

**COMMON PROJECT PROCEDURE****1. viewing of film**

internal FILMad screening of film by creative director & film marketing expert; first basic drafts of keywords and artwork-sketches during viewing.

**2. marketing strategy**

includes elaboration of keywords for sujet and all other FILM-identity-tools; basic design, layout and communication ideas are specified.

**3. brainstorm**

creative director and design team develop and design a framework for the project based on first artwork-sketches and the marketing plan guidelines. which materials are needed is also defined at this project phase.

**4. gathering of materials and elaboration of brainstorm ideas**

all essential materials are provided by client and gathered by FILMad team;

**5. feedback to client**

the final marketing strategy, poster/artworksketches all other available outcome is presented to client via email / skype.

**6. feedback from client**

client's response to FILMad outcome. if necessary briefing via email / skype. agreement on essential changes and corrections.

**7. internal briefing to graphic- & webdesigners**

the FILMad team is briefed on agreement and outcome, time schedule for elaboration is settled, client is informed about deadlines and which data has to be delivered.

**8. elaboration & implementation of FILM-identity-tools****9. evaluation of results / work process**

client and FILMad counterparts examine the elaborated outcome according as agreed upon in feedback session with client (ref. to step 6).

**10. delivery to client**

all elaborated components are delivered to client; online tutorial how to use FILMcms; project close-out.