

C³

Clear, Creative Communications Process Overview

DISCOVERY

1.

- About You / About Us
- Audience / Target
- Message
- Mandatory Elements/ Requirements

CONTENT CREATION

2.

- Research
- Brainstorming
- Draft / Comp

REVIEW / REVISION

3.

- Internal review / revision
- Client review
- 2nd draft / client review
- Cycles (review/revise as needed)
- QC - Proofreading, internal review
- Approval

DELIVERY IMPLEMENTATION

4.

- Prep / send files
- QC check final output
- Client follow-up
- Track results