

Guideline

Color Code



Proceed to the next step
This action will save the current state to the db



Reject or delete. This action is not immutable and can be reversed
This action will save the current state to the db



Comments
It will not appear on the final design



Mandatory fields
Required to preceed to the next step



This field cannot be edited later on - because of data conflicts





HAPPINESS ANYWHERE
CREATIVE CONNECTIVITY MACHINE

[Sign in](#)

HAPPINESS
ANYWHERE
CREATIVE CONNECTIVITY AGENCY



Sign in

✓ Sign in

[Forget your password?](#)



My projects



New Project



All

Clients

Ongoing

Finished

Filters

Phase1: Strategy & Concept providing	Phase1: Content creation	Phase1: Content execution	Phase1: Production	Phase1: Dashboarding
002-FMP-Website Wireframes	002-FMP-Website Wireframes	004-NIVEA-2019 Holiday Campaign		002-FMP-Website Wireframes
<div>Open</div> Launched:mm/dd	<div>Open</div> Launched:mm/dd	<div>Open</div> Launched:mm/dd		<div>Open</div> Launched:mm/dd
016-BOSCH-2017 CampaignVideo Canvas	022-Spotify-2019 new VN launch			
<div>Open</div> Launched:mm/dd	<div>Open</div> Launched:mm/dd			
	016-BOSCH-2017 Campaign Video Canvas			
	<div>Open</div> Launched:mm/dd			

Phase1

Phase2

Phase3

Phase4

Phase5

Phase 6

Phase 1: Strategy & Concept providing

022-Pepsi-2019 New campaign

Account briefing

Concept providing brief

Concept providing

Client debrief

Client approval

Project type

Select or type to add a new item...

▼

#ProjectType1 × #ProjectType2 ×

*

Brand

Brand name / product



*

Project name

Key word for the project

*

Project owner

Name of person owning the project

*

Kick off Date
(internal)

17

▲▼

05

▲▼

2019

▲▼

Client meeting

17

▲▼

05

▲▼

2019

▲▼

Campaign launch
Date

17

▲▼

05

▲▼

2019

▲▼

Language

Select your language

▼

*

Upload client
briefing

Upload a brief

Or type to add a new item...

+

▼

Item 01

Item 02

Item 03

Item 04

Resources

Executive
Creative management

CEO

▼



*

CCO

▼



Creative management

Strategic director

▼



*

Creative Director

▼



*

Accounts

Account Director

▼



*

Creatives

Concept Providers

▼



Feasibility

Feasability

▼



Producer

Producer/project owner

▼



Others

Internal, consultant...

▼



It will be automatically
populated by the current
Account that create the new
project

Objectives

Business/marketing
objectives

Market share

KPI

Sales

KPI

Other

KPI

Communication objectives

See

Dropdown

▼

KPI



Awareness

▼

KPI



Think

Conversion

▼

KPI



Conversion

▼

KPI



Do

Buy

▼

KPI



Engagement

▼

KPI



Care

Share

▼

KPI



Other

▼

KPI



Budgets

Budget for
Agency hours

Insert an amount

▲▼

Currency



Budget for
Production

Insert an amount

▲▼

Currency



Budget for
Media

Insert an amount

▲▼

Currency



✓ Submit job and notify SD

Save and close

Phase1

Phase2

Phase3

Phase4

Phase5

Phase 6

Phase 1: Strategy & Concept providing

022-Pepsi-2019 New campaign

Account briefing

Concept providing brief

Concept providing

Client debrief

Client approval

See the Account Briefing recap

Expand

Project type

ProjectType1

ProjectType2

Brand

Project name

Concept providing brief

Task/brief

One sentence as the essence of the brief.

*

The 7 'W-Questions'

WHAT do we need to know?

*

WHAT is the most important insight?

*

WHY ARE WE COMMUNICATING? (CORE KPI)

*

WHO are we talking to?

*

What do they think/feel now?

*

What do we want them to feel after?

*

What do we want them to do?

*

Single minded
concept
proposition

Describe in one sentence the SMCP

How do we
Communicate?

Tonality brand values

DO&DON'Ts

DO's

+

DON'Ts

+

Where do we
Communicate?

