



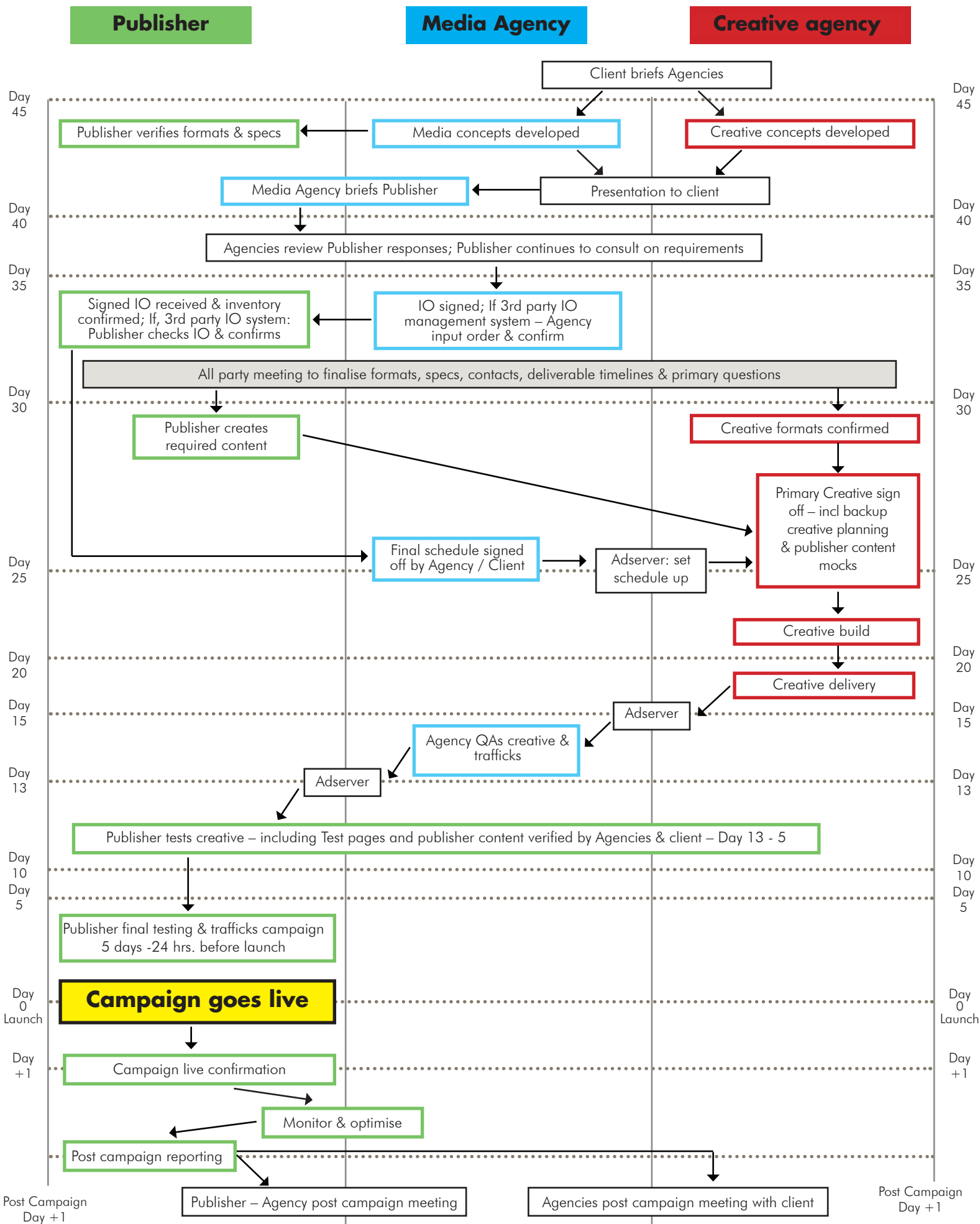
Digital Ad Operations

Custom Campaign Workflow

**IAB Standards and Guidelines Council
Digital Workflow Working Group**

October, 2014

CUSTOM CAMPAIGN (formats and executions that are bespoke)



DETAILED STEPS

THIS WORKFLOW APPLIES TO ANY AND ALL CUSTOMISED, PUBLISHER SPECIFIC, EDITORIAL OR BESPOKE EXECUTIONS

DAY 45: CLIENT BRIEFS AGENCIES > MEDIA CONCEPTS > PUBLISHER VERIFIES

- Joint briefing by client of all campaign objectives .
- Agency to identify if Symphony and / or other will be used – Agency to advise client on turn around times with Publisher(s).
- Publisher engaged by Agency to verify the available specs and / or formats available – Agency directed to most up to date specs if required.

DAY 45-40: CREATIVE CONCEPTS DEVELOPED

- Creative Agency develops concepts as part of overall campaign concept.
- If necessary, Creative and Media agencies jointly develop overall campaign concept.
- Media Agency shares publisher formats and specs if required or recently updated to creative team.
- Initial online display advertising concepts to be generated either within standard formats, or with a view to creating a custom format with a Publisher (refer to Custom Workflow if required).

