

Explanation of Creative's Service Tiers



2 Days

For initial proof

4 Days

Total Time in Creative*

Quick-to-Market

Our designers and copywriters have applied industry best practices to create Quick-To-Market (Q2M) templates. They are designed to not only promote your products effectively but also to meet requirements for each solution (i.e., FCRA requirements for Loan Engine or Shopper Alert disclosure copy). While certain elements can be customized, including colors, images and logos, the layout is set. Minor adjustments can be made to the copy provided in the templates. If you want to provide your own copy, you can download and use our "copy templates." A completed Creative Work Order (CWO) is required to ensure we have all needed information.



5 Days

For initial proof

7 Days

Total Time in Creative*

Brand Integration

If you have a strong brand identity and want to change the design of our Q2M template, you should choose Brand Integration. This service tier allows our award-winning designers to spend the time needed to customize a layout design to achieve the look you want. Copy limitations are the same as Q2M. A completed CWO is required to ensure we have all needed information.



10 Days

For initial proof

12 Days

Total Time in Creative*

Custom

Custom allows for the design development included with our Brand Integration Tier and provides copy development with one of our experienced financial copywriters. This service is ideal for bigger banks with a strong visual brand and voice. Instead of a CWO, you will complete a questionnaire, and we may have a call with you to discuss needs and objectives for more complex projects.

Total Time in Creative*

After initial development most Client revision rounds for our Solutions are completed in one day. Total time in development is dependent on how quickly designs can be reviewed by Client's compliance and other client side approvers.

Creative support by tier

Jobs in 2018:

19% Custom

81% Quick-To-Market/
Brand Integration



Custom, common choice by large Banks, uses all Creative resources and requires **more skills and development time**.



Quick-to-Market (Q2M), chosen by small Banks and Credit Unions that do not have a particular brand and appreciate our best practices template designs, **and development times are 80% shorter**.



Brand Integration (BI) is between Custom and Q2M in skills and time required. Common choice of FI's with a strong visual brand.

Custom = Creative Director, Art Director, Copywriter, *Designer, Coder, Proofreader*



Pricing Estimate

Creative Brief

Concept(s)
Development

Initial Proofs

Revisions

QA & Release
to Production/
Coding

Quick-to-Market/ Brand Integration

*Designer, Coder, Proofreader
+ Creative Director*



Design Review

Initial Proofs

Revisions

QA & Release
to Production/
Coding



Initial Proofs

Revisions

QA & Release
to Production/
Coding

Process Supports 3 Tiers of Solutions Creative Execution

Quick-To-Market



Requirements:

An Email Sent To **Laura, Amy & CC Tracy** that includes:

- ① Signed Contract
- ② Completed CWO
- ③ Client Logo & Signature Files

Brand Integration



Requirements:

An Email Sent To **Laura, Amy & CC Tracy** that includes:

- ① Signed Contract
- ② Completed CWO
- ③ Client Logo & Signature Files
- ④ Brand Standards
- ⑤ Client Samples of Previous Ads

Custom



Requirements:

An Email Sent To **Anthony, Amy, & CC Tracy** that includes:

- ① Signed Contract
- ② Completed Solutions Questionnaire or Creative Scope/Estimate Form, and/or Project Strategy
- ③ Client Logo & Signature Files
- ④ Brand Standards
- ⑤ Client Samples of Previous Ads
- ⑥ Client Kickoff Call Invite (if needed)