

Seasonal Campaigns SOP Detailed Timeline

The following timeline and procedures for international marketing campaigns were developed and recommended during a contract assignment with a global fashion retailer to enhance operational efficiency for management.

Seasonal Kick Off Brainstorming & Campaign Timing Cadence Confirmation

- Postmortem Results, Ecosystem YOY & WOW Overview Created (Customer research, Consumer insights, Business analysis, Customer behavior analysis, Competitive review)
- Merchandising and Marketing Priorities created and aligned with Photo Studio (Key themes, inspiration boards, shot requests)
- Align Omni-channel Marketing strategy for the campaign with a matrix that all channels use to plan weekly focus. Finalize the Ecosystem and campaign timing cadence
- Working session of Activation / Events / Promotions / Content / Copy through teams (IE: IT team, Buying, Analytics, EP Team, Store Ops, E-commerce, Loyalty, Print, etc.)
- In take Signage requests begin from Buying office
- Photography Planning begins
- Buying Office Uploads Seasonal Presentation into the Digital Asset Management system (DAM)

Briefing Document Presentation to CMO & Executive Leadership team + Photo & Integrated Marketing Kickoff with External Creative Agencies

- Integrated Marketing reviews/presents/aligns condensed and concise version of seasonal campaign briefing document, materials and content proposals across all touchpoints with key messages, priority levels with Chief Marketing Officer (CMO)
- Integrated Marketing Team (IM) then presents to Executive Leadership Team (ELT) for approval
- Initial build of Store Kit Requests (KRL) and week to week cadence begins
- Photo Studio to begin collaborating with external creative agencies (ECA) on campaign specifics for photo shoots
- IM to kick off briefing with ECA
- IM uploads approved briefing/ecosystem materials into the DAM

Seasonal Campaign Briefing & Platform Exploration Begins (IM x Photo x ECA) + Photo Shoot Begins

- Plan presentation - Platform Exploration Begins -- ECA creates initial platform concept options
- Platform Options Presentation + Selection
- PMS Colors confirmed
- Photo Shoot Begins (Internal/Agencies)

Platform & POC/Style Guide Finalized (ECA) + Photo Shoot Complete + Final Selects Confirmed + Initial Style Guide released

- Updated Platform Selection Presentation
- Platform Development & Swipe Selections, POC/Style Guide Begins
- Initial Style Guide released company wide
- Photo Shoot is completed
- Final selects reviewed with CMO & ECA's
- Photo Contact sheet is uploaded into the DAM

Platform & POC/Style Guide Released (ECA) + Digital Creative briefs build + Retouching begins

- Full Suite Review – ECA to present final platform, swipe selections, POC/style guide
- Final Files Hand Over – ECA to deliver all final files & mechanicals
- Buying Office & Site Managers to work on building digital creative briefs
- Retouching of selects begins
- Photo Selects (approved) are uploaded into the DAM

Storefront mockups created + Style Guide turned over to all teams + Digital Partners Kickoff

- Integrated Marketing to turn over style guide to all teams
- Integrated Marketing kick off meeting with Digital partners (Site Managers, Design, ECA, E-commerce, Social)
- KRL draft sent to stores vendor (ITG) for quoting, sub-straight & Mockups
- IM & EU translations team meet for a walk through on style guide
- Design team to create storefront mockup files
- ECA to start design
- Unretouched Photos are uploaded into the DAM

Storefront mockups Printing & Testing (cont.) + Signage Deck Created + Final Retouched images reviewed with CMO

- Printing and testing of storefront mockup files begin
- Design team creates signage deck (including translated files for EU)
- Final retouched images reviewed with CMO

Printing & Testing of Storefront files + Final retouched images to Design + DEF6 Creative Review (R1)

- Printing and testing of storefront mockup files completion
- Create instructions for storefront mockup files.
- Final retouched images sent to Design team
- Design team inserts final retouched images into signage deck for CMO approval
- ECA to present creative for review (R1)
- Final retouched images uploaded to DAM (sent via the platform to Design team)

Signage Deck Final Approvals CMO & ELT + KRL Updated

- CMO review of signage deck and storefront mockups (w. approvals)
- ELT Creative Signage Deck and storefront mockups for review and approval
- Marketing Ops updates KRL (based on signage deck approval)

ECA Releases Creative + ISP instructions created & feedback provided

- Marketing Ops creates in store written and video instructions to ISP
- ISP Provides feedback on instructions
- ECA presents creative for review (R2) & approvals
- ECA releases creative

Instructions sent to ISP & ITG + PDF Lo-Res files to EU/NA + NA/EU translations initialized + ECA Initial Build/Implementation

- Finalized instructions sent to EU Marketing ops for translation
- Design team releases PDF low-res files to (EU/NA)
- NA/EU translations initialized
- Final Instructions sent to ISP & ITG for Kit and Pack
- Initial Digital Build/Implementation (ECA)

EU Art working begins + Design releases all translated files + ECA Initial Build completion

- Design releases final high-res image and files (NA/EU)
- EU art working begins
- NA KRL with translations released to Design
- NA Design to begin sending all translated files to Marketing Ops
- Initial Digital Build/Implementation completed (ECA)

NA Final Artwork approvals + Regional Digital Asset Creation

- NA Design completes send of translated files to Marketing Operations team
- NA Final artwork approvals
- Regional Digital Asset Creation

EU Final Artwork Approvals + Design releases ITG Files & Epson selects + EU/NA Printing/Finishing begins

- EU Final artwork approvals
- Design team provides ITG files and Epson selects (NA/EU)
- EU Printing/Finishing begins
- NA Printing/Finishing begins
- SFCC Digital Build/Implementation begins

EU Kitting & Packing begins + Digital Asset QA (R1)

- Kitting and packing begin (EU)
- SFCC Digital Build/Implementation completed
- QA for digital assets (R1)
- Brand Team uploads all campaign signage materials into the DAM (low-res jpgs, high-res pdfs of each signage file, brand assets)

Kitting & Packing begins (NA) + CMO Review & Approval of Digital Asset Package + EU Ship to Stores

- Kitting and packing begin (NA)
- Signage starts shipping to stores (EU)
- SFCC Digital Build amends
- Finalize and package digital assets for CMO review and approval

Signage Ships to Stores (NA) + Final QA for Digital Assets

- Signage starts shipping to stores (NA)
- Signage begins to arrive in stores (NA/EU)
- Amendments to digital assets based on CMO feedback
- Final QA for digital assets

Signage arrives in Stores (NA/EU) + POG arrival in stores + Digital Campaign asset package shared with ELT

- POG (planogram) arrivals in stores
- Signage continues to arrive in stores (NA/EU)
- Digital campaign asset package shared with ELT
- Digital assets finalized and ready to go

Campaign Launch + Completion of Signage arrival in Stores

- All Signage arrives in stores (NA/EU)
- Campaign launches in store and online
- Marketing Ops uploads all campaign materials into the DAM (signage cadence, KRL, presentations, décor instructions, distribution list)
- Digital teams will have to upload files on a revolving timeline due to continual updating of materials and parallel process of imagery requests that is a part of their workflow