

Creative Partner
information pack



The finer details

Welcome!

So you're considering a Creative
Partnership to boost your brand?

This info pack contains everything
you need to know about how it works.

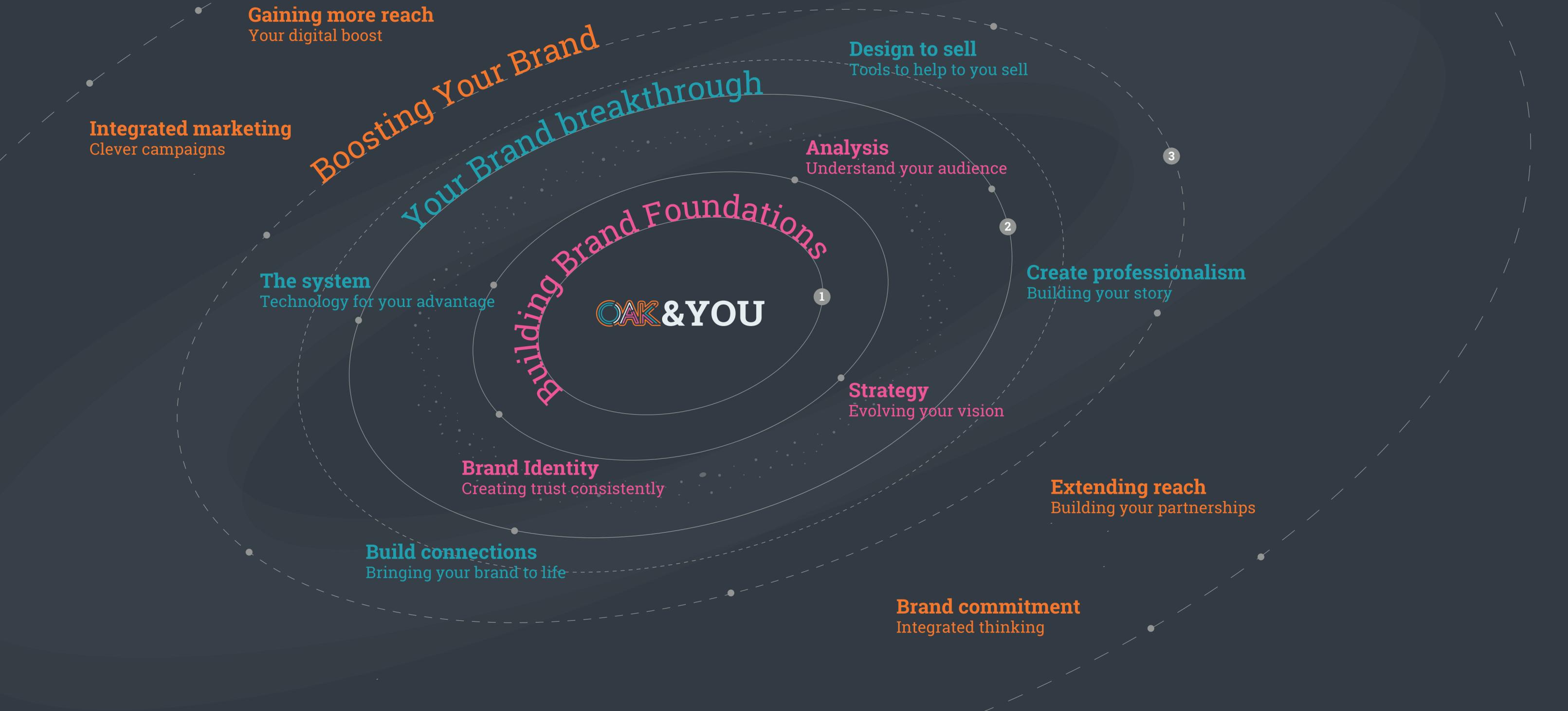


Oak Creative is the Creative Partner for your business

Oak Creative is the first choice creative partner for ambitious brands. We are a partner in profit, growth and innovation. We aim to boost our clients brand awareness and drive their business growth.

