

HOW WE WORK : PROJECT PHASES

All Hekkta projects are transparent from the start. This is due to how a phase-by-phase system, which outlines the key phases that a typical project runs through. This system helps with client and agency expectations within a projected project flow.

We segregate each project into 4 phases and provide a cost estimate against each phase, which include:-

1. Design Concepts

2. Design development (of preferred concept)

3. Artwork Production

4. Print / Fulfilment (to produce an accurate cost at this stage (for this Phase) is sometimes unrealistic as there are many elements that are likely to change during design development and artwork production)

NOTE:- Each Phase is Invoiced at the time (the phase) is approved and signed off by the client. Any client alterations or requests over and above the ones allowed for in the Phases outlined below, will be estimated and will be charged as extra to original costing.

PHASE 1. Design Concepts

This Phase is likely to include:-

- Agency presentation to Client of a number of creative solutions based on the brief provided (or developed by Agency) (these are likely to include naming, logo designs, graphics, headline generation, holding pictures and layouts)
- Website page concepts
- Initial Digital proposals (such as targeted Pay Per Click [PPC], SEO Campaigns & Social Media mix)
- An outline Media Plan

Phase 1 is considered complete once the client has discussed and approved a preferred concept and outline marketing plan – and signed off for progression to Phase 2 - an Invoice for the work completed (for Phase 1) will then be issued

PHASE 2. Design development (of approved concept)

This Phase is likely to include -

- Developing final logo, working up page layouts and format of brochure.
- Developing website content and UX
- Outlining digital campaign proposal in terms of keywords and targeted areas, gathering social media content and pictures.
- Placing conceptual (holding) photography in place (for brochures,Ads)
- Placing holding text (latin) in place (for brochures,Ads)
- Writing final text/copy - this is either from Agency Copywriter or receiving final (signed off by all stakeholders) approved copy from Client.
- Photography – Location – Building Exterior/Interior and purchasing library photography
- Video/live action
- Designing html visual and content

Within (cost estimated) Phase 2- we allow for:-

1 complete set of colour ink-jet prints for presenting the above

All photographic content reviewed approved by client.

All video content – prior to post-production and editing – reviewed and approved by client.

Phase 2 is considered complete once the client has discussed and approved all content, including signed off, approval of final text from either Agency copywriter or direct from client.

Approval of html content

Phase 2 signed off for progression to Phase 3 - an Invoice for the work completed (for Phase 2) will then be issued.

PHASE 3. Artwork

This stage finalises all the collateral to be enable the agency to complete final artwork, this is likely to include:-

- Creating CGI's (exterior/interior), animated fly-throughs
- Creating all final artwork for brochures, adverts,
- Creating final html – we will request a database list from the client
- Finalising and placing content for all web pages
- Rolling out PPC/SEO campaign
- Post production and editing of video.

Within (cost estimated) Phase 3 - we allow for:-

1 complete set of colour ink-jet prints for presenting the final artwork for brochure, adverts, html above

3 stages of Author's Corrections – including text updates, photo changes and layout changes.

1 complete set of colour ink-jet prints for presenting the final artwork for brochure, adverts, html after 3 stages of updates -

Any ink-jet prints over and above 3 stages will be cost estimated and approved by the client, before going ahead.

Any photographic requests over and above the initial location and building assignment in Phase 2 will be cost estimated and approved by the client, before going ahead

Any Author's Corrections over and above 3 stages will be cost estimated and approved by the client, before going ahead.

Any requested CGI alterations by the client will be cost estimated and approved by the client, before going ahead
At this point PPC reporting on the effectiveness of the campaign is produced on a monthly basis and is invoiced each month.

Phase 3 is complete once the client has signed off and approved all content (within this Phase) after final author's corrections.

Phase 3 signed off for progression to Phase 4 - an Invoice for the work completed (for Phase 2) will then be issued.

PHASE 4. Print, fulfillment Digital launch

This involves agency producing final costs for approval against finalised and approved collateral and content.↔↔

- Proofing print litho (digital proofing is provided as a pdf)
- Print and delivery
- Live launch of Website
- Launching Video/film

Phase 4 is complete once the client has received and witnessed all approved content (within this Phase)