



simple.  
Admation

# Managing Marketing Compliance and Approvals with Admation

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# What is Admation?

Admation is a marketing project management and approval workflow solution that helps ad agencies and marketing teams manage their creative projects. It offers a single end-to-end solution to manage project briefing, documentation, workflows, review and feedback, online proofing and approvals, team collaboration, task and resource allocation. It has a DAM for management of brand and digital assets.

## Why Admation?

Admation cuts across the entire marketing project process, streamlining processes, helping create strong, well-defined, template-driven briefs, simplifying and enabling collaboration. It has a powerful approval process that gives managers peace of mind knowing every asset that hits the market has been reviewed and correctly approved by stakeholders, so they can take their brand to the market confidently.

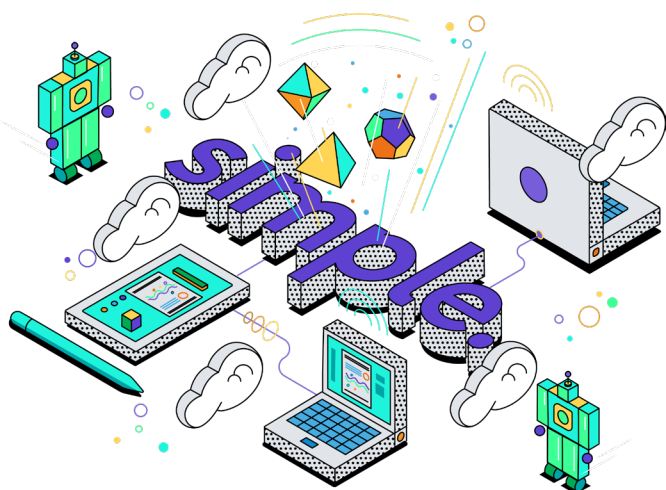
Simply put, Admation is a marketing project management software that manages campaigns start to finish.

## For whom?

Admation can be used by any business, across any industry, whether it is a small marketing team, ad agency or a full enterprise operation. Every business has different challenges. So we've built Admation to be a highly-configurable software, which can be customised to deal with any scale and level of complexity. It can be fine-tuned to deliver efficiencies and scale for any industry, market and type of operation, whether you are an SME, a large global corporation or a department within it.

*"Admation ensures every piece of our creative that goes to market has been signed off by relevant stakeholders. It gives our business peace of mind that our enterprise compliance around signoff is met."*

**Tom Russell**  
National Ancillary  
Networks Manager



# Challenges that Admation solves

## Visibility over projects:

If you can't see it, you can't fix it or control it. Marketing projects are naturally chaotic and traditional tools like spreadsheets and emails are simply not up to the task. By using Admation, managers can have visibility over the asset creation process, streamlining it, reducing touchpoints and driving efficiency. More important, they can keep their eye on the big picture - timelines, project status, resource utilization, budgets and more, all with personalized visual dashboards.

## Inconsistent briefs:

Marketing projects come in many shapes and sizes. That results in briefs being very different in the level of description and detail, impacting the quality of deliverables and marketing outcomes. Admation's online templated brief building tools result in a strong start with a well-defined requirement and consistency of details. Features like inherited form fields, saved templates etc., drive speed and efficiency.

## Resource management:

In a digitally accelerated world, speed is a competitive advantage. That means making sure the right resources are available when needed. With the ability to see schedules, project status and budgets, managers know who is working on what and can allocate resources precisely. No more missed deadlines or budget blowouts.

## Approval workflow:

With the spotlight on compliance, getting the right approvals without creating delays can be a slippery slope. A marketing approval workflow software like Admation solves this by creating a stringent multi-level approval process that ensures the asset is reviewed and approved at the right time. It makes the reviewer's task easy by providing them with collated feedback, contextual information, risk calculators and checklists to help them make the right decision, every time.

## Marketing Compliance:

Admation's project management software was created to enhance the process of managing marketing compliance for a range of projects.



