

Bonjour.

Mayo Fadina

00:00:12

Oh, man. You see the message I sent you about quickly, to you and Avinash, by the way? I sent the dm Yeah. I don't know. Sometimes I I think I'd send things one. I don't actually, I don't hit send. I just type it out, and it's in my drafts the whole time. Okay.

Ravi Maurya

00:00:33

Yeah. I think I read it last night. About yeah. Yeah. Yeah. That one. Yeah. I got it. Yeah. So the the is this being recorded, like, the call one? Oh, yeah. I think they're recording this. Let's offline offline. Okay. Cool.

Mayo Fadina

00:01:22

So we have Priscilla.

Ravi Maurya

00:01:24

Diya, and Microsoft.

Mayo Fadina

00:01:27

Andre. Yeah. I think someone else joined, accepted late yesterday. So I think Yuri.

Mayo Fadina

00:01:35

Yuri is from what I remember. Just hang on.

Mayo Fadina

00:01:46

So just see my setup. I have this, Apple, like, it's like a mouse pad type thing, like a trackpad. Okay. I I also have the mouse. Sounds good, and then I also have the keyboard, and then there's my computer as well.

Ravi Maurya

00:02:05

There here. Yeah. Hello, Priscilla. How are you?

Priscilla Mendoza

00:02:10

Hi. I'm good, and you?

Mayo Fadina

00:02:12

I'm doing well. Good morning.

Mayo Fadina

00:02:14

Yep. Think we still have a few folks joining us. Right? What? So we still have class joining.

Priscilla Mendoza

00:02:25

Yeah. Yeah.

Mayo Fadina

00:02:26

Yeah.

Mayo Fadina

00:02:30

Good morning, internet.

Beatriz Da Costa De Sa

00:02:32

Hi. How are you doing? I'm doing well.

Mayo Fadina

00:02:37

So we have I think we have Andre and Yuri joining us today. Correct?

Beatriz Da Costa De Sa

00:02:45

Sorry. Are they joining us today? I I don't think so.

Priscilla Mendoza

00:02:48

I don't I don't think so.

Mayo Fadina

00:02:49

Oh, Andre reached out to me asking if he could be included on the call. Okay.

Beatriz Da Costa De Sa

00:02:54

Perfect then Better. Sounds good.

Mayo Fadina

00:03:01

I think once Andre shows up, we'll begin introductions. Well, we all know each other here, but as you can see, I have someone joining us today. This is my colleague, Ravi. Ravi, please say introduce yourself. Hey. Hi.

Ravi Maurya

00:03:17

Good to meet you, Priscilla. Good to meet you. The hey, Yuri. How are you?

Yuri Garcia

00:03:23

Good morning, everyone. Hope you're doing great.

Ravi Maurya

00:03:27

Good morning. Yeah. So my name is ravi and I'm I'm a part of solutionings team here at Rocket also. So part of my job is to work closely with our customers, our prospects, and to make sure that we are enabling them to meet their business objectives. With the help of our solution, digging deep into your problem statements and offering modules in our platforms to map those problem statements and provide a solution so that it can streamline your business processes and also meet other objectives like at a high level. I know today as you're also looking to accelerate the time to market, They want to free up time for your for your designers to be able to do more quality work on the concept conception side, do more of personalization and AB testing. But that is what I do as part of solution team. I'm gonna be working closely with you, so that means you're gonna be seeing me more often from today.

Priscilla Mendoza

00:04:27

Nice nice to meet you.

Yuri Garcia

00:04:29

Yeah. Same here.

Mayo Fadina

00:04:31

Yeah. So, you know, I think from the initial call, that I had with, like and I'll I'll just quickly do a run through of all the discussions we've had so far bringing us to today and chat through, the agenda, and good morning, Andre.

Andre Luis Florencio da Silva

00:04:50

Good morning, Mayo. I'm sorry for delay.

Mayo Fadina

00:04:52

No problem. No problem. I just introduced my colleague, Ravi, into into the call. So I was just gonna chat through the agenda and you know, really, the initial call that we had was with the Tingle team as well as Emily, and then from there, Andre reached out and we I kind of walked him through Rocketium, and then eventually, I met with you all last week, but we just kinda had another discussion, looked at things more so from a marketing perspective, the value we can drive, for the marketing team and how that trickles down to design, and for this call specifically, the goal is we're not going to go into the platform today. The main focus is we want to understand your process in and out.

COMPANY / PEOPLE OVERVIEW

Mayo Fadina

00:05:34

This includes how you are currently producing creators, how you are adapting them, where the gaps are, your how you sharing with your, external agencies, and then the internal team, what that overall workflow is like. We're going to use this information to create an extremely customized demo using your design assets, which I requested. Once we have those design assets, we're going to create a demo based on the assets and your process, and you'll see how Rocket Team can help, enable Bank banco got to be much more efficient, much more productive to see the marketing goals that you have, that we've discussed. So, I'm gonna pass it over to my colleague, Ravi, now. But before I do so, does the team have any questions or comments before we proceed?

Beatriz Da Costa De Sa

00:06:24

No. Let's go.

Mayo Fadina

00:06:25

Okay. Sounds good.

Ravi Maurya

00:06:29

Great. Thanks, Maya, for setting the context. Just to add on to why we do this, so you know what we have come to realize after working with brands, banks, financial institutions, ecommerce companies. Today, the state of creative operations is as such. It goes beyond on the production. So it has elements of you know, there are so many stakeholders involved today in the creative process. A lot of tools are being used. What it does is it takes away that agility from the team, that transparency, because everybody's working on different tools, different platforms. So the devil lies in the details. So why we do this? Just to be able to see what are those problems that you're facing in your current current process today.

Ravi Maurya

00:07:13

Try to capitalize on it and try to show you a way to optimize this entire journey, and we do this, we go back, we brainstorm, come back with the optimized workflow. We do this because we work with many teams. They come with our recommendation as to how we we should run this this entire training process backed up with our tool as a centerpiece. So a quick I want to know, Bia, usual from the you're from the design team. Priscilla, you're also from the design team. Yuri is also from the design team.

Beatriz Da Costa De Sa

00:07:51

Yuri, can.

