ECOMMERCE CREATIVE

Keep the creative question attached.

Export the files with the concept name, format and version. Make the handoff easy to follow.

BRIEF

CREATIVE

MEDIA REVIEW

ECOMMERCE CREATIVE

Review the result in context.

Your media buyer checks the data, audience, spend and test conditions. A creative variant alone does not explain every outcome.

BRIEF

CREATIVE

MEDIA REVIEW

ECOMMERCE CREATIVE

Write the next decision.

Keep, refine or explore another angle. Turn the learning into a new brief before producing more files.

BRIEF

CREATIVE

MEDIA REVIEW