*“Admation is easy to use and simple to on-board. The approval audit trail is invaluable to our business and marketing compliance.”*

**Hina Mairaj**  
Marketing Campaign Manager



# Benefits of using Admation

## Create high-quality projects briefs:

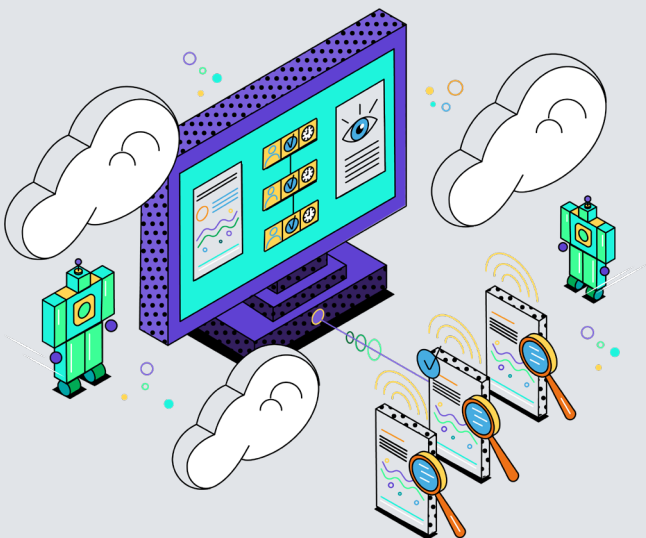
Admation's online briefing forms allow users to create a project brief with customizable templates. Mandatory fields eliminate repetitive work, regardless of the type of campaign. This ensures that the right information is captured upfront.

## Stay on track:

With Admation's deadlines and reminders feature, you can set up project review and approval deadlines which are visible to all stakeholders to ensure that they deliver their feedback and approvals on time.

## Marketing approval workflow:

Admation's approvals pathway and checklist feature makes managing the marketing approval process easy. Approvals can be routed through a dedicated pathway. Stakeholders are prompted for feedback once a deliverable has been completed. They can use checklists for review, feedback and approval. Admation's transparent system makes feedback and comments visible to all approved users which means that conflicting changes can be picked up early.



## Easy collaboration:

Creating assets is all about teamwork. Without the right tools and processes it can result in confusion, reworks and delays. Admation's on board collaborative tools combined with structured workflow, results in minimal touchpoints. Online editing and proofing tools lets reviewers markup changes and feedback, so there is complete clarity. Version control and audit trails record when and who made changes.

## Resource management:

Admation's personalised dashboards can display who is working on what, when tasks are due and their current status. Resources can be allocated more precisely and optimally. Team members can see the tasks they are assigned on their dashboards and are able to plan their time better.

## Digital asset management:

Once assets are created, they need to be managed well. Admation provides a structure for approved assets to be organised, tagged, modified, repurposed and used. It sets permissions, manages licences and terms of use. It provides data on what is being used, by whom. Good digital asset management allows brand managers to extract the most out of their creative assets.

*"I can easily see at a glance who has forwarded what task and when it is due. I can also see who has made or requested changes to my work, then easily forward it to our creative team. I also like the ability to view what my team are working on via the Resources tab."*

**Ashleigh Popkin**  
Senior Copywriter



# Key Features



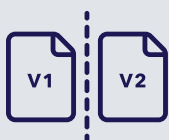
## Online Briefs & Templates

Online briefing templates ensure the right information is captured at the start of a creative project. Customize briefs for the business as well as job types.



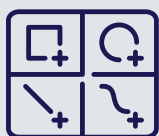
## Audit Trail

Admation creates an automatic audit trail of work to track how your teams produce artwork. Great for marketing compliance.



## Compare Revisions

Review artwork versions side-by-side including all comments and markups. The review and feedback process has never been easier.



## Online Proofing Tools

Access a complete set of tools to review, comment and markup artwork and media files including video and html files. Reduce artwork revisions with clearly communicated change requests.