Andre Luis Florencio da Silva

00:07:52

Can you present yourself? It is for yeah. I don't know if Yuri is kind of freezing for me. I don't know if you're listening to us. I.

Yuri Garcia

00:08:01

Fell for a little moment, but I ain't back. Sorry.

Andre Luis Florencio da Silva

00:08:05

Oh, Yuri, please, can you introduce yourself for Ravi? For sure.

Yuri Garcia

00:08:09

So nice to meet you, Ravi. I am from from the information security from. I I am here to see all the security aspects from the from the solution and see if we can do not find any security flaws so we can sleep well when we are using the solution. So that's our concern. We'll see everything about the solution and overall, in the security aspects. I have arrived already talked to with my regarding some some things like the SSO with azure. So we are more more comfortable right now, but I we're still participating in the meetings, not everyone, but some of them to see how the project is going and and see if we can find any issue that we need to address some security fix.

AGENDA

Ravi Maurya

00:09:05

Got it. Good to meet you, Yuri. Sure. I mean, you you can have your questions. We can tag them towards the later part of the demo, or maybe we can compile them and we can have somebody from our information security team answer all of that. So I'll jump right into it in the interest of time. I know I I listened to the call. I know that today, there was a very lean team of designers that is in house, plus there are agencies that you're working with. There is an agency that does all your KVs, and there is an agency that that does all the adaptations. Now the first question begins with if one of you could I know that couple of things you've already shared with Maja it's the previous call.

Ravi Maurya

00:09:42

So what I will do is I will ask questions, and I will also kind of index upon the things I know and kind of, you know, take this forward. So. I know that today, you, the

internal design team, depending upon the project of campaign that you're running the objectives, you raise a brief a creative brief internally.

DEMO

Mayo Fadina

00:10:04

Is that correct?

Ravi Maurya

00:10:06

So one question on that. How are you how are you doing that? Like, are you using some sort of a tool to be able to create that brief? You have a spreadsheet. How is that happening today?

Beatriz Da Costa De Sa

00:10:20

I'm I'm going to to separate, like, because we have the most arts that we create, it's based on. CRM and and media, like beta and google And for this, we have, like, a Microsoft Planner and an Excel sheet And our internal clients, like, the the CRM like like, they they, fill this this Excel file, like, with this briefing. Like, I need two SMS and two pushes and 3 emails, and they need to talk about this and this project and about this project, and the deadline is tomorrow. An example, and they create they create a task in Microsoft Planner with this Excel sheet And then we upload it in my team here, read it and understand it and make and see if it makes sense and how we are going to talk with our clients about this product or this project, and we send it it to our agency that's going to create all these all these arts, and this is in another platform, like, it's called going It's an internal one, and they can see all these, they can see the briefing, and they can upload the the arts there. So we mainly use these two or 3 platforms.

Ravi Maurya

00:11:52

Okay. So when you say clients, I in this context, are you referring to the clients as internal teams, the marketing teams, or maybe.

Beatriz Da Costa De Sa

00:12:03

Is that correct? I'm sorry. Because I have internal clients that are going to demand me the the.

Beatriz Da Costa De Sa

00:12:12

I'm sorry. They're going to video me the the creation, and then we are going to create it for our business clients to clients of the bank.

Ravi Maurya

00:12:22

Got it. So today, it it flows like this. The request comes in from the clients or it could come from the marketing team, and it would originate in a spreadsheet having all the objectives laid out there, and then at the same time, you do project management using Microsoft. Planner just to be able to track where the project are.

Beatriz Da Costa De Sa

00:12:42

I can show you. Can I share my my screen with you? It's gonna keep it simple. Yeah. That'll be wonderful. Let me let me try because we okay. So here, we have everything that's coming from CRM, and here, we have everything that's coming from media. So the responsible is upload here, their briefings based on their products. You see? There's a filter here, and let me show you, and I'm gonna open someone here, and here, they upload this Excel the oh, no. It's not a word. It's a word. It's not an Excel anymore. Here, they have all the description that it's need to rework it and all the info that we need. Here, it's does a lot because it's it's big.

Beatriz Da Costa De Sa

00:13:41

It this project is big and all the the creation that we need. So here we go we come here and create the deadlines for each part of the project, and then we we download this briefing and upload here with this platform that is shared with the our agents.

Beatriz Da Costa De Sa

00:14:08

So we have numbers here. When we upload one a new briefing here, it creates a number, and we just come back here and update it with this number, just we can

control everything, like, in parallel. So and here, we are going to follow the demand with the agency here. So that's usually how the process works. We have basically two.

Ravi Maurya

00:14:36

So it's it's a culmination of a marketing brief coming in and then getting converted into a creative brief for the design team.

Beatriz Da Costa De Sa

00:14:45

Yes. Yes.

Ravi Maurya

00:14:47

And I saw that you you're including a lot of asset campaign asset files also in in this brief in this.

Beatriz Da Costa De Sa

00:14:54

I'm sorry?

Ravi Maurya

00:14:55

The planner. I I saw that there was a brief, and there were some sections that were indicating towards, like, what assets are to be used in the campaign.

Beatriz Da Costa De Sa

00:15:04

Yeah. Like because let me show you another. Let me show you our our Figma. We work on Figma, and our assets are, like, storage and organized here. So.

Beatriz Da Costa De Sa

00:15:27

Here, we have based it on all our product the project and based it on our product, and we have all our assets organized here.

Bees

00:15:55

The big file.

Ravi Maurya

00:15:58

So it's safe to assume that today you're using a Figma as your central.

Beatriz Da Costa De Sa

00:16:02

Digital asset Yeah. Yeah. Yeah. Because here, we can, like, upload all the photos and all the the templates and presets that we have, and I'm sorry. It's so so slow. But we usually ask them if they have some reference About the the previous creations. Because as I look all the product here in the bank, sometimes, when the product teams remember the product, the the creations that were already made, we have a reference that we can continue. You know? That's why I asked them just to keep our like, just to make it easier. Got it.

Ravi Maurya

00:16:46

So today, in this process of raising a brief, coming to design teams and allocating one, then searching it, you tracking it using microsoft Planner. If I were to ask you, what is your main challenge today, or rather, I would rephrase it. What would be in your view one ideal state be, or is it working?

