

INTEGRATED MARKETING SERVICES

PROJECT TURNAROUND TIMES

Projects are accepted, assigned, and produced in a sequential manner based on receipt of a completed creative brief, supplied content, and/or messaging direction. **Requested delivery dates should represent the deadline for having your project in hand.** This helps IMS accurately prioritize projects. If you have an urgent project due to unforeseen circumstances, please contact the project management team directly.

Turnaround times (TATs) outlined here include the following assumptions:

- All information necessary to complete the project is provided in the creative brief/Lytha submission form.
- Reviews are completed in a timely manner, meeting all agreed-upon schedules and deadlines.
- If project requires a kickoff meeting, project timeframe begins after both kickoff meeting is held **and** project is submitted in Lytha.
- Project timeframe does not include any web server down-time.
- TATs are calculated using business days; weekends and holidays are not included.

TURNAROUND TIMES DO NOT INCLUDE MCN REVIEW OR TRANSLATIONS.

SMALL/SIMPLE PROJECTS

Description	TAT
New call to action (CTA) – no landing page	2-3 days
Ad resize	2-3 days
Distributor flyer logo change	2-4 days
Banner ad resize	2-3 days
Logo resize	2-3 days
Landing page redirect	2 days
Eblast clone	2 days
Upload single YouTube video	2 days
Post single product manual to web	2 days
Update web contact info	3 days
Single social media post	4-5 days
Web banner ad	5 days
Update portal content (fewer than 25 items)	5 days
New landing page	5 days
Web page update	5 days
Carousel image update	5 days
Existing territory map edit	5 days
New rep postcard	7-10 days
Promotional item	7-10 days
Edit existing 30 second social media video	2-3 weeks
One-piece, one-language translation (depending on ICR)	2-3 weeks
Updates to an existing Animated GIF - Distributor Branding, sound, or translations (provided)	2 weeks

TAT = Turnaround Time in business days to final, not including MCN

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MEDIUM-COMPLEXITY PROJECTS

Description	TAT
Social media campaign – multiple posts	2 weeks
Retouched one image	2 weeks
New third-party eblast – non-distributor	2 weeks
Single email blast	2 weeks
Social media strategy	3 weeks
Email campaign (1 language – max 5 emails)	3 weeks
New web page (existing templates; MCN and translations not included)	2 weeks
Gang mailer and landing page	3 weeks
Single new eblast template	2-3 weeks
New flyer	2-3 weeks
Existing video: text/visual edit	2-3 weeks
Tradeshows graphics	2-3 weeks
Whitepaper	3-4 weeks
Spec sheet	3-4 weeks
New direct mail (depending on size)	3-4 weeks
New poster	4-5 weeks
New animated GIF/social post (single)	4 weeks
New animated GIF/social post (multiple)	8+ weeks
Translations into multiple language	8-10 weeks

LARGE-SCALE, MORE COMPLEX PROJECTS

Description	TAT
New web page redesign (not including development)	2-3 weeks
Ebook	3-4 weeks
Eblasts in multiple languages (separate project submissions)	3-4 weeks
Calendars	4-5 weeks
Loyalty box	4-5 weeks
New print ad	4-5 weeks
Animated video	4-6 weeks
Die cut	5-6 weeks
New brochure	6-8 weeks
Multi-faceted tradeshows campaign	6-8 weeks
New video	8-12 weeks
New quiz	8 weeks
New distributor search portal (not including design)	8 weeks
Video translation	8-10 weeks
Full website translation – 1 new language	12 weeks
Translations into multiple languages and translations of projects with multiple components	10+ weeks

Any project type not included above will be reviewed upon submission.