## Approval Checklists

Customised checklists ensures that reviewers complete a series of checks before content can be approved.



## MS Word Approvals

Review, comment, mark up and approve changes to Microsoft Word documents without downloading the document or leaving Admation. Track all comments and change requests on the Change report and Stay compliant.



## Assign Tasks

Have full visibility over a resource's workload before allocating work, then just a few clicks to allocate a task to the right resource.



## Marketing Calendar

Keep track of project milestones and deadlines in one visual calendar. Have visibility and control by using filters to search and narrow down your views.



# Key Features



## Timesheets and Time Tracking

Track time spent on tasks and projects. Get more accurate resource estimation and gain valuable insights for future marketing project budgets.



## Custom Reporting

Custom reports and Gantt charts provide greater visibility and control on how projects and approvals are tracking and provide valuable insights into ROI.



## Resource Capacity

See exactly what your resources are working on at any time. Maximise your resources by planning with greater accuracy via a calendar.



## Version Control

The software's user-friendly interface and collaborative features provide unprecedented visibility over feedback and approvals with an automated version control.



## Document control

Get organised with admatation's online project folders that contain all correlating documents and deliverables.



## Marketing Plan

Utilise the inbuilt Marketing Calendar View. When a new project is created, admatation automatically updates the calendar without you having to lift a finger.



## Marketing Compliance

Admatation creates an automatic audit trail of marketing work so that you always have a record of who did what, how, when and why.



## Brand Currency

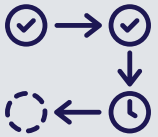
Manage your most current assets in admatation's digital library for central and secure storage of your files.

# Key Features



## Project Management

Admation simplifies campaign kick-offs with tools that enable you to set up projects, schedule tasks, create timelines, and assemble teams effortlessly.



## Approval Workflow

Streamline your approval processes with a dedicated framework that ensures artwork reaches the correct stakeholders in the most efficient manner.



## Manage Revisions

Reviewers can provide clear feedback and markups, reducing the need for endless revisions. This feature not only saves time but also enhances the quality of your creative work by facilitating effective communication between stakeholders.



## Review and Collaboration

Admation promotes open communication and teamwork, resulting in more efficient project execution.



## Batch Approval

Expedite the approval process by reviewing and approving multiple items in a single batch, saving you valuable time and streamlining workflows.



## Forward for Approval

Seamlessly forward projects and creative assets for approval to designated stakeholders, ensuring that the right people are always in the loop.



## Integrations

Admation seamlessly integrates with a variety of platforms, including Media Ocean's Spectra, Box.com, Amazon, AWS Storage, and Google Drive. This versatility allows you to leverage your existing tools and enhance your marketing capabilities further.



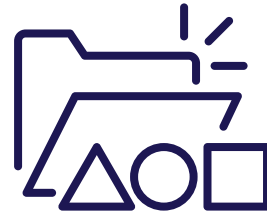
## Help & Support

Admation prides itself on offering clients readily accessible support from a knowledgeable team.