Beatriz Da Costa De Sa

00:17:15

Like, we have the challenge that it's it's a lot. Like, we have a lot to create in a in a short time. Like We we created kind of an operation here that it's based on on weeklies. On Monday, every like, my my planner is kind of full right now because everyone upload their briefings on Mondays. So we have and then they selected the priorities for this week and the next one. So we started to work based on this next two weeks. So at this time, I'm looking today, I'm going to see everything that is was uploaded yesterday and trying to create this deadline for the next two weeks. So it would be easier if. I'm I'm not sure.

Beatriz Da Costa De Sa

00:18:07

I was going to say if it would be easier if everything was in only one place. But, like, it's they are different teams, and they supposed to be separated, like, the the the our internal clients and and our agency. So I'm not sure if they're going to be in the same place is the best idea. So I'm not really sure how can I answer your question?

Ravi Maurya

00:18:36

No. So the sense I'm having is the although you want to consolidate everything at one place, but at the same time, you do not want other teams to know what other people are working on there. You want to retain some sort of confidentiality between teams and projects and clients. I think that is solvable.

Priscilla Mendoza

00:18:53

And it also leads to a lot of back and.

DEMO

Ravi Maurya

00:18:55

Forth between the teams.

Beatriz Da Costa De Sa

00:18:58

I'm sorry?

Ravi Maurya

00:18:59

It also it could also lead to a lot of back and forth between the teams, email exchanges. You know, sometimes when we do briefing, you receive a request, and sometimes you see something is missing, then you go back and write an email and try to get clarity. This is happening a lot today. Correct?

Beatriz Da Costa De Sa

00:19:16

Yeah. No. But we keep this conversation on Microsoft Planner. Like, we keep everything where I could join in Microsoft Planner so everyone can have access. Doesn't matter if I'm here or if I left. The the the everything is recorded there. So.

Ravi Maurya

00:19:33

Got it. Perfect. So I now understand how you're doing briefing and how you're yeah. Am I okay, please?

Mayo Fadina

00:19:40

Sorry. I had a question, Ravi, and I didn't wanna, move too far past this. You mentioned that you received yeah. You mentioned that you received wait. Alright.

So, yes, you mentioned that you received a brief from your teams, and you have these weekly cycles, and then in our initial discussion on Friday, you mentioned that sometimes you might have a 7 day deadline for a brief, but, for a project, but it ends up taking longer. Right? Where you have to, kind of put more resources into getting those things done, which means that briefs that need to be worked on the present moment, they they don't have enough folks on it. Right? So can we say that one challenge that you are facing is, there you have delays in in deadlines or push to deadlines?

Beatriz Da Costa De Sa

00:20:24

Sometimes I just need to say that I I won't be able to deliver this week, so it's gonna be in the next one, and that's that's life. That's the deal. So just not to to keep this feeling that I'm going to be late, because I know the capacity that I have here. So the agreements that we have to do. So.

Mayo Fadina

00:20:49

I understand. Thank you for sharing.

Ravi Maurya

00:20:52

Good, and it it because you at any given point in one week, you must be you could be working on a multiple campaigns, multiple requests altogether. So that's why I mean, Maya was trying to index upon, like, getting delays and to be able to prioritize the work. But it's so I'm clear how you're doing.

Beatriz Da Costa De Sa

00:21:08

We quickly. We usually have, I'm sorry, Ravi. But we usually have, like, two or 3 main campaigns during the week, and we have all these small jobs that are always on, like, always always for all the other projects. Like, I mean, like, we've have to I'm I'm trying to figure out about an example. Like, if we need to.

Beatriz Da Costa De Sa

00:21:42

Yeah to tell our clients about a new offer, or to tell our clients that something has changed in our in our project, or if some things went wrong when we need to repair an app. So there are always always always and always on going on.

Ravi Maurya

00:22:00

So there could be 3 kind of campaigns. I'm getting a sense. One could be your business as usual behavior then second could be your events that you might be running in 15 days or monthly, then there are certain these pieces of communication that you have to run for clients every time. So anytime Yeah. You could be parallelly juggling with all of these things. So you do this big event one a month or twice?

Beatriz Da Costa De Sa

00:22:25

A big Probably twice. Probably twice. Like, we have now we have one companion TV in two more to go. Yeah. Like, twice or 3 times a month.

Ravi Maurya

00:22:42

Yeah. Got it, and then there are BAU campaigns, and then you have your communication campaigns. Got it. So I'm clear on this Brief and project management, that's all sorted. Now I just wanted to you also answered that all your assets of today being stored at in Figma, where you have all your campaign assets, your brand library, everything is sitting there. Now one quick question. Today, imagine if you're in the middle of a campaign and you have allocated some work to the adaptation agency. Maybe people are working on KB, and they have to find the assets for the campaign depending upon what objectives they have. How is that asset discovery being done today? Do they log in to the Figma? I'm assuming they have licenses. They come to Figma and retrieve and discover asset. Is it taking a lot of time today to discover those assets from the central repository? Depends.

Priscilla Mendoza

00:23:44

Depends, especially because we can ask to the may master agency to send the PST file directly to to the other agents so we can do this in on this way. But when

we do on Figma, yeah, we have to put on on Photoshop to after sent to to the agency to do the the job. You know? So depends depends of the the k v.

Ravi Maurya

00:24:12

Okay. So that's the k v. What about now the KV is done? Done they the KV agency made the master creative with you, and that time has come for them to share it with you. How are they sharing the key visuals with you today for for your approvals?

Priscilla Mendoza

00:24:28

On Figma.

Ravi Maurya

00:24:30

On Figma, and how are you sharing how how are you sharing feedback as to what mean if something has to be changed? That is also happening in Figma?

Priscilla Mendoza

00:24:39

Yeah. In comments on Figma and in depends Depends of who's approval. You know? But they send the masters there on Figma, and then we approve we approve, and after they do all the all the job, like the the pieces the smallest pieces and the the bigger one, so it depends. But especially on comments on Figma.

Ravi Maurya

00:25:01

K. Mario, you you you want to add something?

Mayo Fadina

00:25:04

Yes. Yes. I have a a clarifying question because I. I think I've heard both Photoshop as well as Figma in your process. Correct? So.

Ravi Maurya

00:25:16

Yeah. Do you have it depends.

