

# Topps



The popular creator of baseball cards revolutionizes its product for the digital age with Dropbox

 **97%**  
of Dropbox data shared with another user

 **455**  
file edits per user per month

 **1bn+**  
digital card packs  
“opened” by customers

## About Topps

In the past decade, a wave of publishers has attempted the transition to digital, but few have been as successful as Topps. Founded in 1938 to sell chewing gum, Topps became a household name after introducing baseball cards in 1950 to boost sales. But the rise of new technologies has brought new products competing for the attention of customers. A few years ago, Topps realized it had to adapt or risk falling behind.

## A New Way of Collecting

In 2012, the company responded with digital trading cards that are distributed only through mobile apps. The move was a gamble at the time, but has dramatically altered Topps’ trajectory. Collectors have bought over 1 billion digital “packs” so far, which retain the charm of their predecessors—they can still be swapped with other collectors through the app—but are more interactive. And because they’re digital, Topps has devised a workflow to create new cards at lightning speed, transforming the collecting experience for fans.



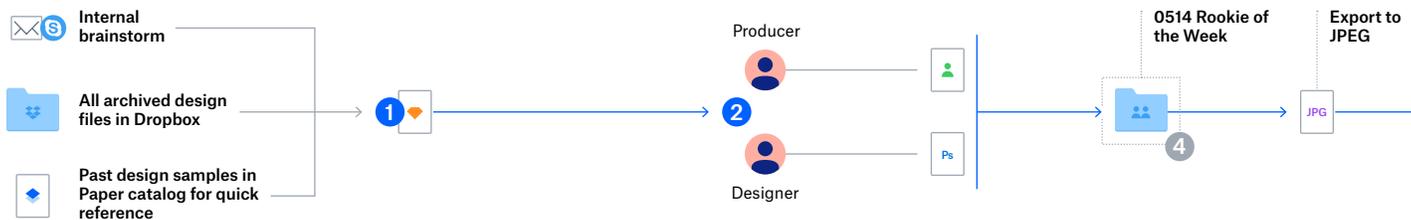
## A New Way of Working

As part of its experiment, Topps started a team from scratch and used the opportunity to test new ideas. The company recruited from diverse fields like journalism and product management and allowed the team to choose its own tools instead of using existing legacy options. That led to the introduction of Dropbox, which has served as the primary hub for product development since the team was started.

## Meet the Team

The Digital Team includes 25 content strategists, designers and producers that work together to power Topps' eight apps. Some cards are planned months in advance, but others are published within 24 hours of real-world events, like a game-winning hit. The team's unique working environment is part newsroom, part tech start-up, requiring both real-time reaction speed and the creation of media-rich digital products.

See the diagram below for a step-by-step overview of how Dropbox powers the content development lifecycle at Topps.

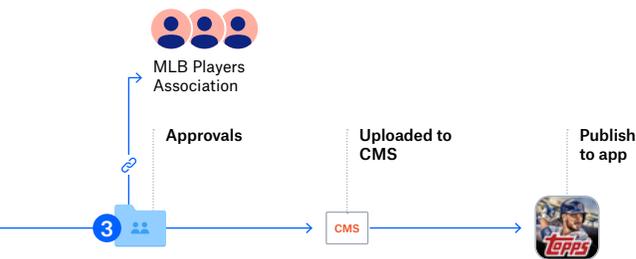


### Step 1: Ideation

- A short publishing cycle makes new design ideas critical, an effort that involves everyone on the team.
- Past designs can be reviewed in Dropbox and Dropbox Paper for inspiration, making it easy to jumpstart ideation.

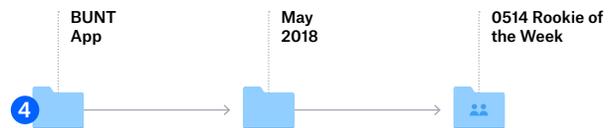
### Step 2: Creation

- Each new card gets a new Dropbox folder to store all of the related assets.
- Designers get to work on a design template in Photoshop while the producer searches for player images.
- Player images are added to the completed template, which is exported from Photoshop to JPEG.



### Step 3: Publication

- The JPEG is moved to the Approvals folder, which is shared with a partner, like the MLB Players Association, for approval.
- Once approval is received, the card is uploaded to the content management system, slating it for publication in the app.



### Step 4: Archiving

- Organization of archived data is critical for drawing inspiration from past designs.
- Card designs are organized by app and creation date. Thousands of card designs are saved in Dropbox.
- Designers for each app maintain a quick reference Paper doc displaying one template of every card ever produced.