☒

TV/Cinema

☐

Activation

☐

Mobile

☐

Banners/GDN

☐

Social

☐

Podcast

☐

POSM

☐

Content

☒

Print

☐

Sampling

☐

Others

*

Connectivity Strategy briefing

*

SEE:

TV/Cinema

ContentFormat01

×

▼

×

Print

List the required content formats

▼

×

THINK:

TV/Cinema

List the required content formats

▼

×

Print

List the required content formats

▼

×

DO:

TV/Cinema

List the required content formats

▼

×

Print

List the required content formats

▼

×

CARE:

TV/Cinema

List the required content formats

▼

×

Print

List the required content formats

▼

×

✓ Submit job and notify CD

Export the summary

Or type to add a new item...

+

▼

Item 01

Item 02

Item 03

Item 04

Content will be
provided by
Isabelle



You are connected as:

CP

Phase1

Phase2

Phase3

Phase4

Phase5

Phase 6

Phase 1: Strategy & Concept providing

022-Pepsi-2019 New campaign

Account briefing

Concept providing brief

Concept providing

Client debrief

Client approval

Remaining time before next round:

16/05

17/05

18/05

19/05

20/05

21/05

22/05

23/05



Team members

My Tran

Nhi Ai

Current round

Review #1

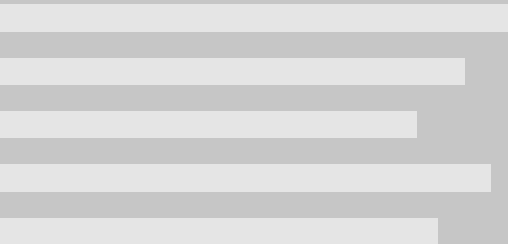
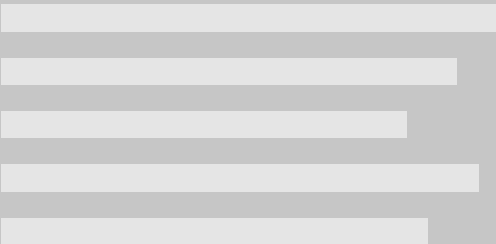
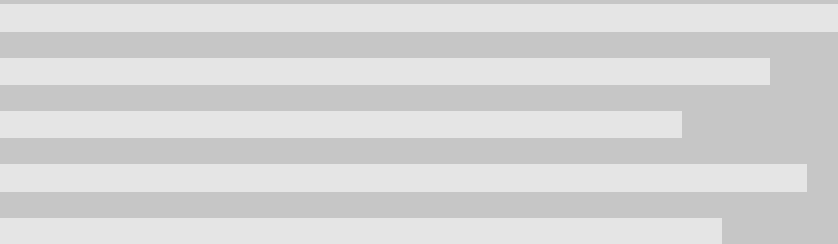
Deadline: 16/05



Add new idea

Review #2

Approved for presentation





Phase1

Phase2

Phase3

Phase4

Phase5

Phase 6

Review#1



Concept Title

Concept title

*

Insight

Describe your insights

*

Idea

Describe your idea

*



Upload picture(s)

How will it work
high level?

Describe in detail

*

Scale

123456

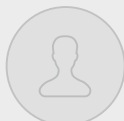
*

Keywords

Insert keyword tags for the HDD

*

Comments



CD

Describe your idea

Send comments

Validate



You are connected as:

CD

Phase1

Phase2

Phase3

Phase4

Phase5

Phase 6

Phase 1: Strategy & Concept providing

022-Pepsi-2019 New campaign

Account briefing

Concept providing brief

Concept providing

Client debrief

Client approval

Remaining time before next round:

16/05

17/05

18/05

19/05

20/05

21/05

22/05

23/05

Add a new review

Go to client meeting



Team members

My Tran

Nhi Ai

Current round

Review #1

Deadline: 16/05

Need review

Concept idea title
#1



Need review

Amazing snapchat
campaign for ...