Mayo Fadina

00:25:18

So is it the one agency do do different agencies use different formats? Like, one is one agency using Figma? One is using and then for for those, do are there different

use cases for each format? So is one specifically for ads? Is one specifically for for social? Can you break down, like, why there's a difference in the formats, please?

Priscilla Mendoza

00:25:44

We always use Figma here, internally. So we have we have the only agency who does the the use of Figma. That is Arizona. But all of them the other agencies use the the Adobe platform. So we use especially Figma here for emails and media, but we we actually do everything on Figma that we that is possible. But depend III told you that depends because of the the the the agency, she is used to to use Adobe platform. So they sent the KV on Photoshop, you know, the capacity file and and everything. Okay. So but we are used to here in at because of Ban to use Figma. So this is why we comment, and the people here are used to to to Figma, so it's normal for us.

Mayo Fadina

00:26:43

Understood. Thank you for clarifying.

Beatriz Da Costa De Sa

00:26:47

Is it, like, just just to make it sure, like, Photoshop is used mainly by only one agent to create the the mainly key visual, and then everything is is resized and developed on Figma. It's just this.

Mayo Fadina

00:27:04

Okay.

Ravi Maurya

00:27:06

Okay. So now I'm morning here.

Priscilla Mendoza

00:27:10

Just just compliment, and Figma is used here especially because we can send we can put the comments there and we can see live, and so it's more it's it's easier for us.

Mayo Fadina

00:27:22

Okay.

Ravi Maurya

00:27:26

And who decides, and I'm assuming it must be this team internal team that decides what kind of product imagery, what kind of assets are to be used in any of the campaigns. Is that the right understanding today? The internal design team instructs as to what kind of imagery, what products, and what all has to be used in in the campaigns. Is that correct? Yes, and then they come in to Figma, log in, download those assets, and start working on it. Yesterday, do you spend time optimizing I'm sorry.

Priscilla Mendoza

00:28:03

Go ahead, Priscilla. We don't need to download the the things the things from Figma. We can just control see and control v, and we can just.

Ravi Maurya

00:28:11

Okay. It's smart.

Priscilla Mendoza

00:28:12

Yeah. Exactly.

Ravi Maurya

00:28:15

Yes, and and is today is some degree of time spent on optimizing campaign assets like removing your background from certain images, you know, doing color color correction. Is some time spent today on these activities? Because we have seen in in our experience, design teams are spending, whether it is internal or agency. They're spending a lot of time optimizing the image. Is that the case with you?

Priscilla Mendoza

00:28:37

Yeah. I I actually spend a lot a lot of time doing the the the library, the via show you. Especially, like, putting all the image that we need and everything and and cut in the background and all of it. Yeah. But we we actually have this job.

Ravi Maurya

00:28:57

Yeah. So on an average and you don't have to be very precise. Just give me a ballpark figure. How many hours you spend every campaign doing this activity of image optimization, asset optimization?

Priscilla Mendoza

00:29:08

Depends of the image, but, probably, I would say, like, 20 minutes, 30 minutes.

Ravi Maurya

00:29:15

20 minutes, 30 minutes per campaign.

Priscilla Mendoza

00:29:18

Okay. Yeah.

Ravi Maurya

00:29:21

Fine. So, now, Katie, is done by the Key Visual Agency. You do approvals, feedbacks on Figma. Now do you today and it's it's a question that just struck my mind as a, you know, curiosity. Do you today take, data from the past performance of the campaigns and try to take a better design call for the next campaigns? Do you do that? Like, get some analysis on how the previous campaign has performed and take design cues to make changes in this campaign. Do you do that?

Beatriz Da Costa De Sa

00:29:58

Yeah. We have media recall, we call it. I I don't know if it makes sense in English, or it's just an word in English that we use in Portuguese. We call it media recall as we have, like, our insight teams, they they kind of make a research, and they ask people if they understand it, how they felt about it, if the message was clear, if they understood, like, our brand, and it it's something that happens every quarter, I guess.

Ravi Maurya

00:30:35

Quarterly. Okay. Fine. So now that part is clear. Now the KB, after taking your approval, it goes to the adaptation agencies. I have an understanding today you

create upwards of 30 to 35 sizes of digital channels. It could include your performance channels, GDN, maybe Facebook. You also do Tiktok?

Beatriz Da Costa De Sa

00:31:02

Yeah. But on Tiktok, we try to be more native as possible. So we usually have influencers our CMs here creating content for that.

Mayo Fadina

00:31:15

Okay.

PRICING

Ravi Maurya

00:31:17

And 35 sizes across 5 to 6 channels, and that's somewhere around, I heard, like, 12 00 creatives a month.

Beatriz Da Costa De Sa

00:31:27

Yeah. Kind of.

Ravi Maurya

00:31:28

Yeah. So when we say 12 00 creatives, does it also include all of the last minute changes that you receive. Because when we say last minute changes, it's a different different task, a different domain at all. Like, designers have to literally go and work on each of the size one by one. So does it include all of that, 12 00?

Beatriz Da Costa De Sa

00:31:54

Yeah. Yeah. Like, our adaptation agency, they're based on points. It I'm I'm trying to explain it. Like, if we need a text, it cost us only 1.. If we if we need a motion video with 30 seconds, it costs us, like, 60 points, and those points are, I don't know, some highs that cost us all that they will fill us in by the end of the month. So they need to control everything that is going to be created and changed during the month so they can charge us by the end of the month. So that's why I have, like, this amount of creation is basically, like, everything that was demanded and finish it by that month.

Ravi Maurya

00:32:50

Okay. So this is sort of a credit system that they they internally consume and bill you at the end of the month.

Beatriz Da Costa De Sa

00:32:56

Okay. Got it.

Ravi Maurya

00:32:57

Yeah. Say for each campaign and how many designers work for you as a client in the adaptation agencies? Do they have an army of designers, or there are a couple of designers that's been allocated to you as an account?

Beatriz Da Costa De Sa

00:33:10

A couple. We have, like, one or two that mainly works with us, but they have some that are going to be like no. Sorry. We have because in the adaptation designers, it's it's worked like this. We have mainly two that it's used to our product and some others that are going to be allocated according to the the the the volume of our demands. Yeah, and we have, like.