DAY 45 40: PRESENTATION TO CLIENT

- Media and / or Creative Agency present concepts to clients to ensure creative concepts can be delivered in media.
- Any concept revisions will happen through feedback at this stage – Publisher / Agency to advise on impacts to turn around times of publisher and / or go live date and feedback to Publisher if required.

DAY 40: MEDIA AGENCY BRIEFS PUBLISHER > PUBLISHER SUBMITS RESPONSE

- Agency discusses requirements with AM.
- AM pulls together initial IO and bookings details – Inventory reservation occurs (if supported by Publisher) and Publisher confirms required timeframe.
- Media Agency reviews all publisher responses and confirms IOs.
- IOs are signed and Publishers commit IOs to internal processes.
- Publisher begins creative acquisition process by re-communicating specs and creative requirements to Media Agency/Creative Agency.

DAY 40-35: AGENCIES REVIEW RESPONSES > PUBLISHER CONTINUES TO CONSULT

- Media Agency and Creative Agency review responses to ensure they can meet client requirements
- Publisher continues to provide information and ideas upon request

DAY 35-30: IO CONFIRMED & SIGNED > IO RECEIVED

- IO signed and if Symphony or other such system, order details are input and confirmed by Publisher upon receipt.

DAY 30: ALL PARTY MEETING TO FINALISE TIMELINES & QUESTIONS / REQUIREMENTS

- Meeting of all three parties to discuss and confirm formats booked, specs required, primary contacts at all three points, deliverable timelines in order to meet start date and primary questions requiring answers to ensure campaign launch.

DAY 30-25: PUBLISHER CREATES CONTENT > CREATIVE FORMATS CONFIRMED > PRIMARY CREATIVE SIGN OFF

- If required – upon joint meeting and finalisation of requirements, Publisher creates primary required content for campaign (landing page, editorial content etc).
- Media Agency re-supply specs to Creative Agency if required.
- Publisher provides Media and Creative Agencies with preview of publisher built content for client sign off.
- Creative Agency commits primary build and then submits for sign off by client or Media Agency (upon prior agreement by client).
- Creative Agency to ensure there is a back-up creative built with client sign off to enable campaign to launch even if the primary creative is not ready for launch.

DAY 25: AD SERVER SCHEDULE SET UP

- Upon final sign off of schedule by client, Agency Ops Team sets up initial schedule within 3rd party rich media vendors (RMV) if required.

DAY 25-15: CREATIVE BUILD > CREATIVE DELIVERY

- Once final signed off media schedule is received, creative agency builds all formats and executions ready for final delivery to Media Agency/Publisher.
- Once all assets have been built to spec, Creative Agency to QA according to agreed Publisher specs/requirements and supply to Media Agency/direct to Publisher (if previously agreed).
- This step may need to go through several iterations if publisher checks identify issues in creative execution or tagging.

DAY 15-10: MEDIA AGENCY QAs CREATIVE & TRAFFICKS

- QA of creative files and content — spelling; click macros; flash vrsn; size; general content.
- Trafficks to 3rd party RMV and/or sends to publisher.

DAY 13-2: PUBLISHER TESTS CREATIVE > PUBLISHER FINAL TESTING

- Publisher Ops team receive tags and / or creative files and tests vs. specs and creative requirements. e.g. full functionality of all creative elements vs. creative acceptance; click through; tracking pixels; size/spelling/flash vrsn etc.
- Publisher Ops team provide test pages to enable multi browser/platform and other testing by all parties as required.
- Publisher Ops team conducts tests and liaises with Agency and Creative teams on issues and engaging on fixes as required.
- Publisher Ops team keeps Publisher AM and Media Agency team updated on issues which may impact live date.
- Once all fixes and issues resolved — Publisher commits final tests and confirms final test pages / grabs / versions with all parties prior to assigning to campaign in ad server – no further changes allowed after this time unless signed off by all three parties.
- Once final testing complete, assign to correct flight and sets to go live as per IO details — campaign goes live.

LAUNCH DAY: PUBLISHER CONFIRMS CAMPAIGN LAUNCH

- Ops confirms launch of campaign to AM/Media Agency/client — including an initial delivery report and live premium screenshots.

AD HOC: PUBLISHER / AGENCY MONITOR & OPTIMISE

- Ops/AM monitor daily/weekly/monthly delivery and optimises within campaign structure and/or with further input from Agency to ensure client ROI .

END DATE +1 DAY: POST CAMPAIGN REPORTING > PUBLISHER AGENCY MEETING

- Publisher provides post campaign report on all elements of execution.
- Publisher and Media Agency meet to discuss delivery/sharing insights and learnings.

END DATE +2 DAYS: MEDIA & CREATIVE AGENCY POST CAMPAIGN MEETING WITH CLIENT

- Media agency presents final campaign performance to client and creative agency — sharing insights and learnings.