Work Flow

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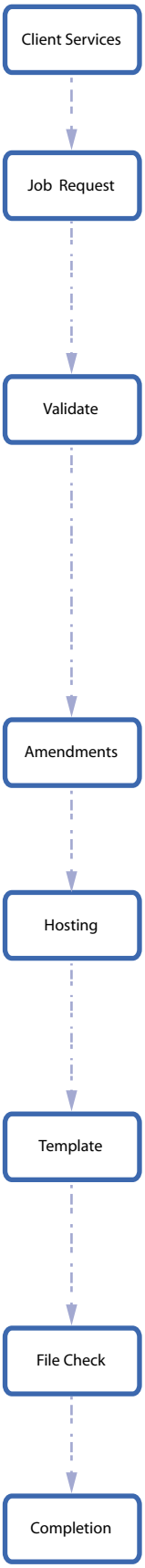
This is the working flow process that your email will undertake.



Client Services

Contact us either via OTRS (hotdesk) or preliminary via telephone

Job Request

Design will check that all required information is present on request (OBS number, templates required, creatives attached, dynamic insertions). If any required information is not present then we will inform client services.

Validation

We will check both HTML and text versions of the email creative to ensure that it complies with our standards. For HTML we will validate this with CSE Validator [http://www.htmlvalidator.com/] as well as additional email restriction [http://www.campaignmonitor.com/blog/archives/2007/04/a_guide_to_css_support_in_emai_2.html]. For text creatives we check for ANSI compliant characters, and width restrictions. If any of the email creatives do not comply with these standards we will present client services with error log files and any charges that will be incurred for amend the creative.

Amendments

If charges are approved then we will apply changes to the client creative to comply with the standards highlighted above. This can sometimes require client intervention to resolve the problems.

Hosting

If the client requires us to host the files then this will be done and the email creative amended to represent this. In this instance uploaded files in will need to conform to our FTP guidelines (naming of files, file size, file type etc.)

Templating

Once the creative has been validated and required files hosted, templating can proceed. This will include templating to various databases, (and if required data sets), hosting online version, applying OBS numbers.

File Check

All client creatives will then be checked by other member of design to ensure the creatives are compliant to the standards that we set.

Completion

Only once the creative has been signed off by another member of design, can the client creatives be uploaded to OBS (Online Broadcast System).

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