



Studio K&M views the key to effective marketing as a partnership between client and agency, with both parties displaying a healthy respect for each other's knowledge— the client for their understanding of their product, service and audience, and the agency for their expertise in marketing and design. Working together, great things can happen.

Over the past ten years, we have learned what makes a successful marketing relationship and have refined our processes to create a superior level of service. These guidelines explain what to expect when working with Studio K&M.

Proposals

Studio K&M presents proposals that describe the work to be performed, process, deliverables and costs for all projects. We do not start work before getting client's approval.

We understand that some clients may bid jobs out to other firms. Studio K&M provides reasonable, competitive fees, and excellent value for the level of expertise, professionalism and service we deliver.

Confidentiality

As your marketing partner, we keep all information confidential among members of our team. Upon request, we will sign a non-disclosure agreement.

Pro-Bono Work

Studio K&M is committed to making the world a better place through design. We commit to providing 5% of our billable time to pro-bono projects for registered non-profit organizations.

Work Process

All projects follow these stages:

DISCOVERY: Gain an understanding of the client and their marketing needs.

RESEARCH: Explore the company, its audience, competitors, and prevailing market conditions.

STRATEGY: Determine the best approaches to market

DESIGN: the product or service.

IMPLEMENTATION: Create the appropriate materials.

FEEDBACK: Execute the program (produce materials, place advertising, conduct mailings, etc.)
Monitor feedback and response.

This is a general project outline. We create an in depth custom process outline for your project before we begin work.

Work Procedures

Studio K&M uses clearly defined work procedures to manage projects.

1. Job is added to Master Job List, assigned a job code, and a job folder is opened.
2. Job is assigned to a senior member of the team who manages the job on a daily basis.
3. Job tasks are charted on a Workflow Timeline.
4. All actions taken on the job are recorded in the Active Jobs sheet.
5. Time sheets are maintained electronically for reporting of time spent on jobs.
6. Staff meetings are held on Mondays and Fridays to review Active Job List and report on status of all jobs.
7. Clients are sent updates every Friday on the status of all jobs.
8. Clients are sent CDs with copies of all work upon completion.
9. Completed jobs are transferred to Completed Jobs list.
10. Jobs are archived.

Design Rounds

Studio K&M presents work in a series of stages. Two rounds of design are included in most proposals. Additional rounds of refinement are billed additionally at a pro-rated hourly rate.

Approval Forms

To ensure proper workflow and to help clients review work, Studio K&M uses Approval Forms when needed. Clients are expected to carefully consider the work presented, review it, and use the Approval Forms to provide feedback. Signed Approval Forms are required to move the job to the next step.

Working Arrangements

Work is to be performed during normal business hours, 9 am to 5 pm, Monday through Friday at our offices or at the offices of one of our partners, or vendors. We strive to answer calls or emails within 24 hours.

Billing

Payments are made in stages corresponding to work performed: one-half to begin, one-quarter upon presentations of designs, one-quarter upon completion, before files are transferred to the client.

Ownership

Unless otherwise specified, upon payment in full, client will own the rights to use the designs created for the final printed pieces. Studio K&M owns the rights to all unused concepts and designs. We reserve the right to use designs created for the client in our portfolio, website and other promotional materials. Of course, we will respect client's wishes not to publicize their work.

Print Costs & Expenses

Production costs are typically not included in Proposals because they depend upon the specifications of the final design (size, pages, paper stock, ink, folds and bindery, specialty processes, quantities, mailing and fulfillment). We can provide rough estimates for production (subject to final design) or work from the client's budget to create designs that meet that budget. Artwork (photography or illustration) is a cost that is estimated in proposals and subject to the nature of the design. Before incorporating artwork into designs, we will present the respective costs of the designs. Out-of-pocket expenses for color output, messengers and overnight delivery will be billed additionally.

Archive & CD Copies

Studio K&M delivers one set of final work to the client by e-mail, FTP or on CD. If sent electronically, we can burn a CD for client use at no additional charge. After each job is closed, we archive the work on our servers. Once a job is closed and archived, burning extra CDs are billed at \$100 per CD.

Back-up & Security Procedures

For security of all client files, Studio K&M backs up active jobs nightly, archives closed jobs on a secondary server, and backs up all files weekly.

Client Responsibilities

The marketing process works most smoothly when clients are engaged in the process. While Studio K&M can set the schedules and deliver the work, clients must be committed to seeing projects through to completion. Client responsibilities include:

- Making a commitment to the marketing process.
- Designating the appropriate people to review and approve work.
- Being available during normal business hours.
- Making the necessary materials available.
- Reviewing work carefully and providing appropriate feedback and approvals.
- Responding in a timely fashion.
- Making payments on time.

Studio K&M's well-developed work-flow procedures allow everyone to concentrate on doing the job right, not managing the process. Projects stay on schedule and everyone is kept informed at all stages, ultimately delivering better service to clients. In the spirit of better results through a better system, we look forward to working with you.