Review #2

Approved for
presentation



Phase1

Phase2

Phase3

Phase4

Phase5

Phase 6

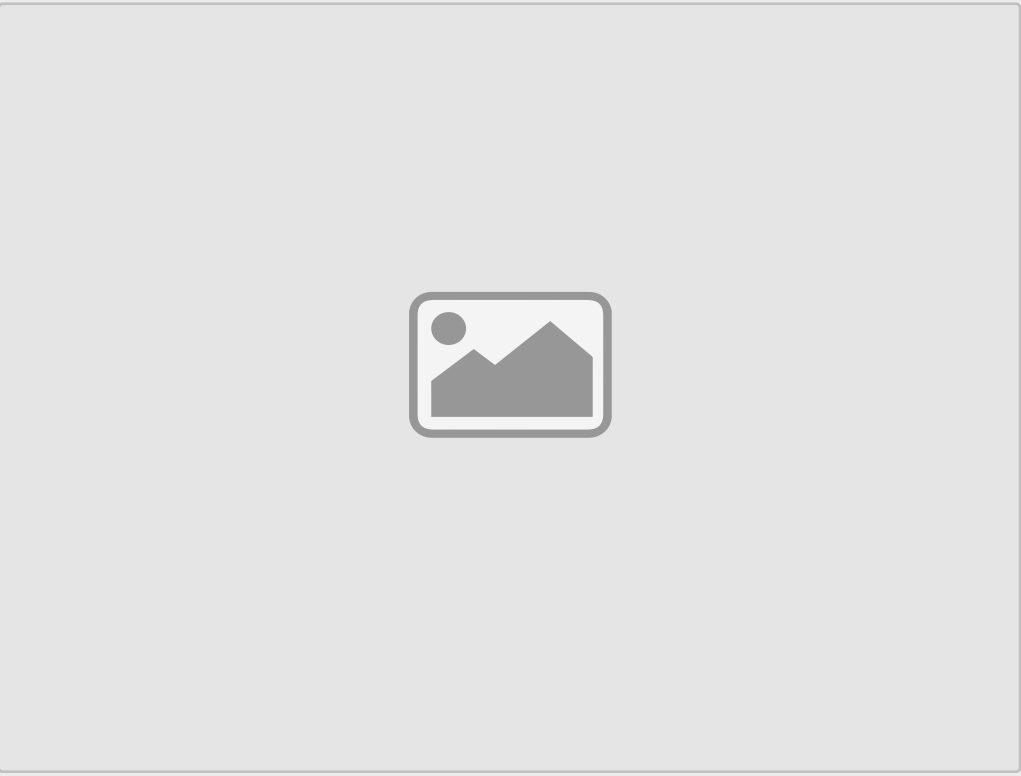
Review#1



Concept Title

Amazing snapchat campaign for ...

Insight



Idea

How will it work
high level?

Scale

1

2

3

4

5

6

Keywords

#Keyword1

#Keyword2

AmazingKeyword3

Comments

Scale feedback

1

2

3

4

5

6



CD

Describe your idea

Send comments

Move to HDD

Ready for
presentation

✓ Approve

✗ Disapprove



You are connected as:

CP

Phase1

Phase2

Phase3

Phase4

Phase5

Phase 6

Phase 1: Strategy & Concept providing

022-Pepsi-2019 New campaign

Account briefing

Concept providing brief

Concept providing

Client debrief

Client approval

Remaining time before next round:

16/05

17/05

18/05

19/05

20/05

21/05

22/05

23/05



Team members

My Tran

Nhi Ai

Review #1

Deadline: 16/05

checked



Concept idea title
#1

Need review



Amazing snapchat
campaign for ...

Current round

Review #2

Deadline: 24/05

checked



Concept idea title
#1

New



Concept idea title
#2



Add new idea

Review #3

Approved for
presentation

Approved



Amazing snapchat
campaign for ...



Phase1

Phase2

Phase3

Phase4

Phase5

Phase 6

Review#2

Concept Title

Concept idea title #2

Insight

Idea

Upload picture(s)

How will it work high level?

Scale

1

2

3

4

5

6

Keywords

Insert keyword tags for the HDD

#Keyword1

#Keyword2

#AmazingKeyword3

Logically explain the campaign flow:

Describe your idea

How will the campaign work in detail?

Describe your idea

Logically explain the mechanic:

Describe your idea

Proof of Concept:

SEE:

[TV/Cinema/OVD] How does it work in video? Fill in the storyline

SEE:

[Print] Describe the KV and headline

SEE:

[Digital] Describe the mobile expression

SEE:

[Digital] Describe the Social content expression

Comments



CP

Describe your idea

Send comments



CD

14:37 - 24/05/2019 Review#1

1

2

3

4

5

6

Validate



You are connected as:

Ac

Phase1

Phase2

Phase3

Phase4

Phase5

Phase 6

Phase 1: Strategy & Concept providing

022-Pepsi-2019 New campaign

Account briefing

Concept providing brief

Concept providing

Client debrief

Client approval

Remaining time before next round:

16/05

17/05

18/05

19/05

20/05

21/05

22/05

23/05



Team members

My Tran

Nhi Ai

Review #1

Deadline: 16/05

Checked



Concept idea title
#1

Checked



Amazing snapchat
campaign for ...

