

## The Client and DBD Process and Phases

The process is built to fail.

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If we can get that surprise  
out in the open in the beginning,  
there will be more surprises.



It has to fail,  
somewhere along the line,  
to succeed.



**leeclovsbeard** Lee Clow's Beard

Inspiration is random. Creativity, premeditated.

22 Dec

< A process is called for.



**philmowrey** Phil Mowrey

A creative process without allowances for/encouragement of mistakes is not a creative process.

29 Jan

< The process has failure built in.



**philmowrey** Phil Mowrey

Sometimes, Building a brand is less about reinforcing what is, and more about inspiring what could be.

13 Jan

< It's about new ideas, counter to existing notions.



**tomthedesigner** Tom Johnson

Okay. Maybe the Jets are going to backup all the smack they've been talking.

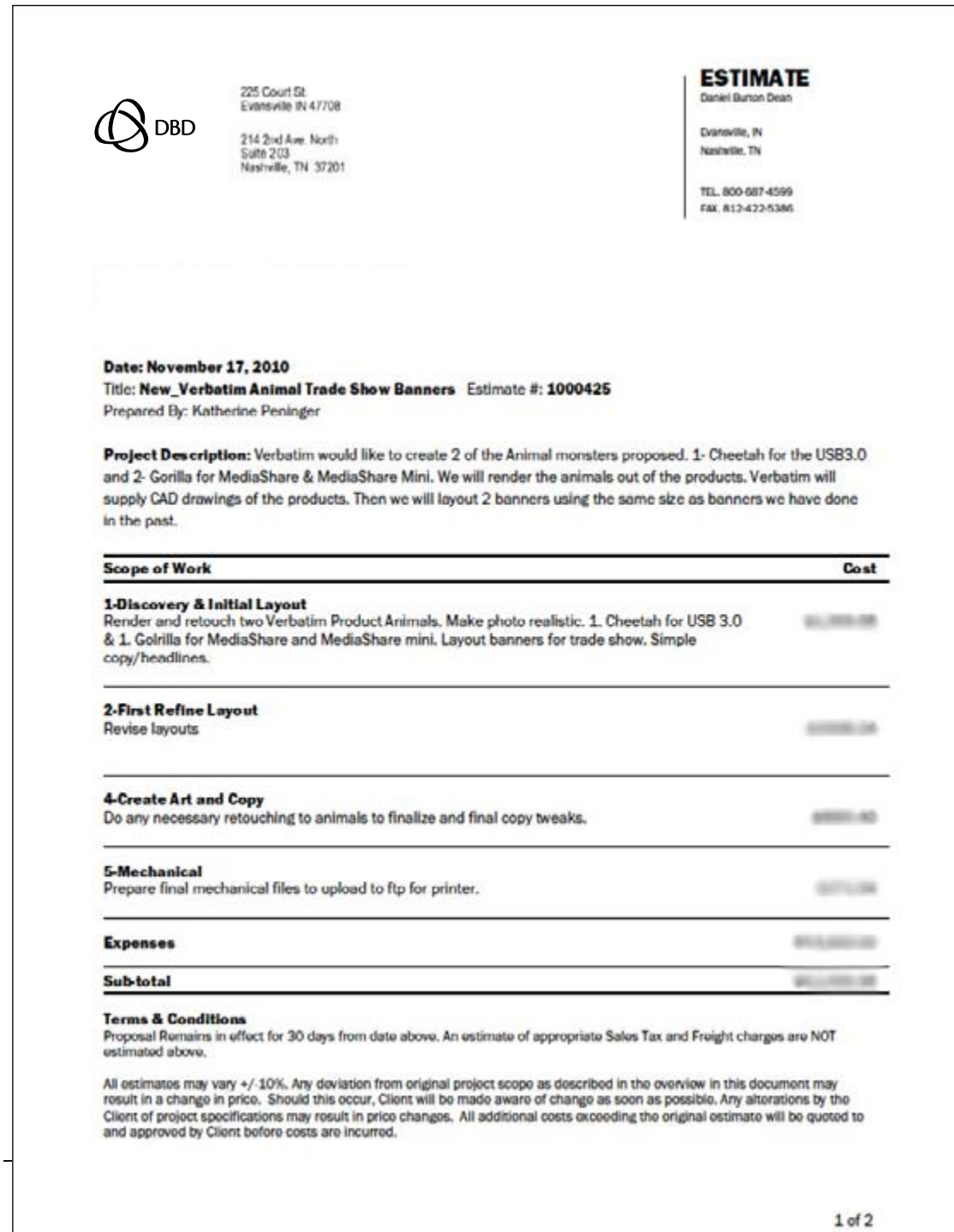
16 Jan

< And, sometimes, Twitter is just for fun.