Beatriz Da Costa De Sa

00:33:41

Two more in our advertisement agency that are going to create the the mainly key visual.

Priscilla Mendoza

00:33:48

Yeah. I would say probably 10 designers or more, and I I don't know, but maybe 5 copywriters and probably 4 motion designers, and we have, like, the the the team that code is for us as well. So probably two or 3 people. But designers designers, probably one or 12 on at least.

Ravi Maurya

00:34:13

Yeah. So there is an element of copy as well. I think I heard it on the last call. So when you start a design, the the the KV agency first starts with the copies, and then you move on to the design elements of the creative, and then once that is frozen,

blocked, then it goes to the adaptation agency after taking the approvals, and they start making the adapts. Now how long does it take the adaptation agency today to just churn out the the resizes for one campaign?

Priscilla Mendoza

00:34:48

Probably 5 days. Depends of the approval here. Complexity. Yeah. Especially because they can they can do it for us, like, in one day or one you know? But depends a lot of the approvals here because they we have a lot of changes that are that are it happen a lot, so depends. But probably 5 days for a a whole.

Ravi Maurya

00:35:11

Copy team copy team will have to review this, then you internally review this, and what more layers of approvals are involved today? Copy design internal design team copy in?

Beatriz Da Costa De Sa

00:35:26

We usually approve copy. Like, we my team, we usually approve copy, and then it goes to we are bank. So it goes to the law people. How can I say it? Like, the project Blinds. Legal compliance. Compliance. Yeah. Like, I I forgot a word. Sorry. Usually, go to compliance and products. So and just to make sure that, like, it's written the process correctly, and we are not going to have any problems, and we come back. We adapt their their opinions or not. Like, if they just a suggestion. Come so we say, okay, Arizona, the the agents, we can create the designs now, and then when we have the design the all the designs completed, we do this process again.

Ravi Maurya

00:36:24

So this chain of communication, I see there are two layers of approval with agency, with internal design team, legal team, then the product team, marketing folks. How are you managing all this back and forth communication, and where are you tracking the feedback, commenting? How is that happening?

Priscilla Mendoza

00:36:42

Especially on Microsoft's Planner and the fig the comments on Figma. So we use this.

Ravi Maurya

00:36:48

Yeah. So everybody, be it copy team, product team, everybody has licenses to review anything design related on Figma.

Mayo Fadina

00:37:01

Correct?

Priscilla Mendoza

00:37:01

Only only designers. Only designers and the the code people. Only that one.

Because the Figma is a free platform, so we you can use with your account of email or whatever for free.

Beatriz Da Costa De Sa

00:37:17

We have license to create and adapt one, and all the other teams, they have they can only see and comment. That's how it works.

Ravi Maurya

00:37:25

I got it now. So there is one it's the same way it works for us. So there is a license for making design changes, and then there are some reviewer license. Okay. Yes. I got that. So you are getting this covered under one roof. Got it. So now all the designs, all the adaptations have done. You have already explained to me that you do QC internally. Now today.

Ravi Maurya

00:37:52

Do you handle a lot of last minute changes? Like, you have created a set of, say, 200 creatives for one campaign. Do you often have to do a lot of last minute changes? You know, marketing team comes up and product team comes up. Hey. You know, we wanna change this, maybe change this CTA or maybe change this entire offer. Does that happen a lot today?

Beatriz Da Costa De Sa

00:38:15

It happens when we have fee changes on our products, like for, how can I say that, loans? Is it correct? Loans? A loan? When you when you come here and borrow money for the bank? Yes. Loans. The loans. Yeah. Loan. Loan product? Yeah. When the fees change, we're like we need to change everything as fast as we can because it have direct impact one the business. So that's our main main problem with these quick changes.

Ravi Maurya

00:38:51

Maybe rate of interest has changed. Maybe lending rate has changed. Maybe the amount on which loan is being granted has changed. So. I know that it could get very chaotic sometimes with all these last minute changes. Do you have you guys allocated internally a time limit, a standard to be able to complete all these changes, or you do these as per the availability of the resources as fast as you can?

Beatriz Da Costa De Sa

00:39:17

As fast as we can. We we usually try to we see I'm sorry, guys. Just one second because I need to put my my Microsoft Teams to not borrow because everybody's talking to me right now.

Beatriz Da Costa De Sa

00:39:37

I'm sorry. We need to to relocate some some other projects, and and and that's it. Like, we we need to go faster in in what is more important. So.

Ravi Maurya

00:39:49

So that means dropping, asking some of the designers like at the agency who's doing the add ups and we're doing all these last minute changes but drop something which they're working on and give more press give priority to this this one so that you can fulfill this request quickly. A lot of reprioritization of what.

Beatriz Da Costa De Sa

00:40:12

Reprioritization, it happens But now we we created kind of our brain guide is based on on a preset that it's mainly a photo, a square that is part of our brand, and our offer goes in this square. So it's kind of easier to to replicate this this preset, you know. That's why we try that's where we first move to make it faster, not have to create everything in a different way every time. So every time that it's an offer, it's a picture with a person doing some action, like using the phone or walking or talking to another person, and there is this picture, a square, and one offer above this square.

Ravi Maurya

00:41:08

So internally, you have kind of streamlined it in a way standardizing designs to be able to Yes. If the changes are coming, you have standardized the way to accommodate these changes quickly.

Beatriz Da Costa De Sa

00:41:21

Yeah.

Ravi Maurya

00:41:22

Well, one quick question on compliance. Now I know that there was one compliance that has legality, but the brands the the compliance of the brand side. So when these creatives come to you, is this team doing the agency team doing some sort of qc at their end, or have you shared the brand book with them? Do they follow it, and what are you making to what are you doing to enforce or maybe making sure how you they adhere to that brand compliance? Is there a way for you to do that today? So that even when they send the creatives to you, they should do a QC and make sure that everything is looking as for the brand.

Priscilla Mendoza

00:42:05

Yeah. The this is why the the the delivery that we made on Figma exists because we can see on Figma what what they're doing and we can try to I don't know I don't know how to say it, but we can show to them how to make it, how to do it. You know? So we have, like, the presets. Like, we have design systems from for our

emails. So they have, like, kind of a preset for the emails. We have the preset for the the media part that the via told us, and so we can see all of that on Figma, and we can put some things on on deliberate on deliberate the the Liberator on Figma, and we can share with them to make sure that everything is good and everything is on our brand.

