Do you need to send a communication to our customers?

Sapient Razorfish can help

Capital One

SAPIENT RAZORFISH

Hello

We're Sapient Razorfish, contractors to Capital One and we create a whole range of communications for your business. Most of the time we work with Brand to develop marketing communications, but we're available to work with any team within the business to develop operational or servicing communications too.

So we can work with you.

If you've never worked with Sapient or any other design agency before, this will explain everything for you.

In this step-by-step guide you'll find out how to:

- Write a brief to get the work that you want done
- Work with Sapient throughout the process
- Make sure that your work is in keeping with Brand Guidelines, is compliant with your internal and external communication requirements, and is approved by Brand and Legal

You'll find Sapient on the second floor close to the Wollaton Park kitchen.

The person to speak to is David Marshall.
You can email him at dmarshall@sapient.com.

What kind of work is covered?

The usual work we do with the Brand team, for customers, is designed to get them to take action, build loyalty or promote our brand.

If you need to develop a new communication which is simply providing information to a customer, or make tweaks to something which already exists, you can brief these direct to Sapient after Brand have approved your brief. These changes could include anything from amending a telephone number, to alterations or revisions to terms and conditions. By communications we mean emails, letters and inserts/leaflets.

A quick overview

1. To get things going, get in touch with the Brand team
2. Brand will tell you if they need to develop your project, or if you can manage it yourself
3. Speak to Sapient by emailing David Marshall
4. Sapient will guide you through the creative process and complete your project

Here’s how to do it

1 Speak to Brand

Brand will tell you whether they will be taking the lead on this piece of work or if you can brief it in to Sapient direct.

If you are handling the work yourself, the first thing to do is complete a brief. This is quite simple to do.

How to complete a brief

2 Send your brief to the Brand team for approval

Once you’ve written the brief, send it to the Brand team who will give you their feedback, so you can make any amendments and get their final approval.

There is no cost to your department in using Sapient. The cost is covered by Brand, which is why Brand need to approve the work.

Send to Brand

3 Send your brief to Sapient

When the brief has been approved by the Brand team, the next step is to email it to David at Sapient at dmarshall@sapient.com along with the email brief approval from Brand. Emailing the brief over is fine. If we need any more information, we will ask to meet up with you.

Email Sapient

4 Sapient send you timelines

Different tasks have different timelines depending on how complex the brief is.

So for every brief, we will send you a Timing Plan within 24 hours of getting your final approved brief. This will show all the key milestones in the process of getting your work completed and delivered.

5 Sapient develop the creative work

Sapient will prepare a first draft of the text for the communication.

After taking your feedback and amending the text if necessary, the design will be created. This will use Capital One standard email or letter templates and will include your approved text.

6 Feedback loop with Sapient

Gather together all of the feedback from all of your stakeholders including Legal feedback, and then send this through to Sapient. Doing it this way helps keep the number of amendment cycles to a minimum and helps us to make everything consistent.

Ideally, your feedback should be marked up on a PDF as this will help our team to track any changes made, and reduce the chance of anything being missed. We build two rounds of feedback into the timing plan, but we can add more if you need them.

How to mark up a pdf

7 Get Brand feedback

Make sure that the communication meets all of the objectives you set out in the original brief.

If it does and you are happy, share it with your Brand contact for final feedback on look and feel, clarity of message and tone of voice.

8 Complete Brand checklist

To make sure that your finished work is in line with Brand Guidelines, the Brand Checklist must be completed.

Your Brand contact will supply the current version, and help you to complete it.

Before you can go live, you will need Brand and Legal approval of the artwork, and Brand approval of the Brand checklist. These are the minimum requirements.

9 Sapient create and supply assets

Once you’ve filled in the Brand Checklist and gained approvals, Sapient will go ahead and produce what you have asked for.

We’ll build the HTML email, or get the letter ready for print. We will then pass this back to you for testing and any more amendments you might need.

10 You carry out final testing

You need to check that the work matches your approved artwork, that any links within the email are working and linking through to the right place, and that any variables (such as customer name or payment amounts) are displayed correctly. Then you give final approval to the work.

If you have any more questions, please email James in the Brand team at James.Russell@capitalone.com.
Or email David at Sapient at dmarshall@sapient.com.

How do I brief Sapient?

The first thing to do is complete a brief. This is quite simple to do.

1. Tell us if it's a letter or an email or both, and how many versions of it you need.
2. Tell us who you are communicating with and anything we should know about that audience.
3. Tell us how the communication is going to be delivered - Campaign Delivery/Tag, CCM.
5. This is where you attach all the relevant files and assets that Sapient will require to begin work.

TASK BRIEF

When you want us to use our imaginations - use this brief.

SCHEDULED START/COMPLETION: / JOB NUMBER:

SECTION 1 (CAPITAL ONE PROJECT OWNER TO COMPLETE)

BRIEF AUTHOR: BRIEF APPROVER:

BUSINESS UNIT: CAMPAIGN:

JOB NAME: DATE AUTHORED:

COST CENTRE: GL CODE:

SMALL PRINT:

WHAT ARE WE DOING AND WHY?

