes with great uncertainties for project managers, unlike projects that entail more defined processes, logical thinking, and method-based work. The chosen creative artist must work spontaneously and non-linearly. For the project manager, this can mean a “touch-and-go” management style, and often an artist either has what is required, or they do not, making for “love-it-or-leave-it” creative endeavors.

SOLUTION

CrowdPlat tapped into its global crowdsourcing network, reaching out to artists around the globe, from locations like South Asia and South-East Asia to the US. After receiving numerous expressions of interests on its platform, CrowdPlat shortlisted the ten most promising artists from the US, India, the Philippines, and Brunei. Interviews to gauge each candidate's capabilities followed the initial selection. Finally, based on SVBJ's mandate on style, quality, cost, reliability, and professionalism, SVBJ, with CrowdPlat's assistance, picked a sketch artist with an outstanding portfolio from Brunei.

The selected artist exhibited diligence, great skill, and a penchant for quality. He is a retired artist with an extensive record of producing quality artwork. He had extraordinary skills completing concept drawings in pen-and-ink and watercolor and listened patiently to client requirements. In short, he was just what SVBJ was looking for.

He initially created concept drawings of each headshot and the group portrait, sent them for SVBJ's approval, and then proceeded with the final artwork, which he produced in an 11 in. x 15 in. size. He shipped them securely packaged almost 9,000 miles (over 18 hours flight time) to the US by the deadline, keeping CrowdPlat and SVBJ informed throughout the entire process. His striking group portrait appeared on SVBJ's front cover and framed headshots were presented to Corporate Counsel honorees. CrowdPlat is extremely proud and honored to have been able to assist a local publication with a project of such importance and welcome the opportunity to do so again in the future.

THE CROWDPLAT ADVANTAGE

Adherence to rush deadlines.

The time between photographing and printing of Corporate Counsel head shots and sketch submission for publication was less than 10 days since time had to be carved out for shipping. The demanding timeline was intensified by the need to ensure that the final artworks reached SVBJ from Brunei on time and in perfect condition. This was managed through close coordination by the CrowdPlat project manager with SVBJ and the artist.

Operational transparency.

The CrowdPlat project manager ensured smooth and up-to-date communication between SVBJ and the artist. CrowdPlat did its due diligence regarding expectations and negotiated an equitable win-win for SVBJ and the artist, following due process, e.g., submitting electronic images as proofs-of-concept, obtaining feedback and approval from both parties, reporting consignment dispatch and delivery, and closure via payment.

