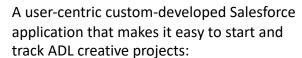
Brand & Marketing Process Reference Guide

LAUNCHPAD 4



- Incorporates ADL Project Brief that includes all critical information to begin a project
- Enables the Creative Studio to track and account for workflow by region and by CSC Team



How Do I Use?

- 1. Login to Salesforce
- 2. Click on the 9 dots
- 3. Select Launchpad from App Launcher
- 4. Select project type and click on Request button below

Accommodates two types of projects:

- **1). Routine (simple requests):** In the service of communications/news cycle and business-as-usual (graphics for social media, email copy)
- · Simple form completion
- Requires signoff from manager

- **2). Strategic (complex projects):** Integrated campaigns that have long lead times and are highly integrated, involve multiple channels and multiple internal team members
- Requires additional detail/input
- A detailed project brief is submitted via Launchpad
- Project is presented/brief reviewed by the Go Ahead Team
- Requires signoff from manager

MARKETING INPUT REVIEW AND GO AHEAD MEETING

The objective of this weekly meeting is to ensure a consistent approval process and aid in prioritization. Every week, we will assess new projects and review projects in process at critical decision-making and approval points. This process pertains to Strategic/complex projects only. THIS MEETING IS ALSO WHERE ALL USES OF THE ADL LOGO WILL BE APPROVED.

Go Ahead Decision-Making Criteria

- ROI/ROE
- On Strategy/On Brand
- Clarity of Deliverables and Audience
- Budget

Team Members from:

- Brand & Marketing
- Policy
- Communications
- Programs
- Development
- Regional Office Operations
- Executive Office
- Technology
- Legal, as needed

How Does It Work?

- Submit projects through Launchpad system by 12pm
 Friday for following week's meeting
- 2. B&M schedules project owner presentation time slot at weekly meeting
- Team members receive submissions project briefs, attachments in advance - to maximize meeting efficiency
- 4. Marketing Input Review/Go Ahead Meeting will take place every *Tuesday between 2 4pm*
- 5. New projects receive *Go, No Go or Needs More Information* designation
- Recap/ Marketing summary to be sent by Creative Studio following Go Ahead Meeting