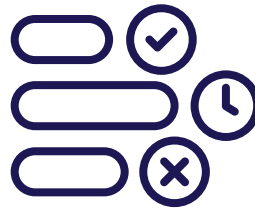
# One Solution to Manage your Workflow



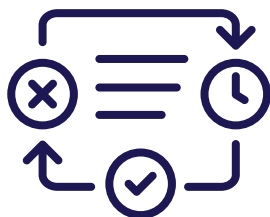
Online Brief



Create Project & Deliverables



Manage Project Resources



Online Review & Approval



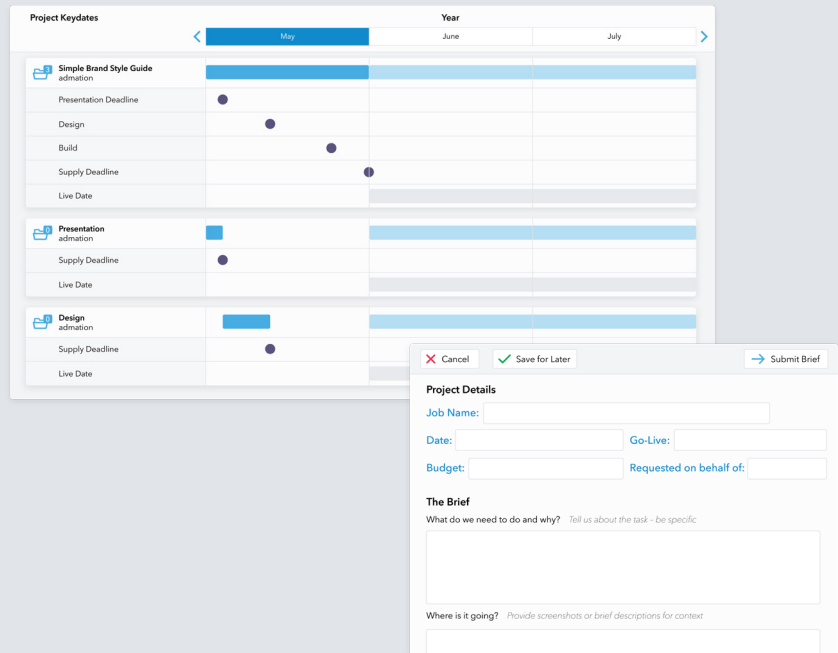
Ad Storage



# Admation Highlights

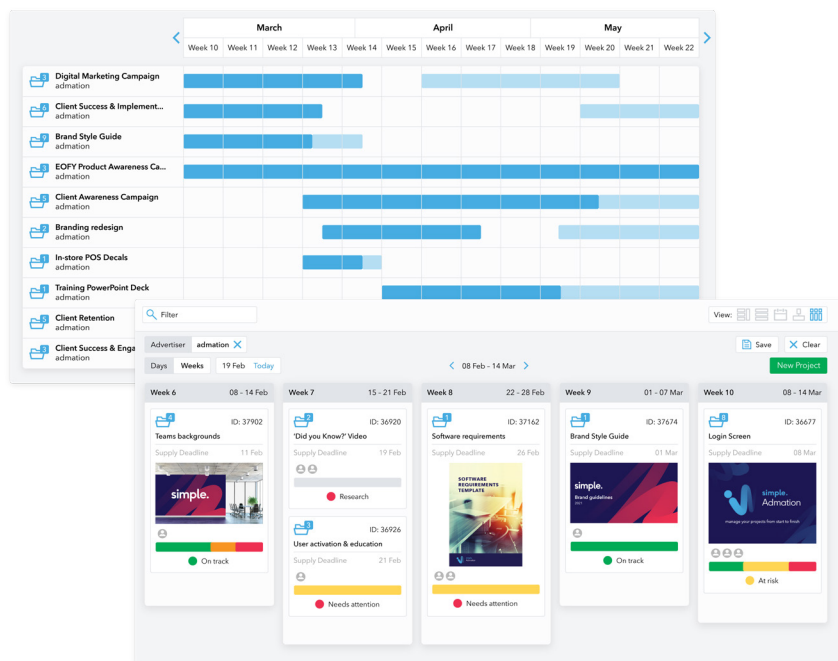
## Project Planning: Provide Detail and Clarity

- Create clear, detailed project briefs with online templates
- Set up templates once and use them across other projects
- Assemble teams, assign tasks, budgets and deadlines
- Include rich detail via Deliverables Manager so teams can deliver on-target
- Add external agencies to the project to keep all communication on board