- We promise to add value to businesses
- We will listen to your goals
- We can become an extension of your team
- We will share your load
- We make it less hassle
- We create the solution
- We help businesses to grow

We create the solution



The beginning

In a Creative Partnership we work with your business for a 3, 6 or 12 month time frame. You choose. At the start, we listen to you to get to know your brand and understand your business goals. You tell us all about your business and your brand. The good, the bad, the big dreams and the real nightmares - we want to know it all!

We then calculate precisely what is needed to accelerate your brand. We then take the time to digest and pull together a plan of action just for your business. We include everything from audience analysis to copy writing for a new campaign, broken down into a timeline of activities. We will consider everything and take care of it all.

If you want to go ahead with our plan, then we start our Creative Partnership and your mission is launched! We execute the plan of action together and you see your brand evolve. We take the hassle away and make it happen. By becoming an extension of your team, we ease the load and want to see your business thrive as much as you do.

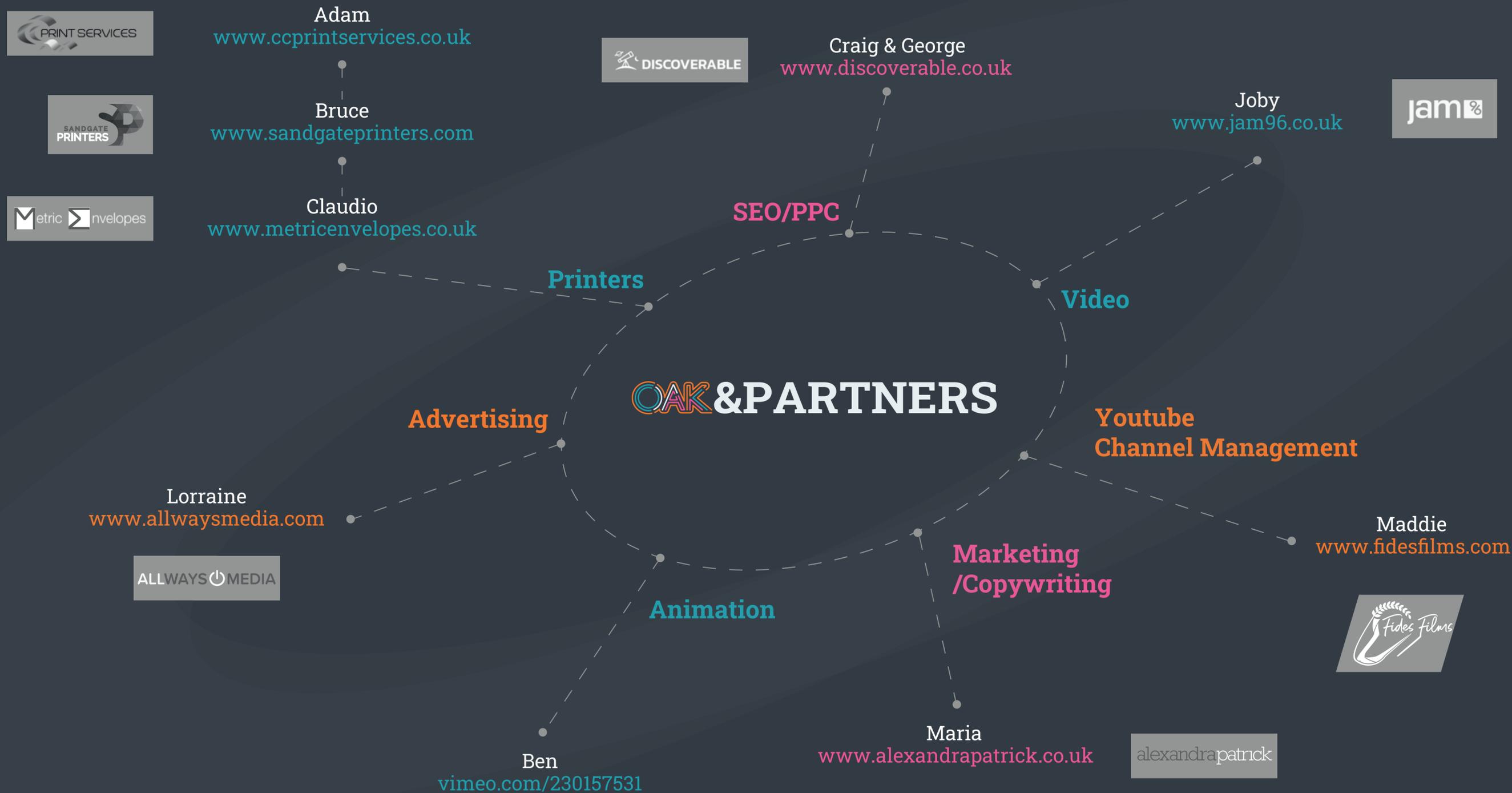
Partnerships

We believe that partnerships are the most powerful way to do business and build our local economies.

Not only do we partner with our clients, but we also have an established network of partners which enables us to elevate the service you receive. We know and trust the right people to help your business, from printers, to copywriters, to IT management.



