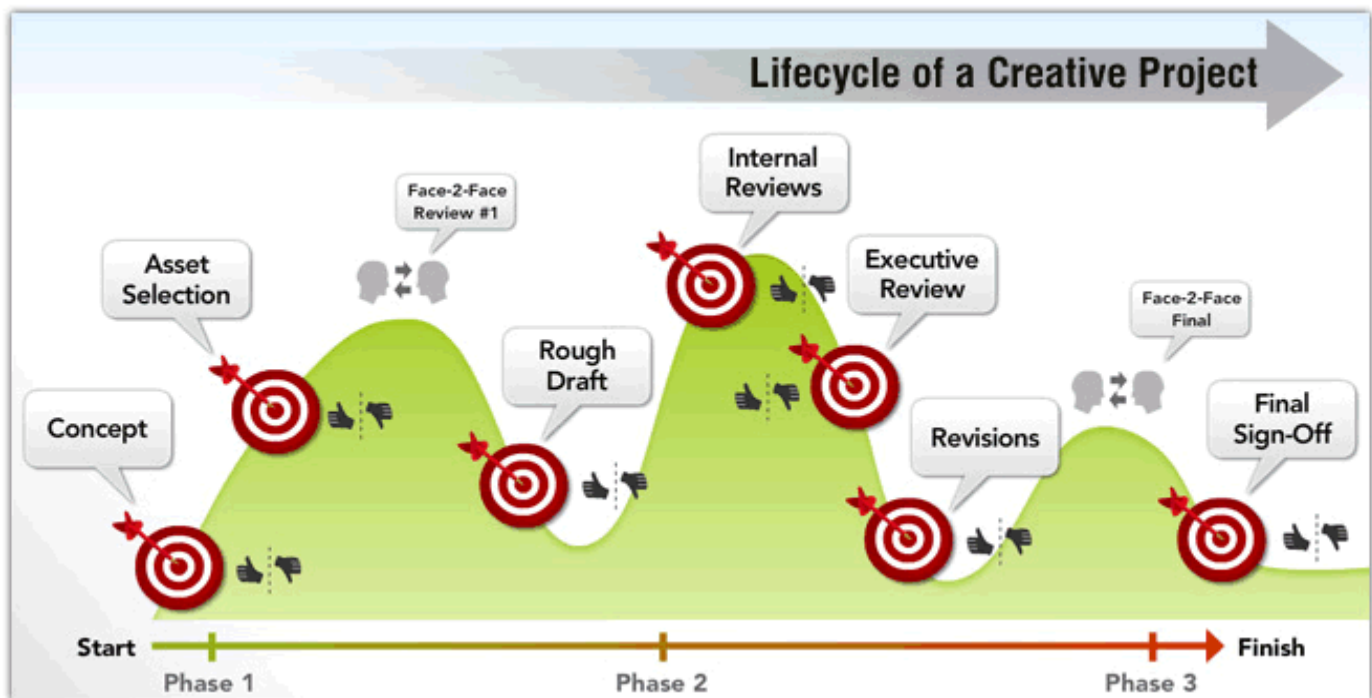


Creative Continuum Map

Target the “touch points” within the project lifecycle as significant opportunities to gain efficiencies and move projects forward more effectively, specifically around getting signoffs and approvals.

Below is a map of various touch points throughout the lifecycle of a creative project -- points which can be targeted as opportunities to gain efficiencies and move projects forward more effectively, specifically around getting signoffs and approvals.

Although every workflow is unique, the touch points are similar and involve both internal and external communications workflow, including clients. *From early concept, asset gathering and rough drafts to internal and external reviews and revisions -- all the way to final signoff -- the target points for big gains in productivity are numerous.*



Map of the Creative Continuum