

**Department:** Marketing

**Last Updated:** 12/15/2018

**Subject:** Creative Request Process

**HID #:** 024

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**Purpose:** To ensure effective communication between the director of operations, GM, and the BRF marketing team in order to produce the most impactful marketing materials.

**Responsibility:** It is the responsibility of the director of operations and/or general manager to submit a *complete* creative request to the BRF marketing team in a timely manner in order to thoroughly promote an event.

**Guidelines:**

WHAT CONSTITUTES A CREATIVE REQUEST?

Menu redesign, collateral materials for a campaign or event (posters, check presenters, coupons, etc.), or anything requiring a new graphic and/or layout.

CR TIMING – PLAN AHEAD

- 2 week turn-around from time of request received (business day) to design piece(s) submitted back to GM for approval.
- Avg. 2 days for edit and finalization process
- Plan for 2 days for printing - from the time the final design is approved by the director and GM to having a printed product in your restaurant's box. Keeping in mind that printing happens on Wednesdays.
- Marketing recommends 4 weeks of time to promote an event or campaign, more if it is larger event or campaign. So plan ahead and make sure you are requesting materials with enough time to promote it. *This means that for an event or campaign, you should submit a creative request 8 weeks out.* Marketing ideas and campaigns should be discussed well in advance so that the marketing director can support the GM and their teams throughout the process, including assisting with how the campaigns, events, promotions, etc. work within the marketing budgets.
- Before submitting a request, ask yourself, "Is this size of event worth \$150-\$200 in hard costs, \$500+ in salary time (not a cost you'll see directly), etc. or should I work with my staff to promote online and tableside?" Not all projects need printed collateral but may just need a great photo that can be used on social media.

**Process:**

1. Director or GM fills out creative request form ([LINKED HERE](#)) and submits to the marketing department via online form. Send creative requests to the marketing department Monday through Friday. If you send over a weekend day, they'll likely be seen but not acted on until the following business day.
2. Marketing ensures form is complete and approves or sends back to director/manager for revisions or more information. The marketing team will not begin a project without a complete request.
3. Once the request is received, marketing will post request in the BRF graphic designer's Basecamp project, assign it to the designer and post a due date.
4. Designer completes project as assigned and marketing/print & design manager submits proof to the GM.
5. Director/GM sends edits or approval to BRF project manager. At this phase you should only be checking for typos and correct content. Only one round of edits is permitted.
6. Once approved, the BRF project manager adds to Wednesday print list. For stores outside of Boulder that print themselves, the BRF project manager will put the print-ready files into their Dropbox and notify via email.
7. BRF project manager prints materials (Boulder stores only), posts on website, adds to event calendars, and creates and schedules requested emails after approval from director/GM on design. The store manager/s are responsible for picking up the printed materials and posting/distributing in the stores (Boulder stores only).
9. This is a total no-brainer, but the managers need to take down the promo materials prior to service on the day of the event and replace with new promotion materials. Marketing coordinator removes the online materials unless they are supposed to stay up. For instance, Valentine's Day posters gotta come down on February 14<sup>th</sup> before service begins and should be replaced with a promotion for Easter Brunch (just an example). We should always be telling our guests what to look forward to in our restaurants.