

CREATIS STUDIO SERVICES 101

Our team of at-the-ready creative and marketing experts work out of the Creatis Studio to complete quick-turn projects and provide ongoing support to your team.

Why use the Creatis Studio?

We're flexible. We adapt to your workflow so you don't pay for work you don't need.

We integrate. Creatis seamlessly integrates with your team to create day-to-day efficiencies.

We're experts. We have a fully staffed team of creatives and marketers that specialize in design and execution-based work.

We help clear your desk. We take work off your plate so you can focus on strategy and other top priorities.

We do-it-all. We're perfect for when you need a variety of resources for small or one-time projects, including design, copywriting, production and proofreading.



Optum requires deep support to ensure the success of complex monthly proofreading needs. Our team steps in to seamlessly integrate with Optum and fully manage the work through our proofreading program – handling billing, resources and project delivery.

Price Range: \$500-\$10,000 per month.

Service Highlights:

- Average 10 proofreading projects completed daily, including 15-40 PowerPoint decks per month
- 6 full-time Creatis Proofreaders who are Optum brand experts
- Thousands of documents reviewed for Optum including brochures, flyers, newsletters, emails, sell sheets, web content and internal resources



Back in 2012, Ameriprise advisors were unable to focus on priorities and strategy because of an overload of execution-based work on their plates. Creatis partnered with Ameriprise to captain their national financial advisors with custom ad development. We have been managing this "Ad Program" for over 7 years.

Price Range: \$250-4,000 per month.

Service Highlights:

- Thousands of custom digital and print ads created and executed for national advisors annually
- 50-60 ads completed per month including billboards, presentation signage, business cards, mailers and much more
- Major brand and design refresh for national advisors' templates



Portico's marketing team didn't have the full-time resources to meet growing demand. Creatis provides support via multi-element and annual support. We manage major recurring marketing initiatives to serve as an extension of Portico's marketing team.

Price Range: \$5,000-\$20,000 per month.

Service Highlights:

- Manage 30 multi-element projects per month
- Execute a wide-array of projects including dynamic emails, open enrollment communications, e-newsletters, flyers, video editing, content management and project implementation
- Portico's exclusive resource partner, serving over 70,000 members weekly

MARKETPLACE EVENTS

As the largest producer of B2C home and garden shows in North America (64 annually), Marketplace Events needed ongoing support to get more marketing work done to meet tight seasonal deadlines. Creatis answered the call by becoming a long-term execution and design partner from 2015-2019.

Price Range: \$50,000-\$100,000 annually.

Service Highlights:

- In 2017 alone, our Studio team created over 10,000 dynamic elements of print and web collateral, including tickets, digital and print ads, flyers and billboards
- Met tight deadlines by executing creative projects for 42 consumer events in 32 weeks annually
- Concepted and managed a comprehensive refresh for annual Home and Garden Holiday Boutique brands



UnitedHealthcare's annual open enrollment periods are peak times for their teams and marketing leaders to get turnkey help ASAP. Creatis Studio handles hundreds of versioning projects for UnitedHealth's open enrollment materials each year.

Price Range: \$250-\$5,000 per project.

Service Highlights:

- Execute hundreds of versioning and execution projects annually, including PowerPoint, style guides, internal communications, provider toolkits, benefits sheets, HTML emails and proofreading
- Integrate with UnitedHealth's onsite team to create efficiencies
- We flex our Studio team up or down to meet project deadlines as required by UnitedHealth



Optum360 required support to ensure the yearly update and revision of coding catalogs, specifically the cover sheets. Creatis partners with Optum360 to execute these projects based on approved designs by their marketing teams.

Price Range: \$500-\$1,000 monthly or \$10,000-\$40,000 annually.

Service Highlights:

- 5+ years of ongoing support as needed by Optum360
- 10+ divisions of Optum360 served, master covers completed for over 100 catalog versions
- Deliver 1,100+ assets in less than 3 months



Creatis supports H.B. Fuller through social media management, blog writing, and design/production. This shows how we can flex to meet the needs of different teams by providing ongoing support or delivering quick-turn projects.

Price Range: \$1,000-\$5,000 per month.

Service Highlights:

- Dedicated resource who manages H.B. Fuller social media, including ongoing content creation, editing, proofreading, scheduling, reporting, monitoring and more
- Go-to resource for quick-turn design needs, including branded digital content and template updates
- Creatis copywriters create in-depth blog content, which requires research and interviews with subject matter experts



Creatis supports Cargill through design and production support to free-up their creative teams. This is an example of how we can handle a "lump sum" of work on a variety of materials and deliver on-time/budget.

Price Range: \$5,000-\$50,000 per project.

Service Highlights:

- 3+ years of supporting Cargill marketing and communication teams — adding value by anticipating peak times, understanding needs and having expertise on the Cargill brand
- Update and execute dozens of Cargill's templates including digital and print newsletters, community print ads, brochures, data sheets, posters and more
- Develop and refresh concepts for posters and newsletters



Restaurant Technologies needed assistance developing and executing case studies for their sales efforts. Creatis offered the right resources to get the project done on-time/budget.

Price Range: \$500-\$2,000 per project.

Service Highlights:

- Managed work and process from creation to delivery
- Multiple Creatis resources engaged including production artist, copywriter, project and account managers
- Designed unique case studies that aligned with RTI's brand voice and style; developed and interpreted content based on recorded interviews provided by the client