Our supplier partnerships



Operations

Once we've agreed a plan of action for your business, we get to work!

Each week and each month, Oak Creative execute the actions within the plan uniquely designed to boost your brand and grow your business. We combine our skills across the team to execute a strategy to build growth, creating a brand which customers can trust.

We take the lead, but you need to be involved every step of the way to input and give feedback. We ensure a personable experience with rapid response times and transparency throughout every process.

We are honest and efficient, providing monthly reports on retainer hours. We are flexible with deadlines and carry hours in arrears if required.

We make it work for you.

Investment

In a Creative Partnership we work with your business for a 3, 6 or 12 month time frame.

Our fees range from £500 - £2000 per month. Every plan we create and deliver is bespoke, as is the investment.

Each month we deliver the acceleration plan agreed at the outset of the programme.

Our payment terms and durations are flexible. We want to work with your business to make the brand acceleration a viable and workable option to grow your business.



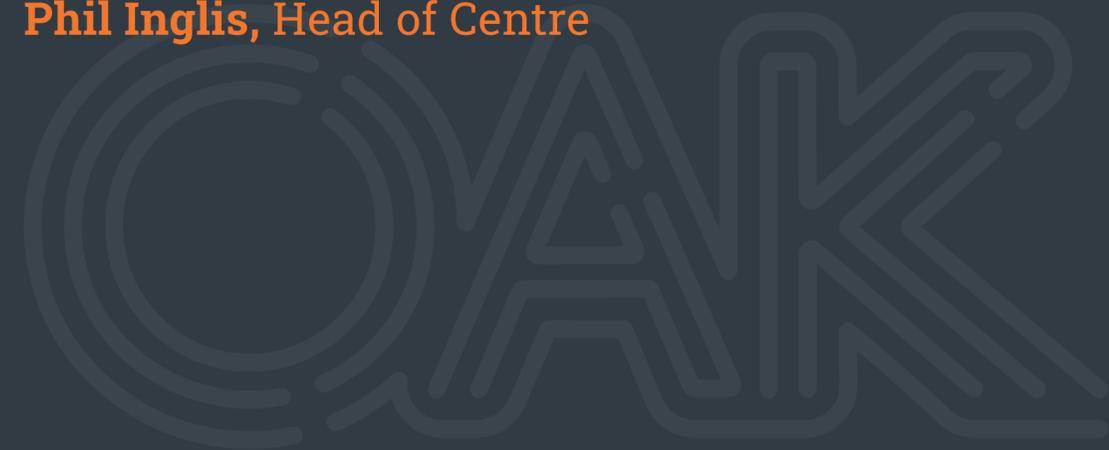
What people say about our Creative Partnerships

Trainer Courses

“I believe the past 4 years working with Oak has led us to this point - we were ready when Covid hit. We were confident in our business model and practices, we had solid foundations in place.