## Workflow Management: Control the Creative Process

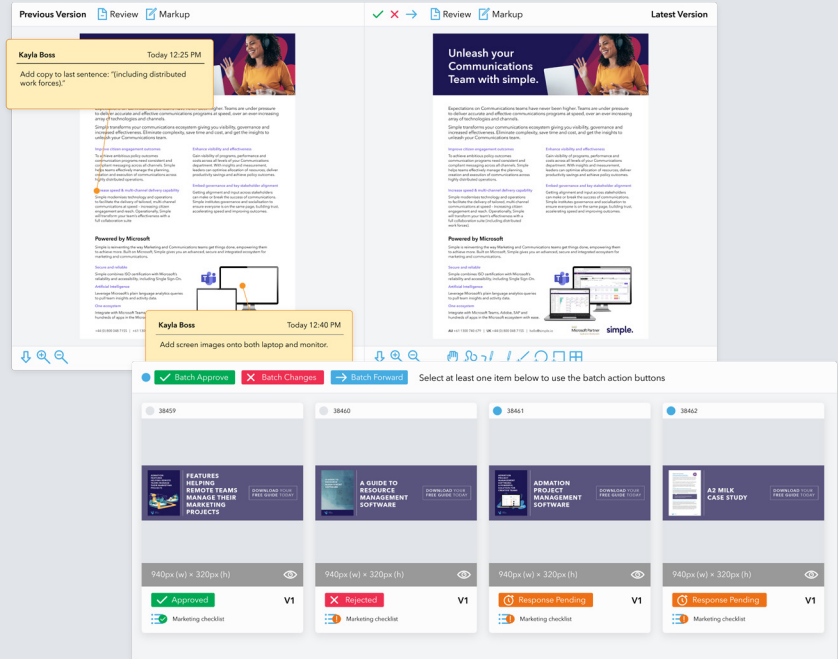
- Define the workflow by setting permissions, access to task and assets
- Get a complete view of the schedule with the marketing calendar
- Reduce touchpoints by streamlining the review process
- Set deadlines and reminders to keep projects on target
- View project progress, resources, budgets on personalised dashboards



# Admation Highlights

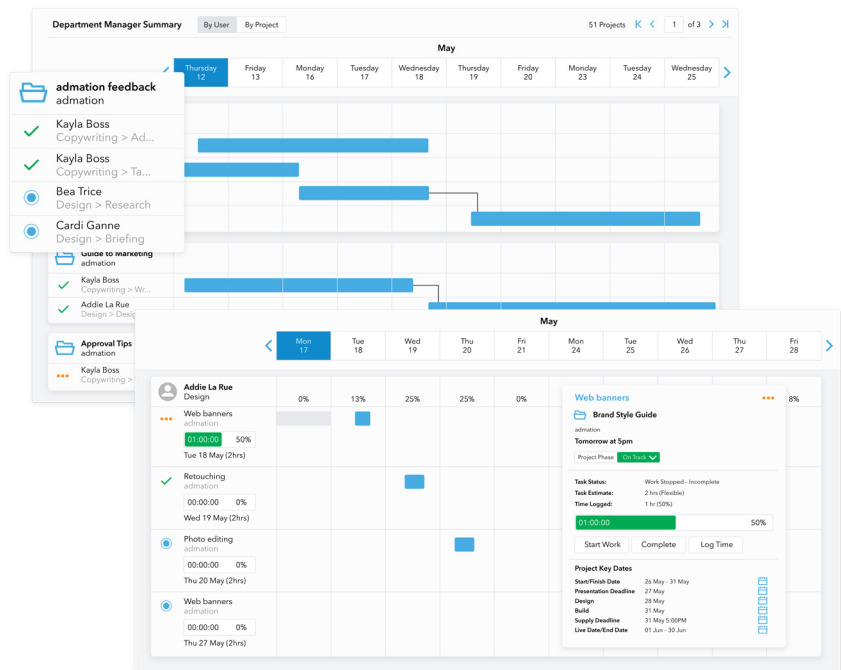
## Collaboration: Efficient, Streamlined Teamwork

