

## OUT OF PROCESS ADVISORY STICKER

CREATIVE STUDIO · DALLAS  
OUT OF PROCESS ADVISORY

BY SIGNING BELOW YOU ACKNOWLEDGE THAT  
YOU ARE AWARE THE FOLLOWING PROCEDURES  
HAVE NOT BEEN ADHERED TO:

Production    Creative    Q.C./Proofing

*Marketing and Traffic signatures are required!*

SIGNATURE \_\_\_\_\_

SIGNATURE \_\_\_\_\_

COMMENTS \_\_\_\_\_

• This job has not conformed to our workflow process or is still in-progress •  
THE STUDIO DOES NOT FEEL THESE PROCEDURES SHOULD BE SKIPPED.

### OVERVIEW:

The **OUT OF PROCESS ADVISORY** sticker is intended to visually identify jobs that have gone out of process or where as the process is being performed on the back-end. The sticker shall be visual conspicuously placed on the routing hardcopy layout or affixed to the electronic file. Ideally, the sticker will prompt attention so that key stakeholders can re-align the job back into agency process. The sticker causes all stakeholders to double and triple check the job for potential flaws.

### WHAT CONDITIONS WARRANT THE OUT OF PROCES STICKER:

*Timing:* Jobs that route (or mis-route) through the agency outside of the normal schedule require the sticker. Client time to market challenges often require us to work outside of the normal process, however the fundamental spirit of the process should always be maintained. When such jobs are accelerated the potential for job flaws to occur are HIGH. Therefore the sticker alerts all stakeholders that the jobs has been accelerated and requires an “all eyes on deck” approach.

*Circumventing a process step:* Anytime a job skips or attempts to circumvent any part of the Agency 12 Step process the job shall require the sticker. **Critical agency process should never be skipped on releasing mechanicals.** There are times, however, that work in progress layouts need to route to clients prior to quality control sign-off due to time to market challenges. In these cases the sticker alerts the client that the layout they are viewing is sub-standard and the agency process is still in progress. Clients reviewing creative concepts for layout purposes will be much more forgiving of glaring typo’s if they are made aware that due to speed requirements the proofing is still in-progress although they have received the advanced, sub-standard layout.

**Financial controls:** When jobs have not been estimated or come into the Studio without any advanced warning the sticker may be helpful in identifying that budget and cost matters have not been discussed or agreed upon for out of pocket, incremental charges since no scope of work has been reviewed.

**Print Production Spec's or On-Line Weight Requirements:** When jobs that are releasing do not have clear print spec's the jobs shall warrant the sticker. This can also apply to digital delivery of banners and other interactive assets. With the increasing print model of our large clients requiring electronic releases to internal production in order to broker their own printing jobs we often do not get clarification on the exact printing specifications or the information is delayed in getting to the agency. In these cases where the exact print release specifications are still in question the job shall warrant the sticker.

**Quality Assurance / Control:** When Q.C. flags jobs that break corporate communication brand guidelines or style guide standards the job shall require the sticker.

## **WHO CAN REMOVE THE OUT OF PROCESS STICKER?**

All capability leads can assume the responsibility and instruct the sticker to be removed. This often will be a collaborative effort of multiple capability leads or their designee in discussing agency vulnerability and risk. Electronic documentation in the form of a CAR shall be sufficient for the job audit trail on instruction to remove the sticker.

## **ARE THE NUMBER OF OUT OF PROCESS STICKERS TRACKED?**

Yes. So that we can measure the number of in process and out of process jobs we will be tracking the usage and effectiveness of the sticker.

## **DOES THE STICKER REFLECT BAD JOB PERFORMANCE?**

No. The sticker is meant to be a tool to identify jobs that are out of process. We realize that multiple impacting factors contribute to jobs going out of process. Sometimes, however habitual stickers will identify a client or team that has out of the ordinary challenges which may require additional agency training, client discussions, or an enhancement or review of our agency process.

## **WHO AFFIXES THE STICKER TO JOBS?**

It is all of our responsibility to ensure the quality of our agency product. Anyone can identify a job that requires the sticker. In most cases the best practice would be to alert your department manager and collectively apply the sticker, however when that is not possible anyone can affix the sticker and alert to the potential job problem or vulnerability.

**CAN A JOB INTERNALLY HAVE THE STICKER BUT EXTERNALLY HAVE IT REMOVED?**

Yes. Capability leads can make the discretionary call when a sticker is appropriate for external stakeholder's to see. Be cautioned that alerting external stakeholder's of reasons for sub-standard layout, especially when driven by client demands can be a positive impacting tool. This will prompt vital communication between the client and us and re-enforce the added value the agency brings. Often tactical demands can lose sight of brand equity, corporate brand guidelines, corporate standards and a multitude of other factors that eventually can erode the agency relationship. And, in those cases we do jump through hoops to make a client deliverable happen they need to be aware of the added agency level of effort that went on behind the scenes to make that happen.

**QUESTIONS REGARDING THE STICKER, USAGE, ETC.**

Please direct any questions regarding the OUT OF PROCESS sticker to Stasey Tackett (x-2331) or Shaun O'Donoghue (x-2219)