

Online Branding Review Process

Creation

Marketing plan & creative assets produced by school or Everspring

Review

Brand Council reviews



Plans assets sent back with comments and any requested revisions.

School or Everspring makes any required changes.



Brand Council approves for use.

Launch

Campaign with approved assets launches.

Maintenance

Agency managing campaign will provide monthly reports on campaign performance.



Any major mid-campaign revisions requested by school or initiated by Everspring must be review by Brand Council.