



7 steps to a smoother creative production process

If compelling copy, stunning visuals, and intuitive interactions are what power standout customer experiences, then the creative production process is what empowers teams to deliver their best work. If your process is feeling chaotic, follow these tips to streamline your process—from kickoff to sign off.

1. Manage all incoming projects and requests in one place

The digital marketing team at **Legacy Recordings**, a division of **Sony Music**, uses a work management tool to centralize all creative requests and production management.



“By getting requests out of email and using Asana to collaborate more effectively, we’re able to save 60 hours a month and now spend that time on strategy instead of managing all the disparate pieces.”

WALTER GROSS
SENIOR DIGITAL MARKETING MANAGER

2. Standardize, standardize, standardize (your creative brief)

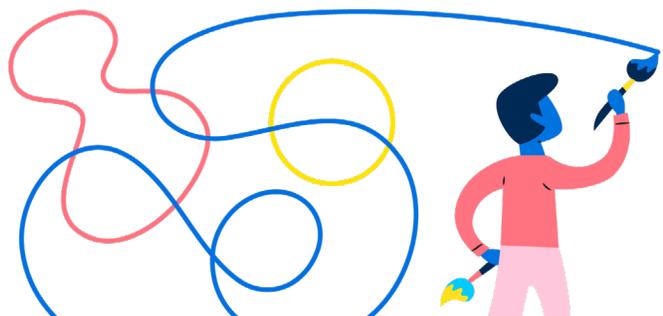
Create a standard intake form that captures all the details needed to kick off and complete a project. Be sure to include;

- Goals
- Audience
- Deliverables (don't forget specs!)
- Timeline
- Stakeholders

3. Map out a production plan

Get ahead of these questions by creating and sharing a clear production schedule (and sticking to it).

“Who’s designing what?”
“When does copy need to be locked?”



4. Guide stakeholders through the process

Let stakeholders know what to expect throughout production: when drafts or mocks will be ready for review, what the key milestones are, who to contact with questions.



At **Blinkist**, Video Producer **Therese Sivertsson** manages around 40 requests per week. Her production process is visible to cross-functional partners so they can see what stage in the process a video is in—at any time.

5. Make feedback collaborative—and actionable

Giving feedback seems simple, but it’s easy to get wrong. Keep all feedback, any notes (from review meetings), and relevant discussions together with your creative requests, so everyone has full context on what changes need to be made (and why).



6. Share updates (without the status meetings)

Skip the status meeting and instead, send a quick note to let people know how work is progressing. Whether they’re weekly or monthly, every good status update should include the following:

- Whether the project is on track, at risk, or off track
- Key milestones or completed work
- Any issues or challenges that have come up

7. Create a library of final assets

You don’t have to reinvent (or redesign) the wheel for every request that comes in. Keep all your creative assets in a central repository so you can reuse assets where appropriate.



“When someone asked us to do a photo booth for a party, we realized we had already created designs that would work. I was able to easily share the files with them.”

KERRY ANNE HOFFMANN
SENIOR PROJECT MANAGER AT CLASSPASS