If we can get these surprises  
out in the open in the beginning,  
there will be more surprises.

Nice surprises.

To bring some order to chaos,  
 client *and* DBD put an estimate on the piece.  
 After all, we all want a finished project.



## Typical Estimate Phases:

Every estimate includes a brief description of the project, and outlines the deliverables. As much as required can be stated at the top of the estimate. Then, a Scope of Work is estimated:

### 1 Discovery & Initial Layout

Discover the project with client, initiate any research, read any research. Concept and layout. Bring the first approach to client.

### 2 First Refine Layout

Review concepts and approach with client. Make refinements (re-think failures that actually made it through phase one). Show new approaches.

### 3 Second Refine Layout

Repeat Phase 2, if/as necessary.

### 4 Create Art & Copy

After solidly getting through phases 1,2,3 (3.a, 3.b...), the actual creation of the final piece begins. New things *can* be learned in this phase. But most of the thinking and head banging is out of the way when entering phase 4.

### 5 Mechanical

This is, to a large extent, a technical phase that adapts the art and copy to whatever format is required for reproduction.

### 6 Outside Production Costs

– Stills – Video/Film/Animation – Other. These items can be called for at any time during phase 1,2,3. And, these are typically produced during or after phase 4. The fact that these expenses are called Phase 6 is not an accident. Many clients do not wish these items to be estimated until phases 1,2,3 are completed. Phase 6, then, is an added expense once the job is begun. *DBD, however, will take a shot at these expenses at the front-end of an estimate to give the entire scope of a job.*

## Some process examples.

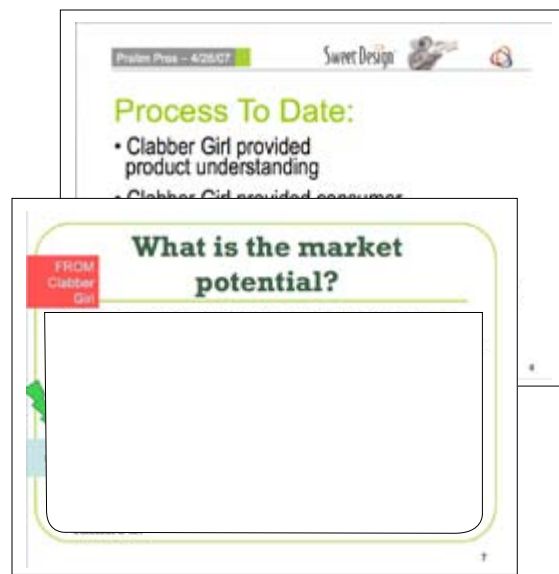
Some followed every phase in the process.

Some skipped a phase(s).

Some demanded their own process.