The website delivered by the team at Oak Creative has given us limitless possibilities and allowed us to carry on being innovative with the confidence that it can be achieved. As a Creative Partner, Oak Creative has been very important to our growth.”

Phil Inglis, Head of Centre



What people say about our Creative Partnerships

MAF

“In a nutshell it has been absolutely magnificent, the service and delivery from Oak Creative is outstanding. MAF UK has incredible partnerships all over the world and our partnership with Oak Creative is no different. The team at Oak are dedicated and conscientious, which has helped the Flying for Life magazine go from strength to strength since we started working together. This Summer 2020 issue was so crucial to our fundraising this year and Oak were a vital part of getting it right.

Because we have a strong brand to uphold and an important message to share, we meticulously plan every issue – we simply cannot afford to go wrong. To know we can rely and trust Oak Creative is worth its weight in gold.”

Richard Chambers, Flying for Life Magazine Editor

What people say about our Creative Partnerships

Biddenden Vineyard

“Biddenden Vineyards has grown from a small diversified farm business into an independent brand over the years. We have been working with Oak Creative for what feels like forever - it must be 30+ years, so they have truly been on that journey with us!

Oak have always been committed to helping us produce designs in a way that works for us, continually allowing us to be part of the process. They are creative, reliable, flexible and committed - which makes working with them so easy and it means we can focus on what we do best, producing award winning wines, juice and ciders!”

Julian Barnes, Managing Director



What people say about our Creative Partnerships

Invicta Chamber

“It has been so important for our brand to have the relationship that we have with Oak Creative. The fact that Oak developed the Kent Invicta Chamber core brand means that you handle all of our core branding items very efficiently. Having said that we frequently turn to Oak when we have a vague creative idea, or we know the problem but not the solution! Oak Creative proposed and delivered an outstanding illustrated creative style for our #AskPhil campaign in 2017 for the Kent & Medway Growth Hub, which is still in use today. Furthermore, Oak has produced videos and animations which deliver clear and succinct visual communications, all of which helps our brand to be a go-to resource for Kent businesses.

Oak Creative has been a creative partner to Kent Invicta Chamber of Commerce for more than 20 years now, which is a testament to the way our partnership works. We know exactly what Oak can offer us, you know the brand and you always deliver quickly.”

Tudor Price, Deputy Chief Executive

Mission itinerary

- **Our first** contact is a no obligation call to discuss your business and aspirations.
- We'll create a concise brand audit.
- We'll lay out our recommendations on how to grow your brand.
- Your acceleration plan is bespoke. It will detail specific actions and a timeline of delivery with us as your trusted Creative Partner.
- We will present your business Flight Plan designed to **make your brand take-off.**



Planning your route

Action	Details	Timeframe
Flight Plan	A discovery call with both parties will provide the basis of the brand audit. We will provide a price proposal with a timeline for suggested work.	2 weeks from initial discovery call.
Marketing Plan	Upon agreeing to our Flight Plan proposal, we will work with you to produce a detailed marketing plan outlining the services and timeline for completion.	2 weeks from agreeing flight plan proposal.
New Work Requested	<p>If additional work is required outside of the pre-agreed Marketing Plan, this will need to be quoted and charged for as a separate job.</p> <p>Please submit a new work brief containing the following information:</p> <ul style="list-style-type: none">- Deadline- Format- Supply of copy checked for accuracy and grammar- Supply of imagery in a resolution appropriate for the format- Previous job number if applicable <p>We reserve the right to give advice and make recommendations as needed, in order to create the best outcome from the brief and to optimise the pre-agreed Marketing plan.</p>	<p>We will acknowledge all new brief emails within 2 working days.</p> <p>Briefs taken over the phone will be emailed over for confirmation from you, within 1 working day.</p> <p>All briefs will be scheduled into the studio workflow for the following working week.</p> <p>Urgent work requirements can be accommodated but may require a surcharge.</p>
Creative Concepts	<p>All creative design work will follow our standard delivery and feedback* procedure:</p> <ul style="list-style-type: none">- We deliver 2-3 concepts based on your initial brief- Feedback* supplied by you by phone or email- We revise design as per agreed feedback* <p>*See feedback section below</p>	<p>7-10 working days from receiving the initial brief.</p> <p>Feedback actioned within 3 working days.</p>



