

# LEVELSEVEN

A SIMPLE APPROACH FOR IMPLEMENTING  
EFFECTIVE PROMOTIONAL MARKETING CAMPAIGNS



**ELEVATOR**  
PROMOTIONAL MARKETING

TO NAVIGATE, USE THE ARROW KEYS : TO EXIT, PRESS ESC.

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# WE ALL WANT THINGS TO GO SMOOTHLY.

NOBODY WANTS TO WASTE TIME OR MONEY

SO LET'S TAKE A FEW MINUTES TO SEE HOW WE  
CAN MAKE EVERYTHING GO A BIT MORE SMOOTHLY

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WE DELIVER A WELL MANAGED PROJECT

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By following a simple and logical step by step approach every time, Level Seven allows us to work better together, and to enjoy the experience.

# OVERVIEW



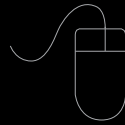
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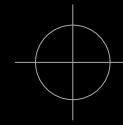
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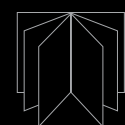
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activity  
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review,  
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# GROUND FLOOR



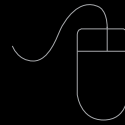
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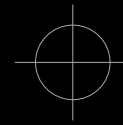
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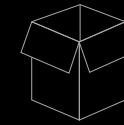
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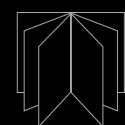
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There is an art to briefing an agency. Give us as much information as you can - especially if the brief is for a new brand or product. But don't confuse quantity with quality - tell us everything we need to know to get excited about the project. What makes the product great? Who are you trying to target?

Be clear about what you expect this activity to achieve. And if you have specific objectives, do you know how you will measure this activity afterwards to ensure it has achieved those objectives?

We'll be happy to help you prepare the brief if you have any doubts - and to advise you whether promotional marketing is the right marketing tool to use.

We'll want to talk to you face to face about the brief, and when we are all clear what is expected, we'll give you an estimate of project costs and a critical path.

## CHECKLIST:

Agreed brief

Start date

Budget

What response is needed - strategic only? Creative and strategic?

Date of next meeting

# LEVEL ONE



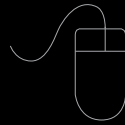
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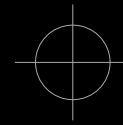
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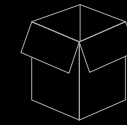
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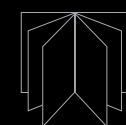
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We'll present our initial thinking on the brief. Sometimes this means We'll give you a single idea which we think best answers the brief. Other times, we might give you a menu of approaches which we want to talk through with you before deciding which elements to fully develop.

Any creative work or copy is usually only illustrative at this point. It is designed to give an overall feel of the creative execution.

The main purpose of Level 1 is to hear your initial thoughts so that we can work on the elements of our response that you like and move away from any approaches you are not sure about.

We may need to fine-tune the brief at this stage too.

## CHECKLIST:

Are you happy with the initial response?

Are you happy that creative approach has now been agreed?

Does the initial brief need to be adapted?

Do you know how you are going to measure the effectiveness of the campaign?

What is the next response date?

# LEVEL TWO



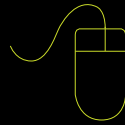
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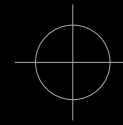
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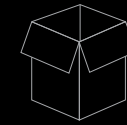
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We will now start working up the approaches that you liked best at Level 1. We'll plan the promotional mechanic - how we communicate the offer, how the consumer participates or responds, how we implement any rewards and so on - and we'll work on the creative execution, including copy and headlines.

We'll be able to highlight any practical or legal issues that need to be addressed, and we might want to meet with some other key people who work in your other departments or suppliers - for example we may need to understand better how your packs are printed and distributed if we are recommending an on-pack promotion.

## CHECKLIST:

Is the promotion deliverable, practical and legal?

Is the overall promotion in keeping with the brand proposition?

Is the overall creative style right?

What final adjustments are needed?

# LEVEL THREE



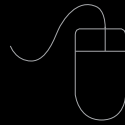
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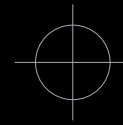
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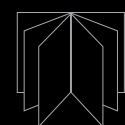
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The concept is now fully approved. We know how the promotion will work at every level. All the copy needs to be finalised and signed off. We'll get the copy legally checked - unless you prefer to carry out your own legal checks.

We'll obviously proof-check all the copy, but final responsibility for copy sign off lies with you, the client, since only you know exactly what you want to say.

You will need to confirm any brand guidelines including pantone colours if we don't already have this information on file.

All photography and or illustrations will now be completed and we are ready to commence production on print, point of sale and merchandise.

Before we push the buttons on print or supply of branded merchandise, you will probably want to see samples of stock/materials to be used. If we are supplying artwork to your printers, we may need you to supply us with accurate artwork sizes, keylines or cutting formes.

