



OUR DEVELOPMENT PROCESS

What to expect when working with Garner Media

Having a sound and efficient development process is key to creating quality media. At Garner Media, our process has been developed over years of experience. It is a tried and true process that works, and, as a result, saves you time and money and insures that the media we create for your business is on target.

If you're reading this document, there's a good chance you've already received or will soon receive a Project Plan from our sales staff. This Project Plan will outline the scope, timeline, and budget for your project. The average Project Plan takes sales and production staff about 3 hours to create and takes into account all aspects of the work required to finish your project. Before outlining our process, it is important to note three key principles that are based on the fact that every project we undertake is based on a time and cost estimate. These principles help guarantee that our estimate is correct and does not change midway through the project. They also help guard and protect our time so that we can devote ample attention to each of our clients with minimal distraction. In the end, this is a benefit that is yours to enjoy.

The three principles are:

- **Our design team maintains creative control.** In other words, we know how long specific tasks should take. When business owners try to take charge of the creative process and dictate what is presented, then the timeline and budget becomes null and void, and we must bill for added time spent. To put it candidly, you are hiring us to do a job...if you don't let us do it, then you're going to waste your money. Having been in business ourselves, we understand how important your image is to you...and we understand the value of your input and ideas. We also realize that business owners hire our firm because they want to take advantage of our experience



and expertise. We do our homework, get to know your business and target market, and then develop appropriate media. If you have ideas or expectations of how your media will look, we will listen carefully and take those ideas and expectations under advisement. At the end of the day, however, our job is to inform you if we feel that your media can be more effective if done differently. That is the value of hiring a media firm...you will get objective advice based on years of experience. As a result, your media will deliver a clear and concise message to your market and will be much more likely to produce the desired results.

- **We work hard to adhere to the project timeline.** Being a small firm, we are very careful to prioritize and manage our time well so that work on your project- as well as work on other projects- can be completed in a timely manner.



Your Project Plan contains a timeline that takes into account our current and projected workload and the amount of time required to complete your project. If you feel that the timeline will be difficult for you to adhere to, we need to know up front so that we can better accommodate your schedule. We do not want you to feel rushed or hurried in your decisions throughout the project. We are always happy to adjust the project timeline to better suit your needs. The important thing to remember, though, is that once a timeline is agreed to, both parties should feel obligated to adhere to it. If the timeline is not honored and the project begins to stretch out beyond the completion date, then added time must be billed.

- **We rely on your feedback and input.** Your feedback is vital to our process. We take your thoughts and concerns very seriously and want to produce media that will meet your expectations. Your Project Plan should contain a list of specific items that we will need from you. This list may include text, photos, logo, sample materials, etc. In addition, we will need to collect some feedback at specific points throughout the project. It is important that we receive this feedback in a timely manner. If feedback is not received in a timely manner, and agreed upon deadlines begin to be missed, then we reserve the right to proceed without your feedback.



- **We understand that your goal for your media is to communicate a message and produce results.** Though the message and the results may vary from business to business, this goal always remains. You expect results. Our job is to create media that delivers those results. The above principles help us do just that. In addition, they allow us to be fair and to treat all of our clients with the priority and attention they deserve.

With that in mind, let's have a look at our development process. Though the process may vary slightly from project to project, the basic phases remain the same. This process is designed to insure that we create quality media that delivers the results you are looking for.

Our development process is as follows:

- **Discovery Meeting.** On or shortly after your project start date, we will arrange a discovery meeting. This meeting should include our design team, yourself, and anyone from your company who needs to have input into the creation of your media. The Discovery Meeting is all about you. We want to hear you talk about your business, your products and services, your goals, ideas, thoughts, concerns, etc. 80% of the talking during this meeting should come from you and your staff. We will ask questions, share ideas, probe for more details, etc. The goal of this meeting is for us to learn as much as possible about your needs, goals, and expectations for your project. In addition, we will compile a list of any specific items we may need from you in order to complete the work. For instance, we may need you to compile text, photos, sample materials, etc. You will submit these items to us during the next phase of development, Concept Creation.

- **Concept Creation.** The second phase in our process is when we head to the drawing board. Our team will sit down, review notes from the Discovery Meeting, brainstorm to come up with ideas, and debate various ways to approach the creation of your media. If your Project Plan calls for market analysis or research, this is when we execute those tactics. We may conduct telephone surveys, focus group studies, customer surveys, online polls, etc. In addition, we may need to arrange a preliminary photo shoot to obtain footage for the concept. Our goal for this phase of the process is to bring your input, our research, and our experience to bear and develop a sound creative concept. This concept will represent our recommended approach to creating quality media for your business. At the end of this phase, we will present our findings to you, along with the creative concept. We will again receive some feedback from you and then make any agreed upon changes to the concept. At the close of this phase, we will present to you the final concept to be used in creating your media.



- **Development.** At this point, the project begins to gain momentum. The grunt work has been done. The tough decisions

have been made. This phase is designed to put ideas in motion. It's also a good chance for you to relax, knowing that it's all downhill from here. During the Development Phase, we will create whatever media is called for in your Project Plan. We may need to work with you to arrange video or photo shoots, telephone discussions, or other scheduling items required to get the work done. 90% of our time during this phase is spent on production and post-production. Depending on the deliverables called for in your Project Plan, this phase typically goes by fairly quickly.

- **Presentation and Tweaking.** At the close of the Development Phase, another meeting will be held. This meeting should include our design team, yourself, and any other representatives from your company that need to have a hand in signing off on the materials. During this meeting, we will present proofs for all of the media called for in your Project Plan. This is your opportunity to review the proofs, provide feedback, and make any final changes to the materials. After this meeting, we will head back to production, make the agreed upon changes, and put the finishing touches on your media. When this phase is complete, your media will be in final form.



- **Final Presentation Meeting.** This is the moment you've been waiting for. This meeting will include our design team, yourself, and any other representatives from your company that need to have a hand in signing off on the materials. During this meeting, we will present final proofs for your media. Typically, this meeting takes place on or shortly before the project completion date. You should come to this meeting prepared to sign off on all proofs and submit final payment for the work.
- **Completion.** After the Final Presentation Meeting, we will place the production order for any printed media called for in your Project Plan. Turnaround times will vary depending on what is being produced, but standard industry turnaround is generally 14 business days. Rush production and delivery is available upon request and may require a fee. When your printed materials are ready, you may pick them up at our office or we can have someone deliver them to your doorstep.

This development process is designed to insure that you receive the best possible product from our firm. We enjoy our work immensely and your satisfaction is very important to us. Our goal is help you achieve the results you are looking for. By following this process, we've been able to accomplish that goal for countless clients. Developing new media for your business is an exciting venture. Our process allows you to enjoy the venture, free from worry and distraction. We look forward to walking through this exciting process with you.