

Marketing Services SLAs

ENGAGEMENT	ACTIVITY / STEPS IN COMMUNICATION	TIMELINES
Brochures	Brief from User department	Day 1
	Raw content from User department	Day 3
	Identifying Creative Agency	Day 3
	Briefing Agency	Day 5
	Design estimate from Agency	Day 7
	Submission of design estimate to User department	Day 7
	First cut cover design and layout from agency	Day 15
	M&C to check the content/layout	Day 17
	Submission of first cut to User department	Day 17
	Feedback from User department	Day 19
	Feedback to agency	Day 19
	Revisions and final approval from M&C and User department to agency	Day 28
	Copy check by agency	Day 32
	Final copy from agency	Day 34
	Artwork from agency to printer	Day 35
	Colour proof from printer	Day 37
	Approval of colour proof	Day 39
	Printing	Day 40
	Delivery to department	Day 45

ENGAGEMENT	ACTIVITY / STEPS IN COMMUNICATION	TIMELINES
Banners/Posters/Certificates/Flash Banners	Brief from User department	Day 1
	Raw content from User department	Day 2
	Identifying Creative Agency – Internal or External	
	Briefing to Internal team/Agency	
	Design estimate (in case of agency)	Day 3
	Submission of design estimate to User department	Day 3
	First cut layout from internal tem or agency	Day 5
	M&C to check the content/layout	Day 5
	Submission of first cut to User department	Day 5
	Feedback from User department	Day 6
	Feedback to Internal team/Agency	Day 6
	Revisions and final approval from M&C and User department	Day 8
	User department to get the PO process done	Day 8
	Artwork from Internal team / Agency	Day 8
	Share the artwork with the User department	Day 8
	User department / M&C sends it for printing	Day 10
	Delivery	Day 12

ENGAGEMENT	ACTIVITY / STEPS IN COMMUNICATION	TIMELINES
Print Ad Campaigns	Brief from User department	Day 1
	M&C suggests and gets quotes from publications	Day 8
	M&C submits quotes to User department	Day 8
	User department and M&C decide on the publications	Day 10
	Identifying Creative Agency	Day 10
	Raw content from User department	Day 12
	Briefing Agency	Day 15
	Design estimate from Agency	Day 20
	Submission of design estimate to User department	Day 20
	User department to get the PO's for both design and publication of ad	Day 30
	First cut design from agency	Day 30
	M&C to check the content/layout	Day 30
	Submission of first cut to User department	Day 30
	Feedback from User department	Day 32
	Feedback to agency	Day 32
	Second cut design from agency	Day 35
	Submission of second cut to User department	Day 35
	Feedback from User department	Day 37
	Feedback to agency	Day 37
	Third cut design from agency	Day 38
	Submission of third cut to User department	Day 38
	Feedback from User department	Day 39
	Feedback to agency	Day 39
	Revisions and final approval from M&C and User department to agency	Day 40
	Copy check by agency	Day 42
	Final design from agency	Day 45
	Send final artwork to publication and User department at least two days prior to the deadline from the publication	Day 48

	Publication of Advertisement	Day 50
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ENGAGEMENT	ACTIVITY / STEPS IN COMMUNICATION	TIMELINES
Merchandise/Mementoes	Indent from User dept	Day 1
	Identifying vendor	Day 3
	Brief to vendor	Day 5
	Samples from vendor	Day 10
	Selection by M&C and User dept.	Day 11
	Quotation from vendor	Day 12
	Negotiate and finalise price in coordination with Commercials	Day 15
	User dept. to raise PR and get PO done	Day 16
	Receive customised sample from vendor	Day 25
	Submission of sample to department/client	Day 25
	Feedback from department	Day 27
	Feedback to vendor	Day 28
	Revised samples from vendor	Day 35
	Final approval to the vendor along with the PO	Day 37
	Delivery	Day 45