

# THE PROCESS OF MARKETING

COPENHAGEN  
CAPACITY

1



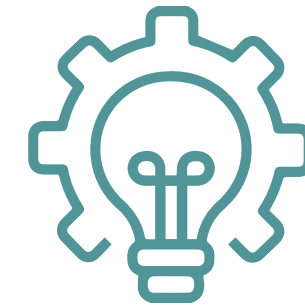
## SEND YOUR BRIEF TO HEAD OF MARKETING

Every good project starts off with a well done project brief.

It is crucial for us to get the project going right from the start. We simply need to get all the relevant details so we can help you in the best way and create the right materials for you and your project.

[OPEN BRIEF TEMPLATE HERE](#)

2



## WE FORM THE TEAM AND THE CREATIVE PROCESS KICKS-OFF

Based on the sent brief we will allocate the right team to make sure we have the right resources and skills for the project.

A typical project start will also include a creative kick-off meeting with the team and the resources involved.

3

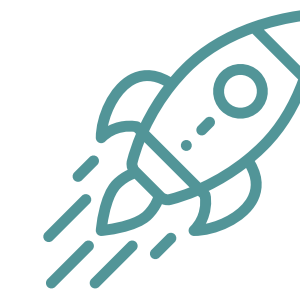


## YOU SIGN OFF THE CONCEPT AND WE PRODUCE

After setting the team and working on the brief - we will present one or more concepts to the project stakeholders.

After a written sign-off - we will start production of the final assets and materials for the project.

4

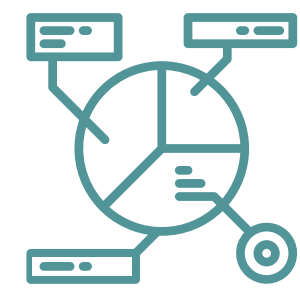


## WE LAUNCH, MONITOR AND OPTIMIZE

Once all materials have been produced - it's now time to launch our little babies into space.

Once launched - we will monitor as we go along and make necessary adjustments if needed.

5



## WE EVALUATE, REPORT AND LEARN

After the completion of the project we evaluate closely on the KPI's from the brief and deliver a report to all relevant stakeholders.

We do this to learn, measure and potentially improve future projects and processes.