

Glossary

- **Theme:** the look / aesthetic conveyed through the artwork
- **Design:** the content / imagery needed within the asset
- **Flat asset:** any creative request that does not require code (i.e. slide, banner, pop-up, display ad, social asset, GMB/FB post, etc.)

Multitasks

- using these are optional, not mandatory
- multitasks include a creative new campaign task, a landing page task and an eblast task
- only difference between the 2 is to use multichannel when it includes launching a new display campaign



DO YOU ONLY NEED

1

THEME / DESIGN?

**guide is subject to change, please bookmark the hosted link to refer back to*

YES

NO

DO YOU ONLY NEED
FLAT ASSETS?

NO

YES

ARE YOU
LAUNCHING A PAID
CAMPAIGN?

NO

YES

**CREATE A
MULTI-TASK:
CREATIVE
CAMPAIGN**

**CREATE A
MULTI-TASK:
MULTI-
CHANNEL
CAMPAIGN
BUILD**

ONE

SEVERAL

HOW MANY SIZES DO
YOU NEED?

1

Slide or
Banner or
FB or GMB
TASK

HOW MANY
OFFERS DO
YOU NEED?

ONE

SEVERAL

1

**CREATIVE -
NEW
CAMPAIGN
TASK**

1

**TASK
PER SIZE**

There can only be one design per task. Please reference the "Yes" side of this chart to determine how to split those designs up.

**Note: Multiple designs can only be requested within one task if the client wants to see mock-ups but please only limit this to one size, one offer. The assets can be built in full on another task once the design is approved.*