

Project Development

Be agile, inclusive, strategic and disciplined.

DISCOVER

THE FOUNDATION

Who are you, really?
This is where we, quickly, get to know all the parts.

AUDITS

COMPETITIVE/CATEGORY AUDIT
COMMUNICATIONS AUDIT
CUSTOMER JOURNEY
AUDIENCE SEGMENTATION
EXISTING BRAND NARRATIVES
PRIOR RESEARCH FINDINGS
SOCIAL AUDIT
PREVIOUS CAMPAIGNS
DIGITAL AUDIT OF RECENT WORK AND DATA
TECHNICAL SITE DISCOVERY
IDENTIFY STAKEHOLDER AND PRIMARY MESSENGERS
BRAND AWARENESS AUDIT
RESEARCH IF APPLICABLE
WORKSHOP IF APPLICABLE

DELIVERABLES

COMPETITIVE / CATEGORY FINDINGS
AUDIENCE INSIGHTS
BRAND AWARENESS AUDIT FINDINGS
DIGITAL ENGAGEMENT FINDINGS
RESEARCH RESULTS
WORKSHOP RESULTS

DEFINE

THE STRATEGY

OK, let's make a plan.
And, most importantly let's all get on the same page

MARKETING PLAN

KEY MARKETING OBJECTIVE<->
MEDIA STRATEGY
PROJECT BRIEF
CAMPAIGN ROADMAP
CAMPAIGN LENGTH
BENCHMARKS
SCHEDULE
TEAMS & RESPONSIBILITIES
CREATIVE BRIEF
ADVERTISING TARGET & INSIGHTS
POSITIONING
KEY OBJECTIVES
REASONS TO BELIEVE
SINGLE MOST COMPELLING IDEA

DELIVERABLES

MARKETING PLAN
CREATIVE BRIEF
CAMPAIGN ROADMAP

DEVELOP

THE WORK

We're agreed on strategy, we get in to the details.
Refine your media plan and concept your campaign.

PLANNING

CAMPAIGN ROADMAP
MEDIA PLAN
NEGOTIATE ALL PLACEMENTS
CREATIVE
CREATIVE CONCEPTS
TESTING
CREATIVE & MEDIA TESTING PLAN
RESEARCH IF APPLICABLE

DELIVERABLES

FINAL CAMPAIGN CONCEPT
FINAL CAMPAIGN ROADMAP
FINAL MEDIA PLAN
FINAL TESTING PLAN
RESEARCH RESULTS

DELIVER

THE CAMPAIGN

Now, we get to work delivering your campaign.
Produce, traffic, optimize, repeat.

PRODUCE

FULL CAMPAIGN PRODUCTION
TRAFFIC & MONITOR
PLACE & MANAGE ALL CREATIVE ASSETS
OPTIMIZE
DEVELOP TESTING PLATFORM SCHEDULE
TESTING REPORTS

DELIVERABLES

FULL CAMPAIGN
ONGOING MONITORING OF ALL CHANNELS
OPTIMIZATION STRATEGY & IMPLEMENTATION

