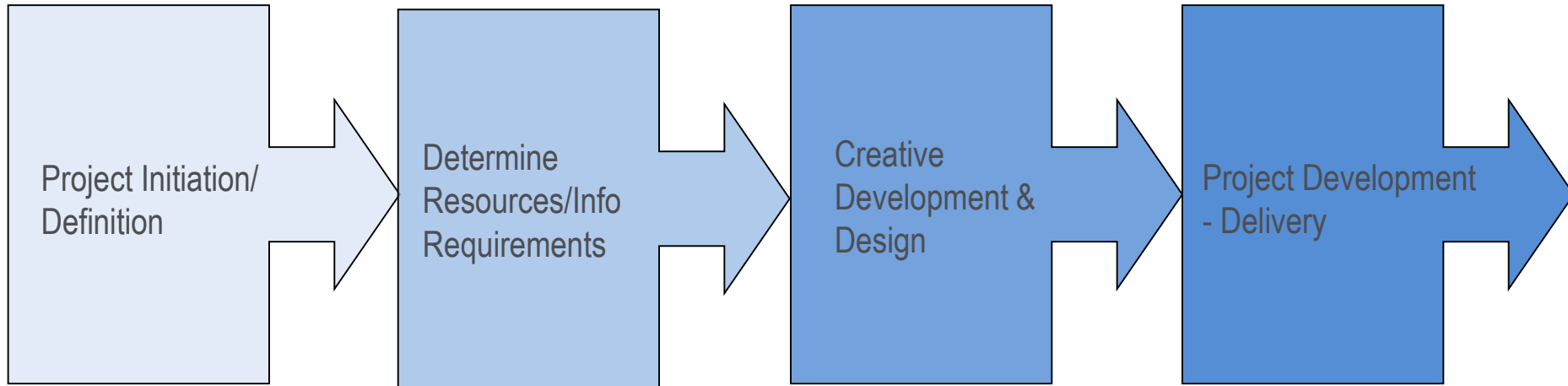


# Marketing Communications

## Planning & Execution Process



- Project Start-up Meeting
- Project Parameters
- Budget
- Timing
- Scope
- Deliverables

- Determine creative need
- Determine resources (Int or Ext)
- Gather information, i.e. product, competitive, etc.

- Develop creative brief
- Develop concepts
- Develop headlines/copy
- Present initial layouts

- Review finalized layouts
- Manage approval process
- Revise/modify/approve
- Implement final creative
- Get feedback from field sales

# Marketing Communications Process