Top line information about the background and reason for the brief.

Click pushpin to insert jpg, gif, png, tif, bmp. If pdf append to brief. Click pushpin again to add more image sections.

TIMINGS

CREATIVE DELIVERY DATE: BUILD DELIVERY DATE: LIVE DATE:

RESTRICTIONS TO CONSIDER, IF ANY:

THE DETAIL

Reference job numbers and server paths of where to get relevant assets etc. Attach visual references as required.

Click pushpin to insert jpg, gif, png, tif, bmp. If pdf append to brief. Click pushpin again to add more image sections.

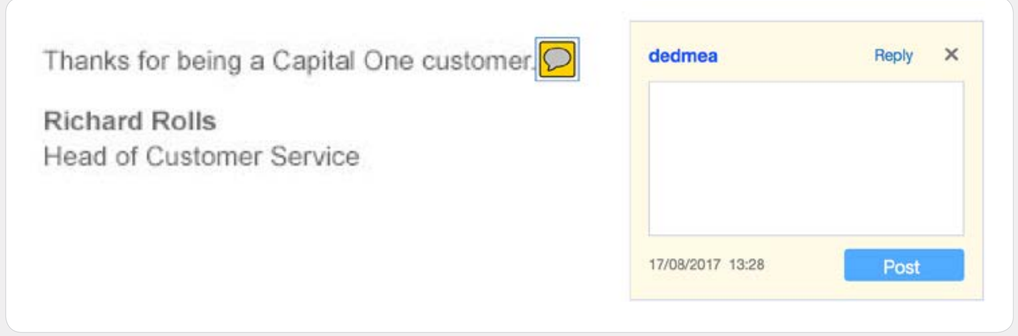
4. Tell us when you want the work completing and any Work In Progress meetings you would like to have.
6. To get things going, get in touch with James in the Brand team. You can email him at James.Russell@capitalone.com.

Marking up a pdf

Just open Adobe Reader and use these two simple features: the comment tool and the highlight tool.

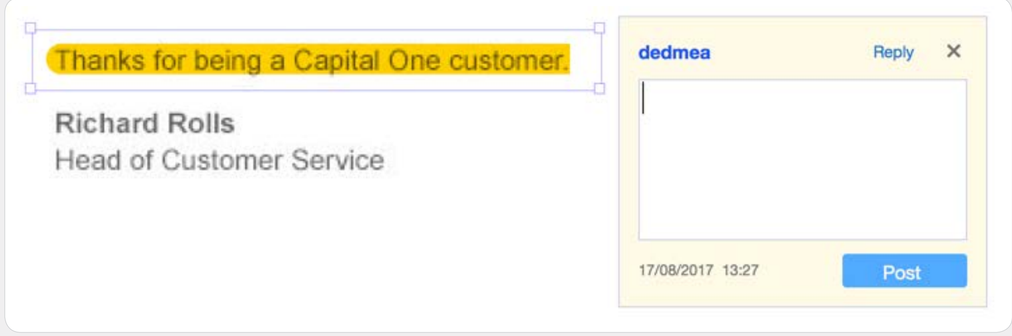
Comment tool

Click to add a general comment. Double click the icon to edit the comment. Right click the comment icon for more options.



Highlight tool

To add a more specific comment. You can draw over the pdf to show where the edit wants to take place. Double click the highlight to add or edit a comment. Right click the highlight for more options.



Save and send

Then save the file and send it back to Sapient to make the changes.

or

Useful terms it’s good to know

A

Asset: documents Sapient will find useful when briefing. These can include past creative work, audience insights and so on

B

Brand checklist: James to update what this is

BMP (or .BMP): short for Bitmap, this is a commonly used graphic format for saving image files on both Apple Macs and PCs

Brief: document detailing exactly what you need and when you need it

C

Communications: emails, letters, inserts/leaflets

E

Email/letter templates: Capital One approved customer templates

G

GIF (Graphics Interchange Format or .gif): a type of computer image that moves as an animation, because it consists of frames like a movie with no sound

H

HTML email: Hypertext Markup Language is the standard language for creating emails and web pages

I

Insert or flyer: a promotional piece which is inserted into one of our mailings along with the letter

J

JPEG (Joint Photographic Experts Group or .jpg): a common image file format that is very effective at displaying high colour images in a compact file size. Photographs to be used on the internet are often compressed as .jpgs.

P

PDF (Portable Document Format or .PDF): an open file format used to create or view documents. PDF files can be used to review and approve ads. In some cases, they also can be used as the final file format which is sent to the printer

PNG (Portable Network Graphics or .png): a type of image often used on the internet as an alternative to a JPEG, but it cannot be animated

T

Testing: checking that the final letter or email is correct and any links are working correctly

TIF or TIFF (Tagged Image File Format or .tif): an image format file for high quality graphics

V

Variables: alternative text driven from a data file which allows one email to cover off multiple variants