

NEW ADVERTISER AD COPY PROCESS

LEVEL 1 - BASIC

As a new CEA, these are the steps to be followed when working with a new advertiser (meaning new to advertising with Clipper, not new to working with you). These steps are to be performed until a creative specialist indicates that you can move on to level 2 intermediate).

- CEA enters ad copy once received from rep and/or client. Copy must include...
 - Clear design direction
 - Imagery that is to be used
 - Logo
 - Address
 - Coupon offers (make sure offers are strong, discuss with CS if not sure about offers)
 - Make sure all reference material is listed in the ad
- Reach out to the Creative Specialist when you have all the pieces of your ad copy together. CS will review the copy and make suggestions, when appropriate, on approaches that will lead to a more successful ad than what is originally being asked for.
- When copy is approved by CS, it then goes to the Production Coordinator.
- Production Coordinator will review copy.
- Production Coordinator will make the Creative Specialist aware that the ad is ready to be worked on.

At this point it might be determined by the Creative Specialist and the CEA that they need to pull in either the rep or the client. Questions might come up in the ad copy review process that you want to figure out with the client or rep before moving forward with the copy.

- Creative specialist will work one on one with a designer to get the ad created.
- Ad goes through its normal creation process. When the design is completed, it is reviewed by the Creative Specialist. If adjustments are needed for the design, the Creative Specialist will work with the designer until the ad meets the Creative Specialist's expectations.

- Once the Creative Specialist is satisfied with the design, they send the ad back to the CEA for review. This is when the CEA will ensure that the design meets our client's expectations.
- The CEA then proofs the ad out to the client.***

****This is another point, prior to proofing the ad, when the CEA may reach out to the client or rep to discuss any points of concern or deviation from the ad copy. Additionally, reps often wish to see the proof before the CEA sends it to the client, just to be sure that the ad reflects what was discussed during the time of the sale. It is very important that our first proof is a positive reflection of both what the client would like to see and the rep's input based on their experience with the sale and the client.*

- After proofing the ad, if corrections are entered, the process would begin anew with the Creative Specialist reviewing the changes that are being requested.

These steps will be followed for at least 3 new advertisers, more if the Creative Specialist deems it necessary to keep solidifying the Basic Process with you. Once you have mastered these steps and you are able to comfortably collect ad copy and ask the Creative Specialist appropriate questions that demonstrate your understanding of the objectives, you will graduate to the Intermediate Level.

LEVEL 2 – INTERMEDIATE

Now that you have made it to the intermediate level, you have a solid understanding of the new advertiser process. The steps below are mostly the same as the basic level, with a few changes focused on making more decisions on your own (in blue below).

- CEA enters ad copy once received from rep and/or client. Copy must include...
 - Clear design direction
 - Imagery that is to be used
 - Logo
 - Address
 - Coupon offers (make sure offers are strong, discuss with CS if not sure about offers)
 - Make sure all reference material is listed in the ad

- Reach out to Creative Specialist when you have all the pieces to your ad copy together.

Here's what's new in the Intermediate Stage: At this point, you will discuss your thought process and ideas with the Creative Specialist so they can understand your decision-making on the ad's instructions and requested ad elements. The CEA is solely responsible for evaluating our potential approach to the ad and suggesting adjustments to the approach. The Creative Specialist will only make suggestions when asked.

- When copy is approved by CS, it then goes to the Production Coordinator.
- Production Coordinator will review copy.
- Production Coordinator will make the Creative Specialist aware that the ad is ready to be worked on.

At this point, the Creative Specialist and the CEA may determine that more conversation is needed with either the rep or the client. Questions may arise in the ad copy review process that need to be sorted out with the client or rep before moving forward with the copy.

- Creative Specialist will work one on one with a designer to get the ad created.
- Ad goes through its normal creation process. When the design is completed, it is reviewed by the Creative Specialist. If adjustments are needed for the design, the Creative Specialist will work with the designer until the ad meets the Creative Specialist's expectations.
- Once the Creative Specialist is satisfied with the design, they send the ad back to the CEA for review. This is when the CEA will ensure that the design meets our client's expectations.
- The CEA then proofs the ad out to the client.***

****This is another point, prior to proofing the ad, when the CEA may reach out to the client or rep to discuss any points of concern or deviation from the ad copy. Additionally, reps often wish to see the proof before the CEA sends it to the client, just to be sure that the ad reflects what was discussed during the time of the sale. It is very important that our first proof is a positive reflection of both what the client would like to see and the rep's input based on their experience with the sale and the client.*

- After proofing the ad, if corrections are entered, the process would begin anew with the Creative Specialist reviewing the changes that are being requested.

These steps will be followed for at least 3 new advertisers, more if the Creative Specialist deems it necessary to keep solidifying the Intermediate Process with you. Once you have mastered these steps and you are able to comfortably collect ad copy and ask the Creative Specialist

appropriate questions that demonstrate your understanding of the objectives, you will graduate to the Advanced Level.

LEVEL 3 – ADVANCED

Yay, you did it! Now that you have made it to the advanced level, you have a strong understanding of the new advertiser process. We are going to take the final steps to make sure you are proficient in ad copy collection. These steps are again like before, but without CS conversation during ad copy entry. Ads will continue to be reviewed by a CS and they will reach out to the CEA for coaching if needed.

- CEA enters ad copy once received from rep and/or client. Copy must include...
 - Clear design direction
 - Imagery that is to be used
 - Logo
 - Address
 - Coupon offers (make sure offers are strong, discuss with CS if not sure about offers)
 - Make sure all reference material is listed in the ad
- When you are satisfied with the copy and ready to move the ad along, make the Production Coordinator aware the copy is ready for their review.
- Production Coordinator will review copy.
- Production Coordinator will make the Creative Specialist aware that the ad is ready to be worked on.
- Creative Specialist will review copy and make sure everything looks good and all elements are as strong as they can be.
- Creative Specialist will work one on one with a designer to get the ad created.
- Ad goes through its normal creation process. When the design is completed, it is reviewed by the Creative Specialist. If adjustments are needed for the design, the Creative Specialist will work with the designer until the ad meets the Creative Specialist's expectations.

- Once the Creative Specialist is satisfied with the design, they send the ad back to the CEA for review. This is when the CEA will ensure that the design meets our client's expectations.
- The CEA then proofs the ad out to the client.***

****This is another point, prior to proofing the ad, when the CEA may reach out to the client or rep to discuss any points of concern or deviation from the ad copy. Additionally, reps often wish to see the proof before the CEA sends it to the client, just to be sure that the ad reflects what was discussed during the time of the sale. It is very important that our first proof is a positive reflection of both what the client would like to see and the rep's input based on their experience with the sale and the client.*

These steps will be followed for at least 3 new advertisers, more if the Creative Specialist deems it necessary to keep solidifying the Advanced Process. Once you have mastered these steps and you are able to comfortably collect ad copy and ask the Creative Specialist, rep or client appropriate questions that demonstrate your understanding of the objectives for a successful ad, then you have...

...GRADUATED!!!!



At this point, you are ready to perform independently. But please know that you will always be supported by your Creative Specialist. If you ever have copy that you are unsure of or you feel that an ad isn't quite meeting the mark, please reach out for assistance. Also, be sure to keep these steps and videos to review when you need a refresher.

Congrats!! Keep up the great work.