Current round

Review #2

Need review



Concept idea title
#1

New



Concept idea title
#2

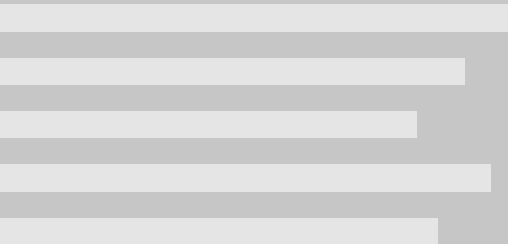
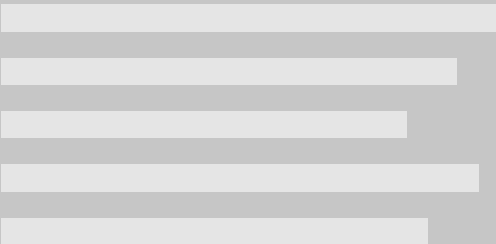
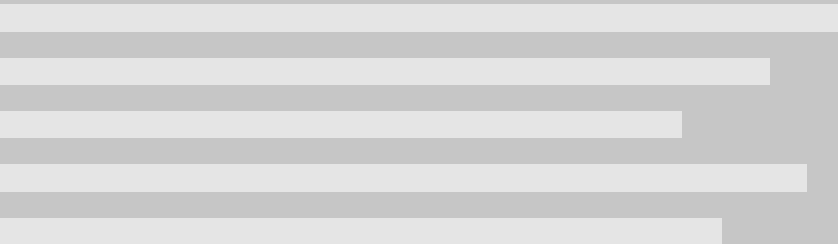
Review #3

Approved for
presentation

Approved



Amazing snapchat
campaign for ...





Phase1

Phase2

Phase3

Phase4

Phase5

Phase 6

Phase 1: Strategy & Concept providing

022-Pepsi-2019 New campaign

Account briefing

Concept providing brief

Concept providing

Client debrief

Client approval

Remaining time before next review

16/05

17/05

22/05

23/05

Set up the deadline date
for your new review

17

05

2019

✓ Confirm



Team members

Review #1

Deadline: 16/05

Current round

Review #2

Need review

Concept idea title
#1



New

Concept idea title
#2



Review #3

Approved for
presentation

Approved

Amazing snapchat
campaign for ...





Phase1

Phase2

Phase3

Phase4

Phase5

Phase 6

See Review #1

Review#2



Concept Title Concept idea title #2

Insight

Idea



How will it work
high level?

Scale

1

2

3

4

5

6

Keywords

Insert keyword tags for the HDD

#Keyword1

#Keyword2

AmazingKeyword3

AnotherKeyword

Logically explain
the campaign
flow:

How will the
campaign work
in detail?

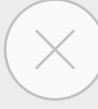
Logically explain
the mechanic:

Proof of
Concept:

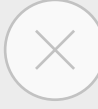
SEE:



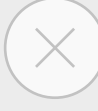
SEE:



SEE:



SEE:



Comments

Scale feedback

1

2

3

4

5

6



CD

Describe your idea



Send comments



Account

09:23 - 26/05/2019

Review#2

14:37 - 24/05/2019

Review#1

Move to HDD

Ready for
presentation



Validate



Disapprove

Account can add comments at any moments. It triggers email to CP and CD. However, if CP & CD answers, Ac won't get notified (otherwise Ac would receive emails for any comments).



Phase1

Phase2

Phase3

Phase4

Phase5

Phase 6

Phase 1: Strategy & Concept providing

022-Pepsi-2019 New campaign

Account briefing

Concept providing brief

Concept providing

Client debrief

Client approval

Remaining time before next round:

16/05

17/05

18/05

19/05

20/05

21/05

22/05

23/05

Go to meeting



Team members

My Tran

Nhi Ai

Review #1

Deadline: 16/05

Checked



Concept idea title #1

Checked



Amazing snapchat campaign for ...

Review #2

Deadline: 23/05

Checked



Concept idea title #1

Checked



TikTok campaign for Millenials

Review#3

Deadline: 30/06

Checked



Concept idea title #2

Current round

Approved for presentation

Deadline: 06/06

Approved



Concept idea title #1

Checked



Amazing snapchat campaign for ...

