

DESIGN MANAGEMENT PROCESS

1

#INITIATION

GOALS, SCOPE AND BUDGET

In the first step, the budget, underlying business goals, Objectives and Key Results (OKRs) are established.

KPIs

To ensure that work is progressing according to plan and that all OKRs have been achieved, explicit KPIs for each OKR are determined, and measures and methods to track them defined.

MARKETING MESSAGE & AUDIENCE RESEARCH

A strong creative strategy always stems from a clear and simple marketing message or phrase based on a strong understanding of the target audience defined by the marketing team before being handed over to the creative lead.

MEDIA MIX

When all OKRs are defined, the marketing team or the organization's external media agency usually formulates a proposed media mix.

TEAM STRUCTURE

After the marketing message, media mix, and available budget are established, the creative team is structured, which often is a combination of in-house staff, freelancers, and one or more external agencies.

2

#PLANNING

CREATIVE STRATEGY

With the goals, marketing message, audience research and team structure established, the creative strategy/campaign concept is created, which will form the basis for the production of all campaign assets, including slogans, taglines, catchphrases, tone-of-voice for copy, design assets and photography. In addition, templates for digital- and print assets also might be created.

Finally, the creative strategy is documented to be approved by marketing and other stakeholders.

PROJECT PLANNING

The first step when planning a new project is to decide project management methodology—usually Scrum/Agile, Waterfall or a hybrid of both.

Based on the media mix, all major campaign assets to be produced are then determined, and a detailed work plan is defined.

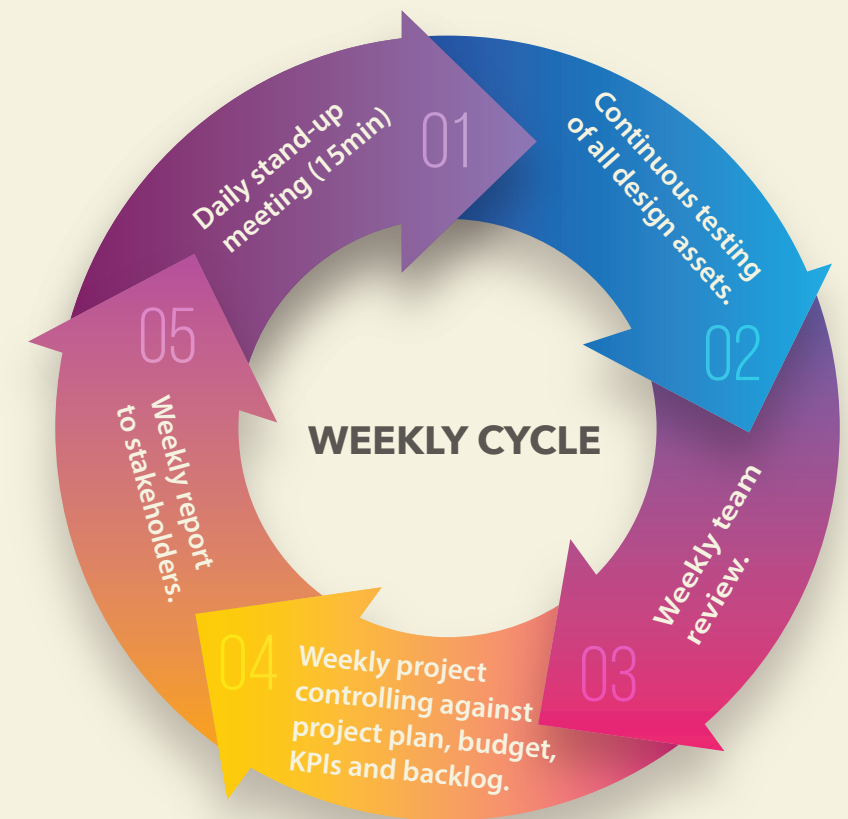
Finally, reporting routines are established.

RESOURCE PLANNING

With the project plan and team structure established, the project is presented to in-house design- and production staff designated to work on the project. Freelancers and agencies are identified and contracted.

3

#PRODUCTION



4

#CLOSEOUT

PROJECT CLOSEOUT

The project closeout is the formal project completion.

In addition to ensuring that OKRs and the scope are achieved and that all deliverables have been transferred, the project closeout also is an opportunity for reflection on lessons learned and best practices to be applied to future projects.

Responsible for the project closeout is the project manager in collaboration with creative- and marketing lead.

1. Formal transfer of all deliverables.

2. Formal confirmation of project completion from all stakeholders.

3. Resource release to suppliers, contractors, team members and other partners; confirmation of final payments or obligations; an official release that people can start working on other projects.

4. Postmortem/project review

Team review of successes, failures, challenges, and opportunities for improvement:

- Budget review
- Time management review
- Quality review
- Feedback meeting

5. Documentation and archiving

Archiving of all documentation and deliverables.