### 2009 Clabber Girl: Sugar Replacer

Final layout selected for production >

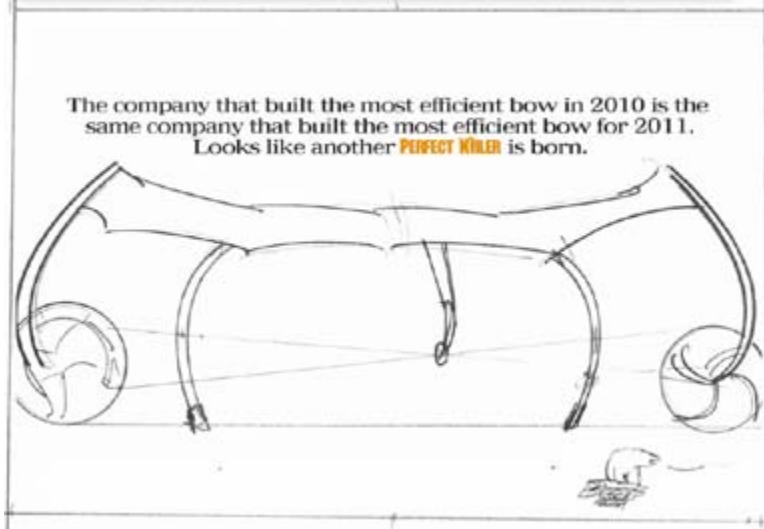
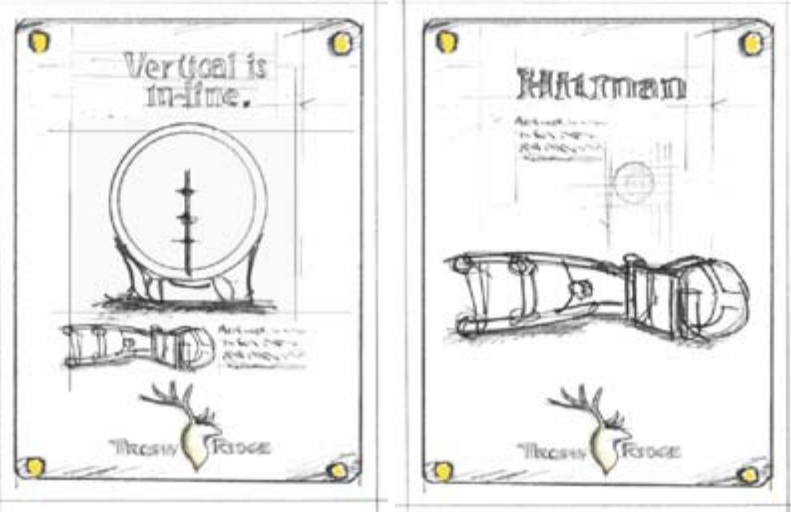


Some process examples.

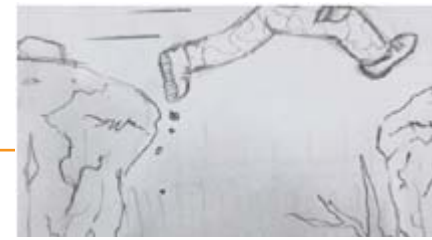
2011 Bear Archery: Print, TV, Web

Archery Tension June 16, 2010

**Background/Objective:**  
 A) Short Term -- Greater Awareness, Differentiation of our Archery Brands, jump-start inventory reduction (Revenue/ROI):  
 > **Bear Archery**  
 Build upon "Perfect Killers" campaign pieces for:  
 - Increase the Brand Heritage  
 - Continue to Develop into the Top-Tier Performance Perception  
 - Increase Field-Carry Acceptance  
 New Heritage: "Perfect Killers" incorporate credibility of "Performance Above Price."  
 > **Trophy Ridge**  
 Brand Character Definition.  
 Position: "Outdoor Technology Leader, Less Gentlemanly"  
 > **Whisker Biscuit**  
 Defined Market Share.  
 Take on detractors w/pos. reinforcement, superior WB benefits.  
 > **Rocket Broadheads**  
 Awareness and Acceptance in an aggressive category.  
 B) Long Term -- Revenue/ROI:  
 Awareness, Acceptance, Differentiation, Demanded



Phase 1



Phases 2,3

Phases 4,5,6

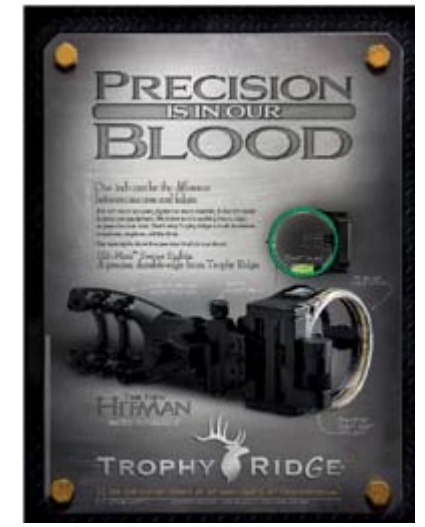
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Web