Ravi Maurya

00:43:00

Okay, and what what what kind of errors, like, for example, you do QC internally, what are what what kind of errors do you encounter generally when it comes to doing QC? Is there a pattern like specific errors that always come to your notice?

Priscilla Mendoza

00:43:18

I mean, how how can you talk more about it? I don't know if I if I get it.

Ravi Maurya

00:43:23

Yeah. So my question is more from the viewpoint. Has has it ever happened that because of an oversight, you know, compliance oversight per se, Anything any wrong creative has gone live or you know, some escalation happened.

PAIN POINT

Beatriz Da Costa De Sa

00:43:42

I have one that I'm always complaining with Pri and the other designers that a lot of text and elements in a small space, in a small creation. Like, they try to write the copywriter tried to write a lot there and put in another photo and our try to another there are a lot of things in a creation like this. So that's something that I'm yes. That that is something that I'm always complaining. K.

Priscilla Mendoza

00:44:14

Especially on mobile pieces You know?

Ravi Maurya

00:44:17

Yeah. Because the size has to be smaller and Yeah.

Priscilla Mendoza

00:44:20

Exactly. Yeah.

Ravi Maurya

00:44:22

So that that's something that you always check on each creative and make sure that the designers who were were who is working on adaptations follow that.

Priscilla Mendoza

00:44:30

Yeah. I preset. I always preset, like, a a kind of template on Figma, and they just follow the how how to make it.

Ravi Maurya

00:44:40

So I'm I'm sure that you must have seen in the demo, you can actually set those rules. Like, if somebody is exceeding the character limit, the system will flag it, and if somebody is using a logo which at a place where they're not supposed to use it, it will flag it. You can also kind of put in a rule where you can prescribe to the system that a logo should be a certain size of the entire creative. But that's that's why I'm trying to get a sense of how what are the things that you check. Okay. Is there today an appetite internally? Like, I know that when last minute changes come, we have to go the entire loop of having designers involved in getting the changes changed, going to the adaptation agency and asking them to make those last minute changes.

Ravi Maurya

00:45:24

Today is and I will ask you this internally. Is there an appetite today where the design team would want non designers to be able to make these changes? Changes such as which are not necessarily design changes, like percentage of the interest rate Yeah. Maybe offer call out. Is that is there an internal interest?

Beatriz Da Costa De Sa

00:45:46

I got it. Yeah. Like, I got it. Just to to change special offers for clusters of clients or specials, different CTAs for different clusters of clients. Yes. That would be something that would help us. Yes.

Ravi Maurya

00:46:03

Wonderful. But there is a robust access control which our clients have been using to be able to go to market faster where non designers are doing these minor changes and taking the campaign slide. Now I want to know what is the proportion of split between the static creatives and videos and motion graphic today?

Beatriz Da Costa De Sa

00:46:28

We create. I'm not sure how many motions we create today.

Priscilla Mendoza

00:46:33

Yeah. It's like 30.

Ravi Maurya

00:46:34

60 bodies, 70, 30.

Priscilla Mendoza

00:46:37

Probably, I would say, like, 3 formats for Facebook or Meta. So k, and and probably for display for Google display, 5. So 8, I would say. But Google Display is is not video It's. HTML. Display.

Ravi Maurya

00:46:56

Yeah, or HTML.

Priscilla Mendoza

00:46:57

Yeah. HTML 5, and It looks But especially for Facebook and and and for meta as well is 3 or 4 only.

Ravi Maurya

00:47:09

It looks like 8,020 would be a fair assumption. Oh. 80 percent static, 20 percent videos in shapes. Yeah. This creation of this creation of GIF an interesting question why I'm asking you this. You're doing this because of the bandwidth constraints, or is there a strategic decision which is driving this decision of not making those

money? Because, you know, GIFs and videos, they definitely drive more engagement.

Yuri Garcia

00:47:35

So is it because.

Ravi Maurya

00:47:36

You you have you're facing constraints with bandwidths? You're not doing that more, or is the other way around?

Beatriz Da Costa De Sa

00:47:46

I think it's because we I'm.

Priscilla Mendoza

00:47:47

I'm we spend a lot of time doing videos, so it's more difficult for us to make it.

Beatriz Da Costa De Sa

00:47:55

I guess they kind of adapt to that I guess they kind of adapted their strategy according to this 80.20 share. You know? Like, I have this feeling because we have a static display. It's going to be faster, so we prefer it go faster than we go with the video. So let's do it better with media display.

Ravi Maurya

00:48:22

Okay. So I'm I'm I'm getting a feeling like even having army of designers at the agencies, there are still couple of things that the team wants to do. Maybe do more videos, but bandwidth is coming as a blocker, and also, I'm getting a sense that you would want to do more AB testing, more personalization, more cohort level targeting. But as it looks today, because of the constraints you have in bandwidth, you are kind of not doing that as much as you want to, is that the right assumption?

Beatriz Da Costa De Sa

00:48:50

Yeah. Yeah. We can say that.

Ravi Maurya

00:48:53

So if you have the gift of time with automation, you would definitely want to try more channels, do more a b testing and personalization. Got it. Perfect. That clears that up. Now Actually, testing. Testing. Yes. Absolutely.

Mayo Fadina

00:49:08

Quick question, Ravi. So that more so a comment and after listening a bit, it seems like with all these different workflows, you have your internal workflows, you have your internal request system, approval system, toolset. You have the same thing with your designers who all have different workflows as well as, you know, different those look I'm looking for it as far as, like, the credits for, for example, adaptations. Can I assume that you do wanna bring some of these capabilities in house so you can streamline those costs that you might feel are redundant on on the external vendor side?

Beatriz Da Costa De Sa

00:49:46

Yeah. We we are trying to understand, like, if we are going to internalize these people or if we're going to give the agencies our license so they we have, like, only one designer that we're going to do everything. We're not sure about it yet. I see. Okay.

Mayo Fadina

00:50:05

That's helpful to know.

