



### PHILOSOPHY AND APPROACH FOR MARKETING & DESIGN OF ORGANIZATIONS

In a nutshell, our general philosophy and approach is to identify an organization's challenges and opportunities, then develop a solution that will achieve success—and do so in a creative, compelling and collaborative manner. We do this by following our established 5-step process listed below.



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**PHASE 1:  
ONSET  
Project  
Planning**

**PHASE 1: ONSET :: Project Planning**

Gather material and establish criteria during initial meeting.  
Define needs, objectives and problems to be solved  
Develop schedule to successfully meet desired delivery date.

**PHASE 2:  
CONCEPT  
Exploration**

**PHASE 2: CONCEPT :: Exploration**

Agreement on basic program with written and visual solutions pursued.  
Assemble team to collaborate on project/process.  
Research and presentation of sample ideas that are viable, appropriate and meet prescribed criteria and stated objectives.

**PHASE 3:  
CONTENT  
Development**

**PHASE 3: CONTENT :: Development**

Refinement of accepted ideas to develop into tangible solutions.  
Assignment of additional collaborators if needed.  
Presentation to client, explaining refined applications.  
Review status of schedule and budget.

**PHASE 4:  
COMPLETION  
Implementation**

**PHASE 4: COMPLETION :: Implementation**

Decisions on direction and all other elements are final.  
Client requests any necessary changes or signs off on content.  
Reed Creative prepares project for completion.

**PHASE 5:  
CONFIRMING  
Approval/  
Production/  
Delivery**

**PHASE 5: CONFIRMING :: Approval/Production/Delivery**

Final product is approved, prepared, produced and delivered.  
Recap of project with client to identify any areas for streamlining.  
Enjoy a job well done!

be creative.  
be compelling.  
be collaborative.