Explanation of Creative's Service Tiers



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.



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

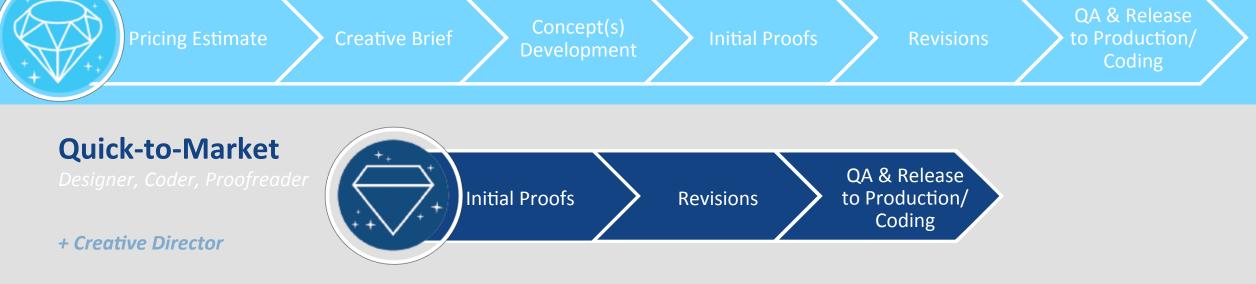


Custom, common choice by large Banks, uses all Creative resources and requires **more** skills and development time.



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.





Process Supports 3 Tiers of Solutions Creative Execution





An Email Sent To Laura, Amy

& CC Tracy that includes:

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



Requirements:

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

- ① Signed Contract
- 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
- Client Kickoff Call Invite (if needed)