Ravi Maurya

00:50:07

Yeah. Hey, Mario. You don't you as a on a separate note, you can have a discussion about our managed services as well. Yeah. That could be of help. Like, you know, we can definitely, yeah, have a different channel to this. Perfect. So now everything is ready. The creatives are ready to put live. Now is today I know that there are different platforms you're working within every platform, and I know that you you the internal team is not supposed to do that. I'm I'm sure that the adaptation agency before giving it to the campaign team at your end by the way, who's taking these campaigns line? The internal product teams campaign team?

Beatriz Da Costa De Sa

00:50:42

Guys, I'm I'm so sorry, but, like, everyone was was frozen after.

Priscilla Mendoza

00:50:49

Bia's fault fault, but she the try to No. No. Priscilla, I can hear you and then is also pretty well. Yeah? Yeah. Yeah. Yeah, and then I can see her pretty well. I don't see her, so I will try to reconnect.

PAIN POINT

Beatriz Da Costa De Sa

00:51:02

I'm sorry, but, like, I I guess we have a internet problem here.

Mayo Fadina

00:51:07

So could I can see both Via and Priscilla.

Andre Luis Florencio da Silva

00:51:10

Her role.

Ravi Maurya

00:51:11

Yeah. I don't have any issues.

Beatriz Da Costa De Sa

00:51:13

So I I was the one who stopped listening to you, so I'm sorry. But I I didn't hear anything else after, like, I told you that I'm not sure how we're going to handle it, if we're going to internalize it, or if we're going to share our license with the agents so they can work with Rocketium, and we are going to decrease our capacity there.

Mayo Fadina

00:51:39

Okay. We can we can align on the right model can align on the right model can align on the right model can align on the right model.

Ravi Maurya

00:51:48

Can align on the right model can align on the right You are an illusion.

Mayo Fadina

00:51:51

Align on the right model. Nothing like that. On the right model.

Ravi Maurya

00:51:55

Yeah. Sorry. So what he was Gravy, I'm so sorry.

Andre Luis Florencio da Silva

00:51:59

I put the and on on on on moot because I don't know. A kind of remix of mail right here.

Ravi Maurya

00:52:07

Yeah. It was a little yeah. It it happens sometimes. I don't know what is wrong with Google Meet. Yeah. Here. He's back. Hey, man. You were on loop again. Maya.

Ravi Maurya

00:52:21

So what I was trying to say is. I was kind of telling Maya to have a different conversation with you maybe in one on a different call. We also have a model where we do offer managed services. Like, you know, we take that offload your requirements to us, and we can give you all the creatives. We our our people, we they'll use our system and churn these creatives up pretty quickly. So there was a self serve model where you do this on your own. You you'd have your agencies do it, or you can offload this to us, and our team will do that using our own technology. Sorry, Myo. You you were saying something before you were on loop? No. I think it's Myo's here now.

Mayo Fadina

00:53:01

Yeah. I I I don't know. Google Hangouts is is acting up. I'm restarting my computer. No. I had nothing to say. I just I wanted to tell, via the as far as, you know, managed services and and anything, I think we can have that conversation as we understand your your workflows and what some of the gaps are. It's the everything we do is entirely customizable based on, like, what your needs are. So, happy to cross that bridge when we get there.

Ravi Maurya

00:53:30

Sure. So I've got two more questions. I know you've been very patient, I'm so thankful for you, for this. It's a gold mine of information you're sharing with me. Now, one question that I was asking you before I froze, who is taking the campaign slide today after all these adaptation is done? Which team is responsible for taking the campaign slide on all the channels?

Beatriz Da Costa De Sa

00:53:56

You mean, like, uploading it, the the campaign? Like, the.

Ravi Maurya

00:53:59

We have a deploying them.

Beatriz Da Costa De Sa

00:54:01

Yeah. We have a separate media team, a performance team. Yeah. Is it agents?

The Both. Like, we have 5 people here, and we have an agents to support in.

Mayo Fadina

00:54:14

Okay.

Ravi Maurya

00:54:16

So today, I know that there are a lot of platforms and every platform has its own guidelines as to how much the limit of the file should be. I'm assuming today, the people sitting in the adaptation agency are ensuring that these creatives meet those requirements, like compressing us the files, 100 150 size, one KB size. So they are doing that manually. Okay. Right. So that's is it is it sometimes, does this compression and all take a lot of time, or is it something that they're able to manage quickly?

Priscilla Mendoza

00:54:53

Depends.

Ravi Maurya

00:54:55

Depends.

Beatriz Da Costa De Sa

00:54:56

I'm sorry. I I was thinking, like, I have no idea because we we had an intern that he used to work with the agents, like, doing this. So I'm not sure how many hours does she she she works with it. But.

Ravi Maurya

00:55:10

But this movie I've seen, it has to be done at an asset level one by one. It takes a lot of time. Wherein in Rocketium, you can set those presets once and you download them at one go, and for next campaign, the system will remember what the size limit you set for this particular aspect ratio.

Priscilla Mendoza

00:55:29

Okay? That's fine. I I would say for videos, it's more time to do it. But for image, the agency send the package. So it's easier. Okay.

Ravi Maurya

00:55:41

So now, before the deployment of the campaign, does media team, the the adaptation agencies upload these creatives somewhere on some sort of a drive? How does that work? They directly push it on the channels. How does that happen to them?

Beatriz Da Costa De Sa

00:56:01

Directly on the channels. We have, like, Figma. They download it, and we send it and we send it to the media partners, and they, like, they control it on meta advertisers and things like this?

Ravi Maurya

00:56:16

So you have agencies, your adaptation agency, directly send it to the media team, the media agency.

Beatriz Da Costa De Sa

00:56:24

Or No. No. No. I'm sorry. Like, the the They send for us. Agents, they send for us, and and we send to our media team, and they go to the vehicles and media partners.

Ravi Maurya

00:56:35

So it comes to you and the internal media team that you were talking about. They have this job for giving it to the media partners who are taking that live. Correct?

Beatriz Da Costa De Sa

00:56:46

Yes. Yes.

Priscilla Mendoza

00:56:46

Exactly.

Ravi Maurya

00:56:48

Perfect. I'm done with my questioning. I think I've got all that I need, Mayo, and I think you're almost on time as well.

Mayo Fadina

00:56:56

Yeah. Am I am I something? Am I good? I switched back to my computer. Yeah.

