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THE CREATIVE PROCESS

How do we get the insight?

Deep understanding of the scope of a client's overall objectives, brand positioning, corporate voice and visual vocabulary are the first steps to approaching a project correctly. This assessment process is an extremely important phase to any project.

To facilitate this exploration and discovery process, Asset Communications begins with a Marketing and Creative worksheet and project launch meeting/call. These tools have been designed to elicit conversation and trigger needs awareness from both parties (clients and creative) and interpret the information effectively. Once the project is clearly defined and past experiences/examples (if applicable) have been shared, potential creative approaches are discussed.

How do we develop creative strategy that solves communication problems?

Asset Communications starts the creative strategy with design concepts/explorations. There is rarely one approach to a visual/communication problem. We offer the client several design options which generates a visual conversation within the client department as well as creative department. Various elements of these design explorations can be combined to arrive at single exploration which can then be further refined through client feedback and discussion.

After that we enter the collaboration phases. Alterations are made to client's satisfaction while adhering to the project goals, design requirements and branding guidelines.

How do we get the "gem"?

The cooperation of the entire team evolves the project to meet and exceed the intended goal:

Listen > Reflect/Conceptualize > Design > Collaborate = Ultimate Result

When the solution is absolutely right, the audience responds consciously to the language and subconsciously to the imagery. This is the fundamental process to effective, memorable communications.