



# Creative Services Collateral Production Process Overview

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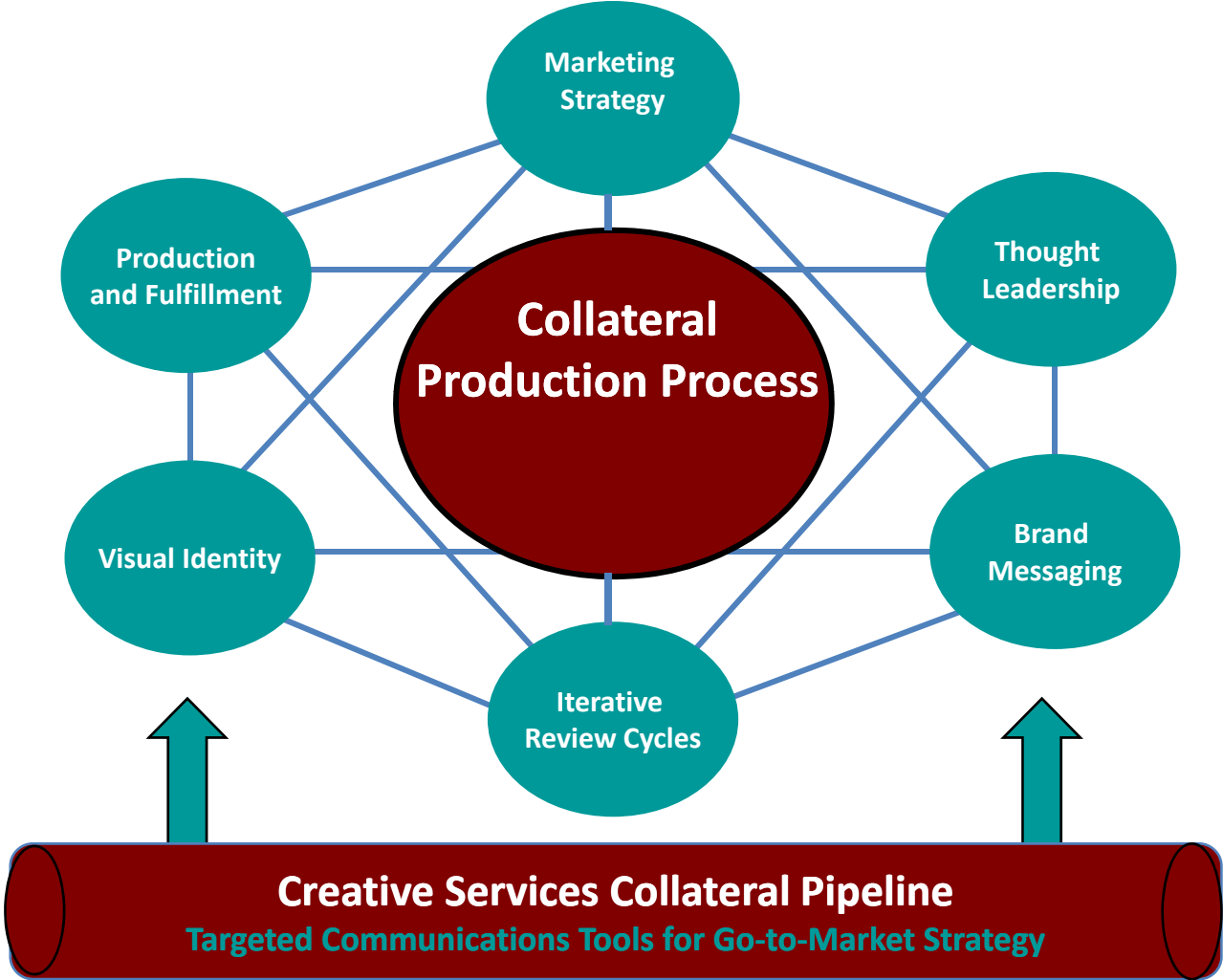
## Creative Services (CS) Team Responsibilities

- The Creative Services team is responsible for creating and producing collateral
- The CS team includes:
  - Brand Specialist
  - Traffic Coordinator
  - Writers
  - Designer
  - Quality Control
- The CS team has established a collateral production process that streamlines development and is driven by management of the collateral production pipeline

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# CS Collateral Production Process Model



## The CS Collateral Production Pipeline, Project Plans, and Fulfillment

- CS maintains a pipeline listing all collateral scheduled for production prioritized according to market need, which is maintained by the Traffic Coordinator (TC)
- Pipeline calls are held with the CS team once a week to review new projects and discuss status of existing projects (Tuesdays, 3:30 p.m. ET)
- The CS Collateral Pipeline is updated weekly
  - Each team member sends completed Contractor Project List to TC by 5 p.m. each Monday
  - Traffic Coordinator updates the pipeline with the Contractor Project List info and distributes to team for Tuesday call
- Production is activated for each communications tool by the TC, who assigns a doc ID number and develops a project plan based on production timeframes agreed upon by the CS team
- Project plans are issued at the start of the project and when the print schedule is determined as well as when a major change occurs
- All projects are reviewed against the initial project plan and when milestones are not met, the Traffic Coordinator issues reminders to move the project along
- Collateral fulfillment
  - A small quantity of collateral will be inventoried at headquarters
  - For large quantities, collateral will be fulfilled through the print-on-demand company site
  - A cost center number for chargeback is required when ordering collateral

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## CS Collateral Production Tasks and Timeframes

Tasks	At A Glance	Overview	Brochure	Video/Multimedia
	<b>Number of Days Per Task Per Communications Tool Type</b>			
Research/Interviews	5	5	5	TBD
Copy Writing	2 – 3	3 – 5	5 – 7	TBD
SME Review	2	2	2	TBD
Creative Specialist Copy Review	1/2	1/2	1	TBD
Quality Control (QC) Copy Review	1/2	1/2	1	TBD
Marketing Director (MD) Copy Review	1	1	1	
Design	1	2	5	TBD
QC Layout Review	1/2	1/2	1	TBD
Writer/SME Layout Review	1/2	1/2	1	TBD
Creative Specialist/MD Final Review	1	1	1	TBD
Final QC Cold Review	1	1	1	TBD
	<b>Total Number of Days for Product Development*</b>			
	<b>15 – 16</b>	<b>17 – 19</b>	<b>24 – 26</b>	<b>TBD based on project</b>

Note: Iterative review cycles occur within the content development and design production stages. On occasion, these cycles may take longer than estimated timeframes.

**\* This is development time only.** Does not include time to print or produce final product. Printing time based on size, quantity, and deadline. Production time based on video or multimedia requirements. Project plan schedules including printing/production time will be developed for each line item with due date/priority driving the timeline.

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