

Creative Services Workflow



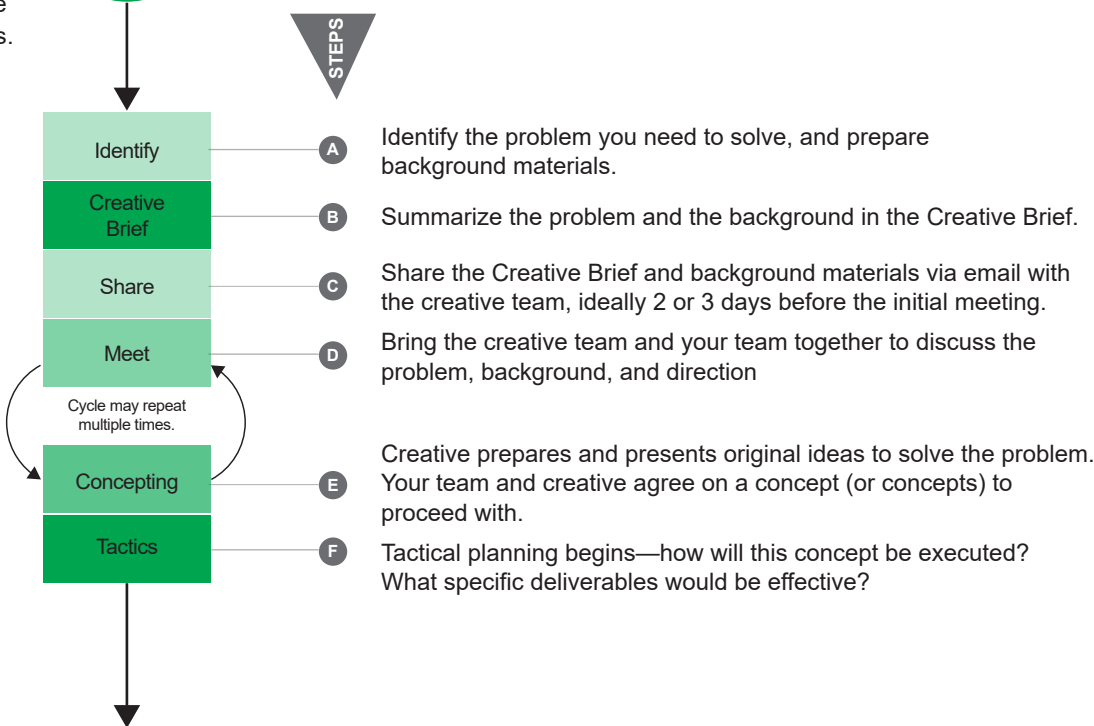
Every project will fall into one of three categories.

CREATIVE BRIEF

The Creative Brief is for conceptual work and “big ideas” that tie projects together into one campaign. The Creative Brief gives framework to campaigns.



5% 5% of Creative Services project work should fall into this category.



Once the Creative Brief is done, Project Primers should be completed for each deliverable needed.

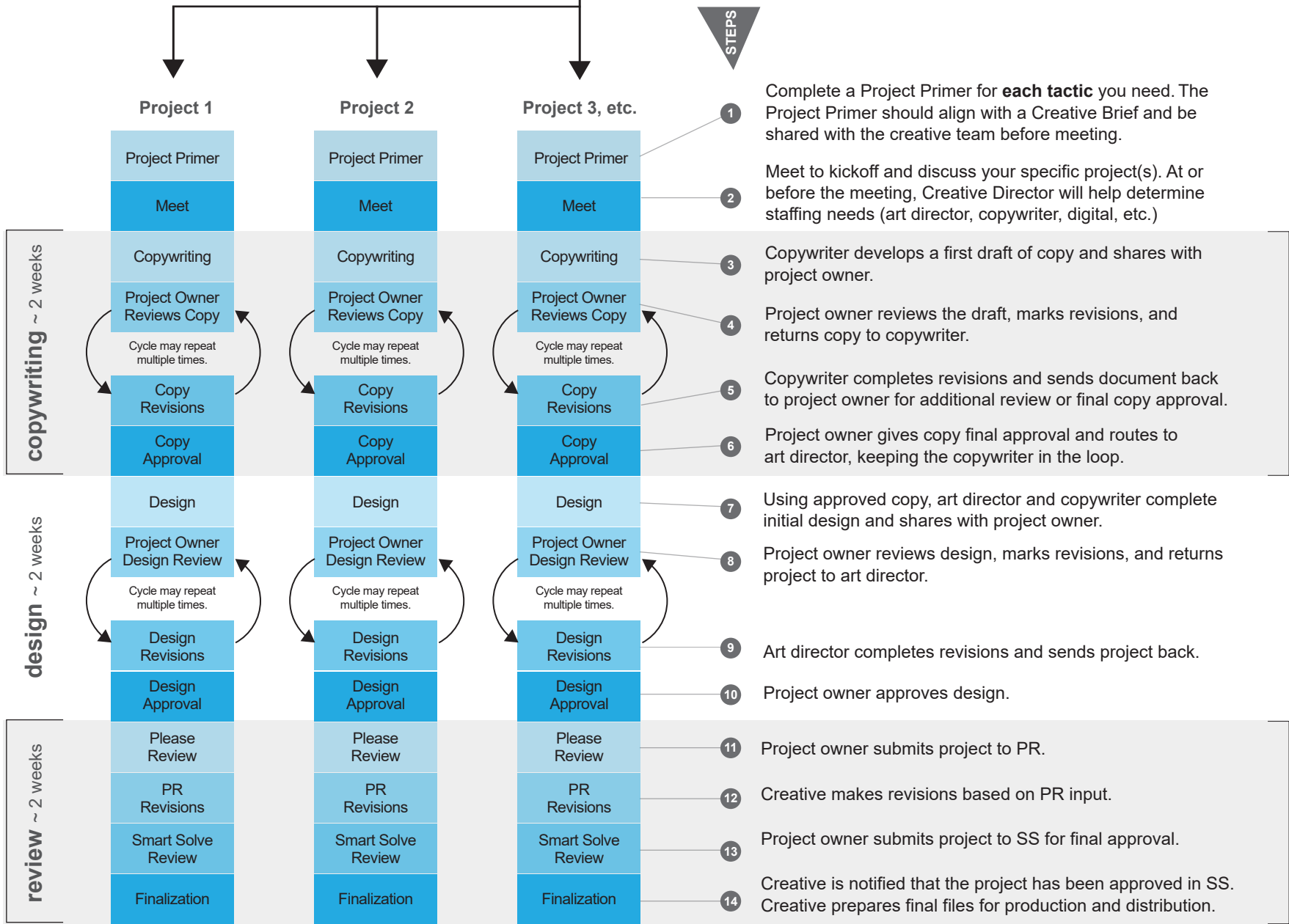
PROJECT PRIMER(S)

Every project needs a Project Primer, which outlines each specific deliverable. Deliverables should (but may not always) fall within a campaign established by the Creative Brief.



90% 90% of Creative Services project work should fall into this category.

Timeline for most projects: ~ 4 to 8 weeks (varies based on project complexity, workflow within Creative, other factors)



FIRE DRILL



5% 5% of Creative Services project work may fall into this category.

* Contact the Creative Director.