Planning your route

Action	Details	Timeframe
Completed Work	<p>Finalised design artwork will be provided to you in the format required as per brief. Or in various formats we think you would require to use the artwork across various platforms.</p> <p>Upon providing you with final artwork you accept that all content is correct.</p> <p>We back up all completed works onto our server for future reference when required.</p> <p>Every job has its own unique number and will be labelled as such in the artwork provided to you. Please use this to reference the work if you require any adaptations.</p>	2 weeks from initial discovery call.
Website Design & Development	<p>All written and visual content is to be supplied by you. At a minimum homepage imagery and copy must be supplied at the design stage.</p> <p>Design phase</p> <ul style="list-style-type: none">- 2-3 concepts based on initial brief- Feedback- Revised design- Design approval, proceed to Development phase <p>Once design has been approved, you may incur additional costs if design changes are requested during the Development phase.</p> <p>Development phase</p> <p>Front end development stage</p> <ul style="list-style-type: none">- Signed off designs implemented- Content entry- Features & animations added- UI/UX implementation	<p>3 - 6 weeks for design phase completion.</p> <p>6 -12 weeks for development and testing completion.</p>



Planning your route



Action	Details	Timeframe
Website Design & Development continued...	<p>Back-end build</p> <ul style="list-style-type: none">- Content structure- Further product setup- Data management- SEO integration- Integration of third-party service plug-ins <p>Feedback and amends</p> <ul style="list-style-type: none">- Changes implemented- Build sign off <p>Test stage</p> <ul style="list-style-type: none">- Stress testing of functionality- Browser/device compatibility <p>Go live</p> <ul style="list-style-type: none">- Transfer from our test server to your hosting- Launch, post-live tests & checks <p>Training provided along with an instruction guide.</p> <p>Monthly web care packages advised, to ensure the website continues to run smoothly.</p>	



Planning your route

Action	Details	Timeframe
*Feedback	Upon receiving work, please acknowledge receipt. To avoid project delays, please inform us if you anticipate a prolonged time before providing us with comprehensive feedback. We will schedule work and revisions accordingly.	<p>If feedback is received over the phone, an email will be sent within 1 working day containing all feedback actions required. You will need to reply and approve these actions before revisions begin.</p> <p>We aim to supply all revisions back to you within 3 working days from confirmation of revisions listed.</p>
Account Management	<p>We will ensure all your emails are responded to by the end of the working day.</p> <p>We will provide notes and actions following any meetings / phone calls via email within 24 hours.</p> <p>A weekly status report will be provided on each project within the marketing schedule, delivered by email.</p> <p>We will pre-inform clients of all team absences and provide detailed handover notes.</p> <p>There will be an account review meeting with you every quarter to discuss the Creative Partnership agreement, project milestones and works completed so far.</p>	<p>Work status/schedule report weekly.</p> <p>Quarterly review of works completed against agreed proposal.</p>
Website Monthly Care Package	<p>Monthly software updates, to minimise security risks.</p> <p>Technical support throughout the month.</p> <p>Additions of basic blog posts/products included.</p>	<p>Report of works carried out provided monthly.</p>



Planning your route

Action	Details	Timeframe
Creative Partnership Retainer Agreements	<p>Quarterly review on financial agreement.</p> <p>If your Creative Partner Agreement is based on a monthly allocation of hours, monthly allocated hours will be carried onto the next month and hours over allocation will be deducted from the following month. We will provide a report of the hours each quarter along with a schedule of the works completed in those months.</p> <p>If your Creative Partner Agreement is based on outputs, the outputs will be outlined in the 'Outputs' section of your proposal. Your monthly fee is based on delivery of those outputs. Any additional job requirements will be quoted separately. A quarterly review of financial agreement against Outputs applies.</p>	Quarterly report and meeting.
Finance Billing	<p>Any changes to costs will be discussed with the client and documented via email.</p> <p>Using some of our partner suppliers will incur additional costs, we will discuss these with you and issue a separate quotation where required.</p> <p>Following approval of the retainer proposal, we require a PO to be issued for the agreed terms.</p> <p>Any additional works outside of the agreed retainer will require a separate PO to be issued before the end of the month.</p> <p>Financial review on quarterly basis to optimise Creative Partner Agreement.</p>	<p>End of each month.</p> <p>Payment terms 30 days.</p> <p>Failure of invoice payment will provide us the right to suspend or delay future work.</p>