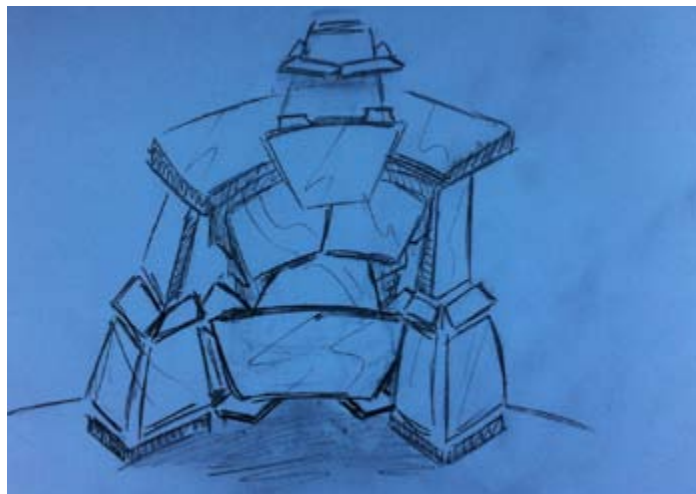
Print



Partial, final production. d

Some process examples.

2011 Verbatim: Consumer Electronics Show (CES)



Phase **1**

Phases **4a,b**

Phases **4,5**

Exhibit Graphics & Concept

Partial, final **production.**

## Some process examples.

Some are quick. Some are extended.

### Atlas Customer Service First Logo



Quick meeting on plane and in a Las Vegas hall - Phase 1.



Time & Materials through Phase 2, 4 and 5.

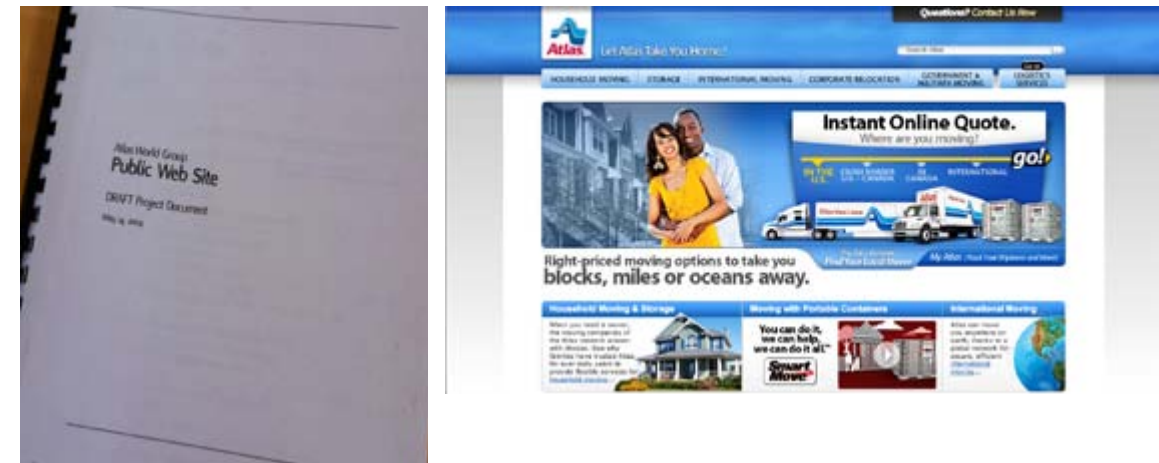


### Atlas Identity and Campaign, 2003



Research in 2001. Propose in 2002. Introduce in 2003. Run through 2009.

### Atlas Consumer Website and Lead Generation, 2010



Propose in 2009. Develop and Launch in 2009 - 2010, Maintain 2010...

## Some process examples.

### Photo Retouch – 2009 Goalrilla Poster Series



### Photo Illustration – 2006 DBD Holiday Card



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realize:  
ideas people want to experience.

DBD15.com

V: 800-687-4599

225 Court Street  
Evansville, IN 47708

V: 812-426-0551  
F: 812-422-5386

214 2nd Avenue North  
Suite 203  
Nashville, TN 37201

V: 615-457-3567  
F: 615-457-3522



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