

# LET'S COLLABORATE!

## HERE'S WHAT WE WILL DELIVER TO YOU:

**BRAND**  
enhancement  
TEAM



### UNDERSTANDING PROJECT NEEDS

*Lead: Project Strategist*

- Meet with Brand Owner to gather information on brand refresh goals.
- Work to understand changes, challenges, vision and scope to develop specific project objectives.
- Develop a timeline and gather necessary resources.

*WHO'S INVOLVED: Brand Owner, Project Strategist, Market Researcher, Brand Influencer, Graphics Advisor, Solutions Engineer, Print Technologist*



### RESEARCH & STRATEGY

*Lead: Market Researcher*

- Research and collect relevant insights, trends and reports to drive designs that best fit the needs of the Brand Owner.
- Gather reports on markets, products, services, positioning, customer experience, buying behaviors, cultural changes, consume trends, emerging technologies, packaging innovations, competitive data, etc.
- Evaluate data and reports, and identify gaps with the team – filling in research gaps as necessary.
- Present data and reports to Brand Influencer for future direction and use in developing creative briefs and mood boards.

*WHO'S INVOLVED: Brand Owner, Project Strategist, Market Researcher, Brand Influencer, Graphics Advisor, Solutions Engineer, Print Technologist*



### CREATIVE EXPLORATION & DESIGN DEVELOPMENT

*Lead: Brand Influencer*

- Use creative briefs and mood boards to develop initial design concepts for look and feel.
- Present design concepts to Brand Owner for review.
- Provide design refinements to Brand Owner based on chosen concept.
- Work with Graphics Advisor to finalize digital design and transition concepts to print.
- Collaborate with Graphics Advisor and Solutions Engineer on printing and finishing enhancement recommendations.

*WHO'S INVOLVED: Brand Owner, Project Strategist, Brand Influencer, Graphics Advisor, Solutions Engineer*



### PRODUCTION MANAGEMENT

*Lead: Graphics Advisor*

- Work with Brand Influencer to identify print capabilities and ensure design files are print capable.
- Identify common elements across all SKUs to develop templates for Brand Owner.
- Create print ready files to streamline production processes and save time in Prepress.
- Provide color management and correction assistance across all assets and print technologies.
- Review files for print capability with Solutions Engineer and Print Technologist.

*WHO'S INVOLVED: Brand Owner, Project Strategist, Brand Influencer, Graphics Advisor, Solutions Engineer, Print Technologist*



### PRINT IMPLEMENTATION

*Leads: Solutions Engineer & Print Technologist*

- Submit sample materials for review and gain approval from Brand Owner.
- Make material recommendations and provide lab testing, as needed.
- Provide blank CAD cut samples / 3D prototypes for fit, form and function review.
- Determine best print method, inks and coatings – providing drawn-downs for review and approval.
- Provide press side support for R&D and/or first production runs.

*WHO'S INVOLVED: Brand Owner, Project Strategist, Brand Influencer, Graphics Advisor, Solutions Engineer, Print Technologist*



### OUTCOME EVALUATION

*Lead: Project Strategist*

- Provide production management, proofs and finished product for Brand Owner review.
- Evaluate outcome with Brand Owner to ensure all goals, objectives and expectations are met.

*WHO'S INVOLVED: Brand Owner, Project Strategist, Market Researcher, Brand Influencer, Graphics Advisor, Solutions Engineer, Print Technologist*