Checked



Concept idea title #2





Phase1

Phase2

Phase3

Phase4

Phase5

Phase 6

Phase 1: Strategy & Concept providing

022-Pepsi-2019 New campaign

Account briefing

Concept providing brief

Concept providing

Client debrief

Client approval

Remaining time before next round:

16/05

17/05

18/05

19/05

20/05

21/05

22/05

23/05

Go to meeting



Team members

My Tran

Nhi Ai

Review #2

Deadline: 23/05

Checked

Concept idea title #1



Checked

TikTok campaign for Millenials



Review#3

Deadline: 30/06

Checked

Concept idea title #2



Current round

Approved for presentation #1

Deadline: 06/06

Approved

Concept idea title #1



Checked

Amazing snapchat campaign for ...



Checked

Concept idea title #2



Review#4

Deadline: xx/xx

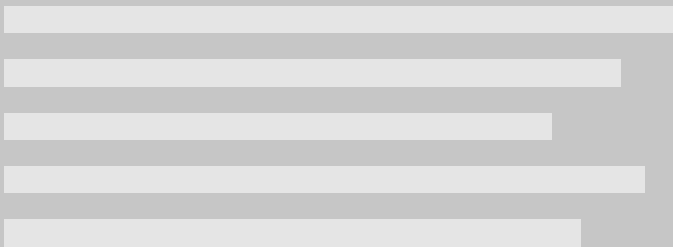
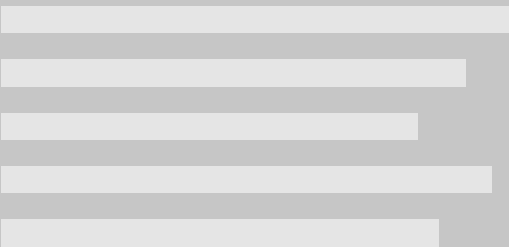
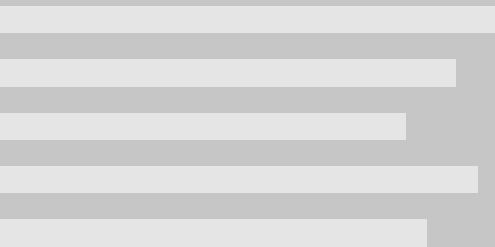
Checked

Concept idea title #1



Checked

Concept idea title #2





Phase1

Phase2

Phase3

Phase4

Phase5

Phase 6

Review#3

Concept Title

Concept idea title #2

Insight

Idea

Upload picture(s)

How will it work
high level?

Scale

1

2

3

4

5

6

Keywords

Insert keyword tags for the HDD

#Keyword1 × #Keyword2 × #AmazingKeyword3 ×

Logically explain
the campaign
flow:

Describe your idea

How will the
campaign work
in detail?

Describe your idea

Logically explain
the mechanic:

Describe your idea

Proof of
Concept:

SEE:

[TV/Cinema/OVD] How does it work in video?
Fill in the storyline

SEE:

[Print] Describe the KV and headline

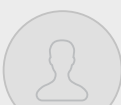
SEE:

[Digital] Describe the mobile expression

SEE:

[Digital] Describe the Social content expression

Comments

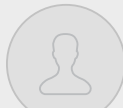


CP

Describe your idea

Send comments

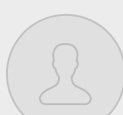
10:12 - 30/05/2019 Review#3



CD

09:23 - 26/05/2019 Review#2

14:37 - 24/05/2019 Review#1



Account

Save and close

Validate

You are connected as:

AD

- Phase1
- Phase2
- Phase3
- Phase4
- Phase5
- Phase 6

Phase 1: Strategy & Concept providing

022-Pepsi-2019 New campaign

- Account briefing
- Concept providing brief
- Concept providing
- Client debrief
- Client approval

First debrief

Expand ▼

Feedback round #1

Collapse ▲

Date of meeting

17

▲▼

05

▲▼

2019

▲▼

*

General debrief

Describe client's feedback
[Copy/paste of contact report]

*

- Feedback per idea
- Ready

★

🔔

Concept idea title #1

✓

Ready

★

🔔

Concept idea title #2

✓

Ready

★

🔔

Concept idea title #3

☐

- Add a new client brief

✓ Confirm selected ideas to next review

✓ Confirm selected ideas for Phase 2





Phase1

Phase2

Phase3

Phase4

Phase5

Phase 6

Client Feedback - Recap



Concept Title

Concept idea title #2

Client feedback

Write down client's feedback after the presentation meeting



Insight

Idea

How will it work high level?

