



To ensure we deliver value from the creative and design process by minimising costs and maximising sales value for our clients, we approach each project with the following in place;

1. a structured 3-step approach to ensure that creative time is used effectively and efficiently
2. a robust project management system (Basecamp)
3. a change procedure should either the agency or the client wish to make changes to the original brief
4. an end of project review

We believe that minimising cost is delivered by being efficient and organised with time, having clarity of input (the brief) which leads to quality timely outputs and to maximise sales value, we ensure we have clear objectives and desired outcomes from our client.

A STRUCTURED 3-STEP APPROACH

The 3-step process represents a set of guiding principles that are fully scalable dependent on the client requirements and scale of the task. Keeping to this process ensures clarity and focus without hindering creative design or output. The simple **Think, Create, Deliver** process provides our creative team with a well-structured and concise set of instructions and guidance for creative concepts and internal efficiencies.

Think: We issue our clients with a creative brief template to complete for each piece of work. This brief provides us with the background information on the project, objectives, target market, audience insight, key messages, proposition, required outcome, budget, final requirements, assets available, mandatories, deadlines and chain of command. This fundamental part of the process builds the set of instructions to enable our creative team to effectively develop the creative concepts based on your objectives, audience and proposition. Key messaging and desired outcome ensures that we are able to maximise the value of the creative output and dependant of the scale of the task, client approval might be sought at this stage to ensure the progress and direction is correct.

Create: With objectives and outcomes firmly embedded and top of mind with our creative team, the process of idea generation, concepts and outline approach begins. Driven by the brief, all ideas and approaches are quickly evaluated, selected, refined and reprocessed against the objectives, keeping resource and time allocations as efficient s possible. Client approval might be sought at this stage to ensure the progress and direction is correct.

Deliver: Taking only the strongest concepts from the Create stage, fuller creative solutions are developed and visualised as elements of the proposed campaign and, where applicable, finding opportunities to drive maximum value from the creative concepts. Fuller creative design includes more specific actions and guidance around implementation and delivery – all checked back against the objectives in the brief.

A ROBUST PROJECT MANAGEMENT SYSTEM (BASECAMP)

Basecamp is an online project management tool which Frost Creative uses on projects where multiple personnel or organisations are involved. It helps to run projects efficiently and reduce problems with issues. Basecamp has the power to put all communication, proofs, amendments, images, documents etc in one place, where all parties are able to access it, with separate sections for messages, tasks and files.

It helps to reduce issues arising from scenarios such as an email message between several recipients, each replying to 'all' and the thread getting longer and longer (and more indented), making it difficult to find who said what and when. And then that someone only replies to the sender and so the thread gets fragmented.

With Basecamp that message thread would be a simple chronological page of messages, with each message clearly identified with its sender. Another advantage over email is that all Frost Creative staff have access to the messages, so in the event that a key member of the team is out of the office, someone else will be able to get up to speed with the project quickly.

You can find out more about Basecamp here <https://basecamp.com/tour>

A CHANGE PROCEDURE

We have a change procedure should either the agency or client wish to make any change, amendment, addition or replacement in respect of the brief or the deliverables. In this event, a Change Proposal Form will be issued which will specific a description of the change with details of;

- the costs, calculated in accordance with the rate card and on a time and materials basis of implementing the change
- the timescales and milestones for implementing the change

- the potential risk if the change is not implemented
- where appropriate, the technical or business case for making the change
- any hardware or software which will have to be acquired
- the originator and date of request of the change.

AN END OF PROJECT REVIEW

At the end of each project, or on a quarterly or half yearly basis, Frost Creative would meet with the client to review the projects, the processes and the outcomes to see if any improvements can be made, in accordance with our CSR policy. By doing this we can ensure that we are continually making improvements to our service and our client relationships.

By implementing these four steps, we believe that we are able to take the most appropriate corrective and preventative measures to ensure efficient delivery of projects for our clients.

Approved by (including date of approval)	Director of Frost Creative - December 2023
Review cycle	3-yearly
Date of next review	December 2026