(e.g.) ventures

The 4D Process

DEFINE

- Project strategy
- Business and creative issues
- Market and competitive dynamics
- Leverage points
- Optimal media mix for the program
- Technology and distribution platforms
- Opportunities to leverage existing client assets
- Partner opportunities
- Cross agency campaign integration
- Desired engagement flow with audience
- Opportunities for engaging influencers
- Success criteria and measurement opportunities

DESIGN

- Creative concept
- Distribution platform
- Technology elements
- Program and engagement flow
- Multi-agency program integration
- Influencer outreach
- Operation and logistics model
- Measurement model

DEVELOP

- Creative across all media (live, broadcast, online)
- Integration of new and existing communications elements
- Technical platform and programming
- Iteration cycles
- Testing and QA

DEPLOY

- Launch plan
- Infrastructure
- Campaign, programming, content
- Ongoing operations and logistics
- Measurement and evaluation for course correction
- Check-in points to identify innovation and evolution opportunities