Scale

1

2

3

4

5

6

Keywords

#Keyword1



#Keyword2



#AmazingKeyword3



Logically explain the campaign flow:

How will the campaign work in detail?

Logically explain the mechanic:

Proof of Concept:

SEE:

SEE:

SEE:

SEE:

Comments



CP

11:02 - 02/06/2019

Review#3

10:12 - 30/05/2019

Review#3



CD



CP

09:23 - 26/05/2019

Review#2

14:37 - 24/05/2019

Review#1



Account



Save Client's feedback

- Phase1
- Phase2
- Phase3
- Phase4
- Phase5
- Phase 6

Phase 1: Strategy & Concept providing

022-Pepsi-2019 New campaign

- Account briefing
- Concept providing brief
- Concept providing
- Client debrief
- Client approval

The following ideas are approved

- Ready

Concept idea title
- Ready

TikTok campaign for Millenials

Phase 2 is unlocked.

✓ Go to Phase 2



21/05

22/05

23/05

24/05

25/05

26/05

27/05

28/05

022-Pepsi-2019 New campaign

New ideas to review

1 022-Pepsi-2019 New campaign



Next deadline: 3 days

Current round: #3

Concept providing

Concept Idea #1

Nhi Ai

Waiting for review

Concept providing

TikTok campaign for Millenials

Mi Tran

New

1 022-BOSCH-2017 CampaignVideo Canvas



Next deadline: 14 days

Current round: #1

Concept providing

Online Banners for BIMA

Nhi Ai

Waiting for review

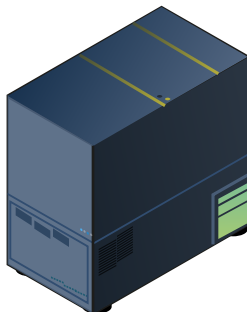
New projects you've been added in

1 005-TB-Tuborg Party Hero video



1 022-Pepsi-2019 New campaign

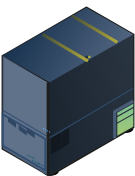




Happy Hard Drive

Search by projects, people, clients, tags or dates





Happy Hard Drive

Search by projects, people, clients, tags or dates



Filters

17

▲

▼

05

▲

▼

2019

▲

▼

Client

▼

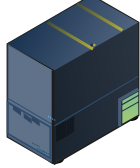
Project

▼

Media channel

▼

<input type="radio"/>		004-NIVEA-2019 Holiday Campaign	04th Dec. 2018	<div># Politics# Behavior</div>	Activation
<input type="radio"/>		003-FMP-2018 Website revamp	01st Sep. 2018	<div># Generation# Activation</div>	Print
<input type="radio"/>		002-FMP-Website Wireframes	22nd Jan. 2019	<div># Game# Europe</div>	Activation
<input type="radio"/>		003-FMP-2018 Website revamp	12th Apr. 2019	<div># Europe# Activation</div>	TV/Cinema
<input type="radio"/>		022-Pepsi-2019 New campaign	04th Dec. 2018	<div># Behavior# Social</div>	Social
<input type="radio"/>		022-Pepsi-2019 New campaign	22nd Jan. 2019	<div># Europe# Media</div>	Activation



Happy Hard Drive

Search by projects, people, clients, tags or dates

Back to search results

TikTok campaign for Millenials

022-BOSCH-2017 Campaign - Bosch in Numbers

>

TikTok campaign for Millenials

Submitted on May, 16th 2019

Client feedback

Insight

Idea

How will it work
high level?

Scale

1

2

3

4

5

6

Keywords

#Keyword1

#Keyword2

#AmazingKeyword3

Logically explain
the campaign
flow:

How will the
campaign work
in detail?

Logically explain
the mechanic:

Proof of
Concept:

SEE:

SEE:

SEE:

SEE:

Comments



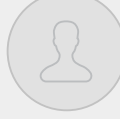
CP

11:02 - 02/06/2019

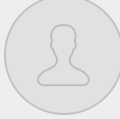
Review#3

10:12 - 30/05/2019

Review#3



CD



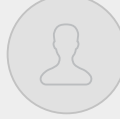
CP

09:23 - 26/05/2019

Review#2

14:37 - 24/05/2019

Review#1



CD