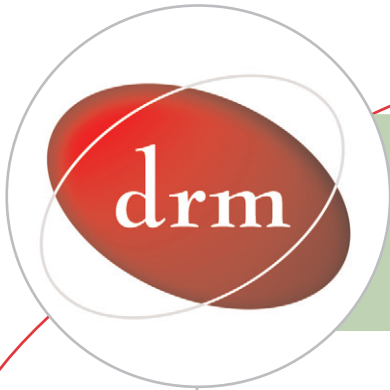


collateral development process



SUCCESSFUL COLLATERAL HAS CLEAR OBJECTIVES; A DISTINCT LOOK AND TONE; A LOGICAL APPROACH TO CONTENT AND PURPOSE. SUCCESSFUL COLLATERAL, DESIGNED FOR OPTIMAL USE OF BOTH IMAGES AND COPY — CLEARLY COMMUNICATES A SINGLE RELEVANT IDEA.

phase one

DISCOVERY:

Discuss technical parameters, objectives, look and feel with client. Also discuss short-term and long-term goals, user and target audience definition/parameters, marketing/communications objectives. Other factors to consider include: success measures, budget parameters, timelines.

phase two

CREATIVE STRATEGY AND COPY OUTLINES:

Develop creative themes from collaborative thinking and research. Finalize creative strategy. Develop initial copy outlines.

phase three

COPYWRITING AND DESIGN LAYOUT:

Develop concepts and set selected copy. Begin design sketches, followed by graphic layouts for look and feel. Consider color, stock, size, weight, etc. for the piece.

phase four

FINALIZE CONTENT:

Incorporate final copy edits. Begin content accuracy review and proofreading. Develop final art from selected design. Send to client for final review and approval.

phase five

PRODUCTION:

Produce digital mechanical. Prepare all digital files for printing format, including a 'write-up' to a printer to give their production department a map to follow. Coordinate print production and timeline. Pack and deliver to client. Track project arrival time.

phase six

EVALUATION:

Discuss with client to evaluate performance. Collateral pieces developed to produce action are evaluated against objectives, if appropriate. Investigate follow-up pieces for campaign extension or future projects.