

Lazada Success Story

How one of the leading eCommerce platforms in Southeast Asia transformed their marketing campaigns with Creative Automation.



Growing Demand for Creative Output

Lazada ran a birthday promotion campaign with storewide flash deals that included multiple vouchers and discounts. The boom in e-commerce amid the COVID-19 pandemic pushed them to run more personalised campaigns and pump up their creative variants in the market. To scale creative output and accelerate speed-to-market, Lazada recognized a need to make a transformative shift.

Requirements:

1. Produce 2,500 creative variants
2. Spend less than 2 weeks on creative production
3. Maintain brand consistency across design concepts

“If we had to build 2,500 creatives manually, we’d need three times more production hours to complete the project. Celtra was the perfect solution to achieve scale and production efficiency while maintaining brand control.”

Carlos B., Graphic Designer, Lazada PH

Accelerating Speed-to-Market With Celtra

3X

fewer production hours

2,500

creative variants built
over 10 templates

80%

less manual work



Celtra

Are you interested in driving growth with your creative assets?
Get in touch with Celtra today - [Celtra.com](https://celtra.com)