Oak Creative Design Ltd terms of trading

General

1. These Terms of Trading form part of the agreement between Oak Creative Design Ltd and the Client and apply to all work undertaken by Oak Creative Design Ltd.

2. The Client agrees that these Terms supersede any conditions which may purport to apply to the Client's order, unless a Partner or the Studio Manager of Oak Creative Design Ltd specifically agrees otherwise in writing.

Cost Changes

3. All prices quoted are based on Oak Creative Design Ltd estimate of the time, materials and any independent sub-contractor work (as appropriate), before the job is undertaken. The quotation or estimate sets out the charging basis for the job. If the original specification is varied; (a) at the Client's request (e.g. changes to copy) or; (b) for sub-contractor's costs, or; (c) for other operational reasons (e.g. timing or delivery charges), the final price charged will be amended accordingly.

Liability

4. Oak Creative Design Ltd is not responsible for the work of any independent sub-contractor that it may commission to work on the Client's job (e.g. printing, photography, typesetting or web hosting). If the Client suffers a loss as a result of by the sub-contractor's work, Oak Creative Design Ltd will be liable for its own negligence. Total liability to the Client will be limited to the amount paid for Oak Creative Design Ltd's time spent on that job.; Oak Creative Design Ltd is not responsible for any consequential or purely economical loss arising from the job, whatever the cause.

Payment of Accounts

5. All amounts are subject to VAT. All credit accounts are payable within 30 days of invoice date. For non-credit account work, payment is required when it is collected. Interest at Bank of England Base Rate will accrue on a daily basis on any amounts unpaid and overdue. Oak Creative Design Ltd retains ownership of the work until full payment has been received.

Force Majeure

6. Every effort will be made to carry out the work commissioned by the Client to specification and to any pre-agreed deadlines. However, on occasions when, through no fault of its own, Oak Creative Design Ltd is unable to meet its commitments, it will not be held responsible by the Client for any actual or perceived loss that may arise or cost that may be incurred.

Copyright

7. All photographs, design, visuals, and illustrations are the copyright of Oak Creative Design Ltd, unless negotiated at the time of quotation.

Orders

8. Oak Creative Design Ltd will seek a written order before any work can be started, but in the absence of such an order it may accept oral instructions at the Client's sole risk.

Jurisdiction

9. The agreement between the Client and from Oak Creative Design Ltd, is subject to the laws of England and Wales whose courts will have exclusive jurisdiction to hear any claims which may arise from it.

Disbursements and Expenses

10. Oak Creative Design Ltd's fee shall be exclusive of the following disbursement and expense items relating to the agreed work: Direct Mail, Entertainment, Exhibition and display material, Market Research, Copy writing, Media monitoring (radio, television and press), Messenger services, Translation, Newspaper and magazine subscriptions, Postage, Press material distribution, Special events, meetings, conferences etc, Subsistence, International and national telephone calls, fax and isdn, E-mail, All facsimile transmissions, Travel and necessary accommodation.

11. Expenses will be recharged monthly in arrears

12. Oak Creative Design Ltd reserves the right to be put in funds by the Client whenever substantial advance payments or financial commitments are required on the Client's behalf.

Budget

13. A full budget will be prepared in advance of any work commencing. The budget will not be exceeded without prior consent of the Client.



FLIGHT PLAN

Let your brand take flight

Launch your mission today,
get in touch to book a discovery call
info@oakcreative.net 01303 812848

