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 campain



CREATIVE -

NEW

CAMPAIGN

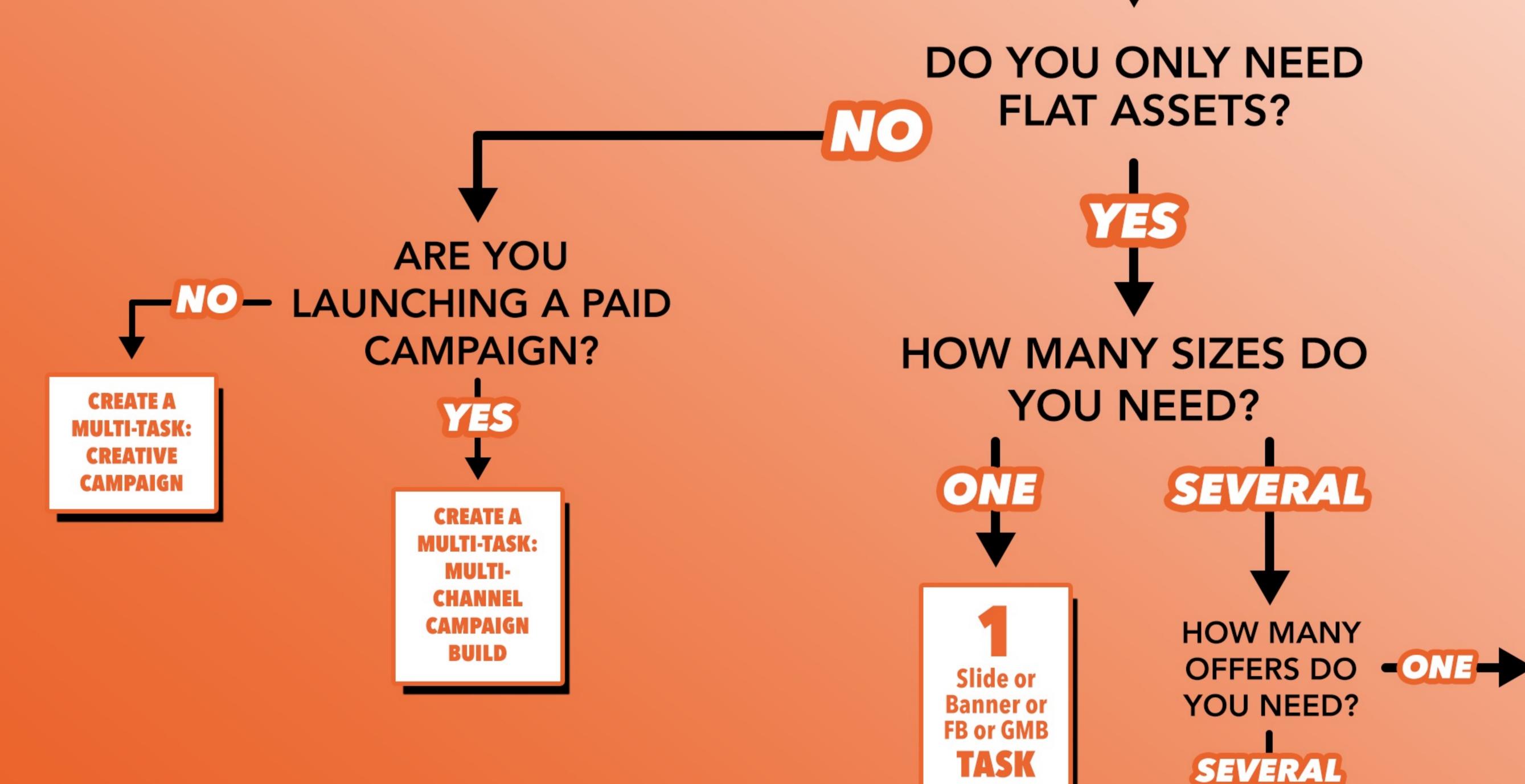
TASK

TASK

PER SIZE

DESIGN?

ge, please bookmark
refer back to



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.