Yeah. You're not on.

Ravi Maurya

00:57:01

You're not on the loop.

Mayo Fadina

00:57:02

Yeah. Okay. Cool. They're not freezing. So I had the the question I had was, so again, we've we've had several conversations, Don. The next steps is we aligned upon was would be a custom demonstration using your assets. I think to close out this call, I wanna actually, just while we're on on the line, schedule the the custom demo and then just kinda walk you through our typical I can also I can send an email with the things that we need from your team. But while we're on the call, how how does and I'm I'm pulling up Ravi's calendar as well. We'll just knock this out while we're here. How does maybe next.

SCHEDULE MEETING

Mayo Fadina

00:57:52

Next Wednesday.

Yuri Garcia

00:57:57

Or oh.

Priscilla Mendoza

00:57:58

How does that 24, tomorrow?

Mayo Fadina

00:58:00

No. No. Ravi, what's better for you? Tuesday or Tuesday 30th or 1st May?

Priscilla Mendoza

00:58:08

I guess the first would be okay. First of 1st May is holiday here. Oh, wait. That's may. Yes. Yeah. Yes. Okay.

Yuri Garcia

00:58:15

It's.

Mayo Fadina

00:58:15

It's late Labor Day? Labor Day. Yeah. Okay. So we can either do the 30th at, this this time. So no. The 30th at 11 AM, Brazilian Standard Time, or we can do the second at 11 AM Brazilian Standard Time. Which is better for the team?

Beatriz Da Costa De Sa

00:58:41

So I'm gonna ask Bruno an agenda. I see that both are taken now, but I feel that on 30th, it's possible. On the May no. 2nd, no. But 30, maybe. Can I reply you on an email if it's. Yes? He he will be able to attend it? Yes. So I wanna make sure he will be free to come.

NEXT STEPS

Mayo Fadina

00:59:09

Yeah. I'll follow up with 3 different time slots that Perfect. Give you some options to select from.

Ravi Maurya

00:59:16

Yeah. We'll we'll also let's keep it open for a while, Mara. We I we'll also like to have a look at our calendars and then Oh, yeah. Keep it open.

Mayo Fadina

00:59:22

Yeah. Okay. Yeah. So we'll we'll align with you on the actual dates later today or or first thing tomorrow. In the meantime, the thing that I do need is the key visuals. So I'll also, in my follow up email, send you exactly what I need. That can be sent over via Wetransfer. That's typically what I recommend because that has minimal issues. Okay. If you use another tool for sending files, that could work as well as long as we can have access to it and we can download it from there.

Ravi Maurya

00:59:51

So Okay. Since we're on a call, I'll summarize what what all we are gonna be needing. Open files, PSD files. Yes, Andre. Please go ahead.

Andre Luis Florencio da Silva

01:00:03

Hey, guys. I would love to know a little bit more about the price and the size of this stuff. You know, there the previous. If you bring something related to this, just to I understand internally how my budget is gonna work, if I need to do some forecast or request, just to understand the mail because it's pretty important to know top to to to the price. Alright?

Mayo Fadina

01:00:32

Absolutely. Yes. Yes. Yes. So I think that our pricing is it's a we have a Saas model, so we have it's based on the actual number of users. It's based on a platform fee, which is standard, and then there's also the renders. So the renders are the amount of creatives that are exported out of the platform. You can I got it? As you want within the platform, but once they're finished and they're exported, that would be a

render. Now that we have a rough idea of the number of stakeholders who would be involved and the number of creatives, we can put together, a better, estimation of what that would look like for the organization.

Andre Luis Florencio da Silva

01:01:10

Would it be nice if you had this information for the next meeting?

Mayo Fadina

01:01:13

Yeah. We can have that discussion even, before the next meeting as well.

Andre Luis Florencio da Silva

01:01:17

Pretty. When you have this Perfect. Ready, let me know. We are ready to talking about it.

Mayo Fadina

01:01:22

Okay.

Ravi Maurya

01:01:23

Sounds good. Thank you.

Mayo Fadina

01:01:25

Actually, Andre, I have a I have a call with Bia in about now, actually. Oh? Yeah. Maybe I can include you on that call because what I'm gonna do is I'm gonna just walk through a few things as far as this the process, as far as the evaluation, and then we can, you know, chat through some of that as well since you've been involved throughout.

Andre Luis Florencio da Silva

01:01:45

What time is it the call? It's right now? It's it's right now.

Mayo Fadina

01:01:47

We don't switch to another another.

SCHEDULE MEETING

Beatriz Da Costa De Sa

01:01:51

Link. Like, just with if you need, like we need 15 more minutes or 10:30 I I gave my to 30 more minutes, but if we need if you have I'm sorry. If you have 15 more minutes, we can discuss the commercial proposal altogether.

NEXT STEPS

Andre Luis Florencio da Silva

01:02:09

Yeah. Ill really have your right a a hard stop right now, but I I can do a sync with you.

Mayo Fadina

01:02:16

For your edits. Okay. Okay? Perfect. Okay. No worries. Nice. Okay.

Ravi Maurya

01:02:21

Great. So, Maya, you you wanna take that conversation now? You can do that now. I was just saying that the things we need to be able to set up this customer workshop The open files, PSD files, and you know, output reference sizes of maybe it could come from one of your past campaigns and brand kit and the fonts that you wanna see in those creatives, and if you need anything else, I'll reach out to you, or Maya will reach out to you over an email. Maya, can you compile that and send it up over the Yes. I can.

Mayo Fadina

01:02:53

I'll have a follow up out shortly. Perfect.

Ravi Maurya

01:02:56

So I guess you are having that call now, Diya?

Mayo Fadina

01:02:59

Yeah. Well, we're gonna switch to another another, call link.

Ravi Maurya

01:03:03

Cool. Perfect. So thank you, team. Thank you so much for joining today. Thank you.

Priscilla Mendoza

01:03:08

Thanks for all Thank you. All your patrons.

Ravi Maurya

01:03:10

Bye bye. Bye bye.

Priscilla Mendoza

01:03:11

Okay. Bye, guys.

Mayo Fadina

01:03:16

So, Bia, I think, actually, let me I can just kick this. I like to remove this, this notetaker because for these types of conversations.