- Edit and proof with markup toolkit for quick revision
- Compare revisions and collate feedback on a single screen
- Version control and audit trails for reference and compliance
- Easy batch approval and forwarding for reviewers
- Include external agencies in the approval process



## Resource Planning: Stay Informed

- Optimise resource use across projects with automated scheduler
- Assign and re-assign tasks with ease
- Maximise productivity with Task Manager and Time Tracker
- Plan for skills requirements for future projects
- Make, assign and monitor budgets for various projects



# Admation Highlights

## Marketing Compliance: Ticks Every Box

- Create checklists for projects and approvals
- Define roles and permissions to view assets and approvals
- Create multi-level and sequenced approval pathways
- Automate audit trail for quick and easy reference for compliance
- Easily access collated feedback and comments

**Approval Details: Brand Style Guide V1** Submitted by Mel Bourne on 10 May

Responses received from 2/3  
Waiting for Ella Vale

**Approval Status**

| Recipient        | Type | Notified | Deadline | Response |
|------------------|------|----------|----------|----------|
| Approval Level 1 | All  | 10 May   | 17 May   | 10 May   |
| Chris Tall       |      | 10 May   | 17 May   | 10 May   |
| Approval Level 2 | All  | 10 May   | 24 May   | 10 May   |
| Jen Why          |      | 10 May   | 24 May   | 12 May   |
| Ella Vale        |      | 10 May   | 24 May   | None     |
| Legal            |      | 10 May   | 24 May   | 12 May   |

**Profile Picture**

First Name\*: Bea  
Last Name\*: Trice  
Email\*: bea.trice@admation.com  
Status: Enabled  
SSO User: No  
Organisation\*: admation

Time Zone: Melbourne (Australia)  
System Role\*: Designer access  
Default Project Role: Design  
Department\*: Design

**Project Team**

| User          | Role       |
|---------------|------------|
| Kayla Boss    | Marketing  |
| Stefan Doyle  | Design     |
| Tyler Flood   | Executives |
| Mel Bourne    | Marketing  |
| Sue Xi        | Lawyer     |
| Jett Star     | Lawyer     |
| Charlote Webb | Manager    |
| Bea Trice     | Design     |
| Jen Why       | Marketing  |

## Approvals: Mitigate Risk

- Create a templated approvals checklist
- Add reviewers and approvers at the right stage of the workflow
- View status, edit approvers, send approval reminders, set deadlines
- Use locks and permissions to control access to approval documents
- Save time with batch approval and forwarding

**Approvals** Received Sent

Sort by: Submitted | 1 of 2

| Status  | Approved | Pending                                       |         |          |                 |  |    |
|---------|----------|---|---------|----------|-----------------|--|----|
| Preview | ID       | Name & Project                                | Type    | Reserved | Approval Levels | Dates  |    |
|         | 3732     | Brand Guidelines: Simple Brand Style Guide V1 | Digital |          | L1: 3 Users     | Submitted: 01 May 10:20 AM<br>Responded: 01 May 10:25 AM<br>Deadline: 20 May 1:00 PM | V1 |
|         | 39421    | Brand Guidelines: Simple Brand Style Guide V3 | Digital |          | L1: 2 Users     | Submitted: 04 Jun 10:30 AM<br>Responded: -<br>Deadline: 10 Jun 1:00 PM               | V3 |

**Approval Path**

- Approval Level 1: [User] [Status]
- Chris Tall: [Status]
- Approval Level 2: [User] [Status]
- Jen Why: [Status]
- Ella Vale: [Status]
- Legal: [Status]

PDF with selected reviewers' markups

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Simple's Admation cuts across the entire marketing project process, streamlining processes, helping create strong, well-defined, template-driven briefs, simplifying and enabling collaboration. Simply put, Admation is a marketing project management software that manages campaigns start to finish.

To learn more about Admation, and how it can help your team, please contact us at:

marketing@simple.io | www.simple.io

### Meet a few of our clients that love working with us