## CHECKLIST:

Fully approved text

All photography

Illustrations

Logos

Keylines/cutting formes

Confirmation of  
size/quantity/materials

# LEVEL FOUR



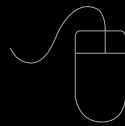
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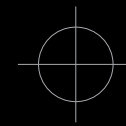
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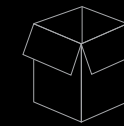
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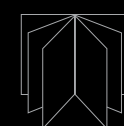
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It is critical that any remaining amendments are now made.

Client and agency should double check the print spec and PDF copies of all signed off artwork should be sent to client for their files.

Even after sign off, it may take several hours to finish the artwork before it can be sent to a printer so please do try to get back to us in good time.

The artwork now goes to the printer or supplier. Although we will expect to see a printer's proof, there should never be any amendments to artwork after this stage. Any changes once the artwork has left Elevator can result in additional costs and production delays.

## CHECKLIST:

Check the artwork in absolute detail before signing off.

# LEVEL FIVE



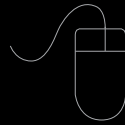
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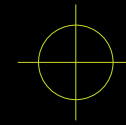
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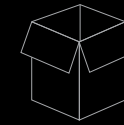
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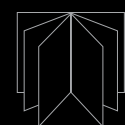
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Every supplier and printer should supply a proof or mock up showing how the finished job will look. Depending on the production process this may be a full scale production prototype, or a simple positional guide.

Elevator will check the proof to ensure that designs are correctly reproduced, that logos are printed in the right colours and in the correct position.

Proof reading will not take place at this stage since text has been fully signed off by the Client at Level 4.

We will send proofs or positional guides to you for final checking and sign-off.

Final changes can be made at this stage, but they may be costly and delay delivery of your order.

## CHECKLIST:

Have you signed off every aspect of the job.

Do you have a proper understanding of what the delivered job will look like?

# LEVELSIX



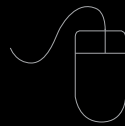
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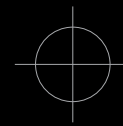
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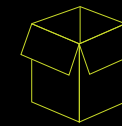
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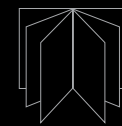
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Now that all the print and merchandise has been ordered, it is time for the agency to prepare the brief for all the other suppliers or departments who have a part to play in the delivery of this promotion.

This might include a handling house to receive consumer applications, a mailing house to prepare and mail out promotional leaflets to a database, a kitting company to collate promotional kits as required - for example perhaps you have 100 outlets who each require 1 promotional kit containing

specified quantities of posters and prizes - and promotional personnel.

This stage may also involve other personnel within your company - for example salesforce might need to be briefed on the campaign and supplied with sales presenters, production people may need to be briefed on affixing promotional labels and so on.

## CHECKLIST:

Does everyone know how the promotion is to be executed

Does everyone know when, where and how goods will be delivered?

Whose responsibility is it to brief internal departments?

# LEVEL SEVEN



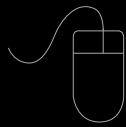
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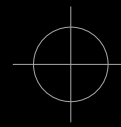
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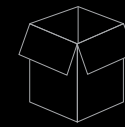
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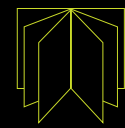
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Often we all sit back and relax when a job has been successfully delivered. However, once we have got to Level 7, we need to go back to the Ground Floor again and look at the brief and the objectives.

Has this campaign achieved the objectives it set out to achieve? What elements worked particularly well and what elements need to be improved on for the next campaign.

Is there feedback from consumers? Perhaps we could carry out a little ad hoc research amongst a sample of respondents. Is there feedback from trade or salesforce? If we know what worked for them, we can make the next campaign even more effective.

## CHECKLIST:

Review activity against original objectives.

Feedback from consumers

Feedback from trade/salesforce

# PUTTING THEORY INTO PRACTICE

THE SYSTEM WILL ONLY WORK IF  
WE BOTH PUT IT INTO ACTION

The best design work  
comes about from the best  
client relationships:

Good, clear briefs.

Agreed budgets.

Good organisation and time  
management.

And good communication from  
start to finish.

We look forward to working  
with you.

# FIRST PORT OF CALL

We've years of experience developing successful promotional strategies and implementing effective promotional campaigns.

We've worked across a wide variety of sectors from drinks to snacks, from travel and leisure to telecoms, from bread to porridge, from natural gas to ice cream and through all the main consumer and trade channels.

We've used every type of promotional technique and We know all the legal issues you'll need to bear in mind, and some of the practical ways to increase response levels.

Before you even write your brief, why not pick our brains - we've a wealth of experience and expertise that might help shape your thinking.

# GIVE US A CALL

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