

# / Choose from 3 Tiers of Service

Solutions are designed to meet the communication needs of all FIs—from local banks and credit unions to international FIs with a strong brand identity. Tiers vary in development timing and skills required:



	Quick-to-Market	Brand Integration	Custom
Initial Proof	2 days	5 days	10 days
Total Time in Creative*	5 days	9 days	14 days

*Total Time in Creative\* - After initial development, most Client revision rounds for our Solutions are completed in one day. However, total time in development is dependent on how quickly designs can be reviewed by client-side approvers.*

# / What Each Tier Includes



## Quick-to-Market (Q2M): Template Design ▪ Best Practices Copy

The template design is set; however, the Client can customize:

- Colors
- Images
- Logos

Copy has been developed using proven industry best practices. Client can make minor copy adjustments or can provide their own copy using our copy templates.



## Brand Integration (BI): Custom Design ▪ Best Practices Copy

A designer will customize a layout that reflects the Client's brand.

Each design will incorporate copy that has been developed using proven industry best practices, or the Client can provide their own. Since the design is customized, Client-provided copy is not restricted by our template.



## Custom: Custom Design ▪ Custom Copy

A designer and copywriter collaborate to customize a layout and copy that reflects the Client's brand. In some cases, a Product Manager is engaged to organize product strategies and goals.

***There are no template restrictions for design or copy.***

# / What We Need to Begin

Solutions are designed with efficiency in mind. All Solutions include easy-to-use tools to collect needed information, quality-assured mechanicals, and defined processes.



## Quick-to-Market (Q2M):

- ① Signed Contract (PWO)
- ② Client Completed Creative Service Request form
- ③ High-res logo, brand color formulation, signature files



## Brand Integration (BI):

- ① Signed Contract (PWO)
- ② Client Completed Creative Service Request form
- ③ High-res logo, brand color formulation, signature files
- ④ Brand standards/Style guide *(if available)*
- ⑤ Examples of previous client ads



## Custom:

- ① Signed Contract (PWO)
- ② Completed Creative Questionnaire
- ③ High-res logo, brand color formulation, signature files
- ④ Brand standards/Style guide *(if available)*
- ⑤ Examples of previous client ads
- ⑥ Client kickoff call invite *(if needed)*