TAT = Turnaround Time in business days to final, not including MCN

SAMPLE PROJECT TYPES AND TYPICAL TATS

Small projects

Landing page

Process	TAT
Review project	1-2 days
Review copy	3 days
Provide graphics	3 days
Proof of landing page posted for review	2 days
Sent to MCN	TBD
Add to ZRC	TBD
Provide analytics	TBD

Ad Resize

Process	TAT
Resize ad*	2-3 days

*Assumes no product claim/content changes and already MCN-approved

30-second social media video

Process	TAT
Script copy revision/editing	1-3 days
Script writing (if editorial team is writing from scratch)	5-7 days
MCN script approval*	2-5 days
Discuss and finalize concept	1-2 days
Content filming with no travel	1 day
Motion graphics or static graphics design	1-2 days
Video editing and first draft	2 days
Internal review and video revisions*	2-5 days

Medium projects

New flyer

Process	TAT
Review project	1-2 days
Create/review copy (from date of receipt of editable copy)	7 days
Copy approved	7 days
Submit design proof for review	2 weeks
Plus version design proof	2 days
Submit to MCN for review	TBD
Post MCN	TBD
Final Uploaded to MOM	TBD
Final Uploaded to ZRC	TBD

Single email blast

Process	TAT
Check project	1-2 days
Edit copy	1 week
Provide graphics	3 days
Create eblast, landing page, post back	3 days
Create workflow and internal notification email	2 days
Post proof for review	2 days
Provide analytics	TBD
Add to ZRC	TBD

* Timeframe is an estimation, dependent on content and proof review and approvals.

INTEGRATED MARKETING SERVICES: PROJECT TURNAROUND TIMES

Large projects

New quiz

Process	TAT
Review project	2 weeks
Kickoff meeting	1 week
Copy draft 1 (calculated from receipt date of initial draft)	1 week
Final approved copy	1 week
Submit design proof for internal review — calculated from date of approved copy	2 weeks
Plus version proof	1 week
Development based on approved design	2 weeks
Submit plus version	2 days
MCN review	TBD
Launch Quiz	TBD

New brochure

Process	TAT
Review project	2 days
Kickoff meeting (from date of project submission)	1 week
Create/review copy (dependent on completeness of content provided)	1-2 weeks
Copy approved	1 week
Submit design proof for internal review	2 weeks
Plus version proof	1 week
Submit to MCN	TBD
Post MCN	TBD
Final uploaded To MOM	TBD
Final uploaded To ZRC	TBD

2-to-3 minute marketing video

Process	TAT
Script writing/copy revisions/editing (Time depends on state of initial draft and how many revisions are required for final approval)	1-3 weeks
MCN script approval	1-2 weeks*
Concept options	2 weeks
Location scouting	2 weeks
Location availability	2-3 weeks
Hire extra filming crew	2-3 weeks
Cast and hire actors	1-2 weeks

Process	TAT
Filming	2-4 days
Travel	2 days
Design motion or static graphics	1-2 weeks
Edit video and deliver first draft	3-4 weeks
Internal review and revisions	1-2 weeks
Total production time to proof	15-26 weeks

* Timeframe is an estimation, dependent on content and proof review and approvals.

INTEGRATED MARKETING SERVICES: PROJECT TURNAROUND TIMES

Large projects

Photoshoots

Attendees required: product manager, clinical manager, marketing manager, and creative services manager

Environmental — max 4 shots (5-6 weeks)

Process	TAT
Review project	2 days
Kickoff meeting	1 week
Map out shot list	1 week
Scout location	1-2 days
Approve shot list	3 days
Typical on-location shoot	1-2 days
Typical post-production turnaround from photographer	1-2 weeks
Internal selection	1-2 weeks
Final color cx	2 weeks
Files uploaded to D-Photo	3 days depending on number of shots

In-studio (5 weeks)

Process	TAT
Review project	2 days
Kickoff meeting	1 week
Map out shot list	1 week
Approve shot list	2 days
Typical studio shoot	1-2 days
Typical post-production turnaround from photographer	1 week
Internal selection	1-2 weeks
Final color cx	1 week
Files uploaded to D-Photo	1-2 days

* Timeframe is an estimation, dependent on content and proof review and approvals.