My Brief

Doug Guttenberg - 2016-07-20 - MRM Briefing

GETTING STARTED

Click **“Add brief”** and a window will come up asking you to select some basic information about what you are ordering.

Plan: Always the current year (even if the request will run into proceeding years)

Campaign: Select the campaign based on the content of your request.

Brief Type: Select from the dropdown

Brief vs. Order Form:
A brief should be used for custom creative. (a project that has never existed before and we need to find a creative solution for the first time) or a large campaign with several assets (i.e. platform programs, events)

You may notice that you are unable to move forward until certain fields have been filled out. If you try to submit a brief or move to the next page without filling out the required information, the fields will appear red until they are completed.

IMAGES AND ATTACHMENTS

After you've put in all of your information, you can hit the "Next" button to select your requested image(s) from the thumbnails pre-populated based on your Campaign choice. To select an image, simply hover over the thumbnail and check the box that appears.

To add attachments, use the button in the bottom left corner of the window “Add asset.” You will be able to drag and drop you attachments or select using a browser window. Depending on the file format, you may be prompted to select the file type from a drop down menu. Select the closest description to your asset and then “Upload/save” in the bottom right corner of the window to submit the brief to Creative Services.

MANAGING YOUR ORDERS

Once you finish your brief, your screen will be updated to include your latest request with a blue arrow next to it. This indicates that your job is waiting to be processed. There is also a field next to it called “Traffic Status” which lets you know the current state of your request.

Your primary point of contact can be found under “Owner.” If you have a question about your job, please consult this field before reaching out.

Once submitted, Brand Management’s Traffic Manager will review the brief and either assign to a brand manger, completing the traffic step, or reject the brief with notes or questions.

If your request has been rejected for any reason, the traffic role will:

1. Write a comment explaining why it has been rejected

2. Reject the request.

When this happens, you will see a red X next to your request on the My Brief screen, and you will also see a notification near the top of your screen, as the bell next to your name will light up red. Simply click on the bell to review the comment.

To update your brief, click on the title and the original window will appear, enabling you to make any of the necessary changes. Then click and “Save & reinitiate”