

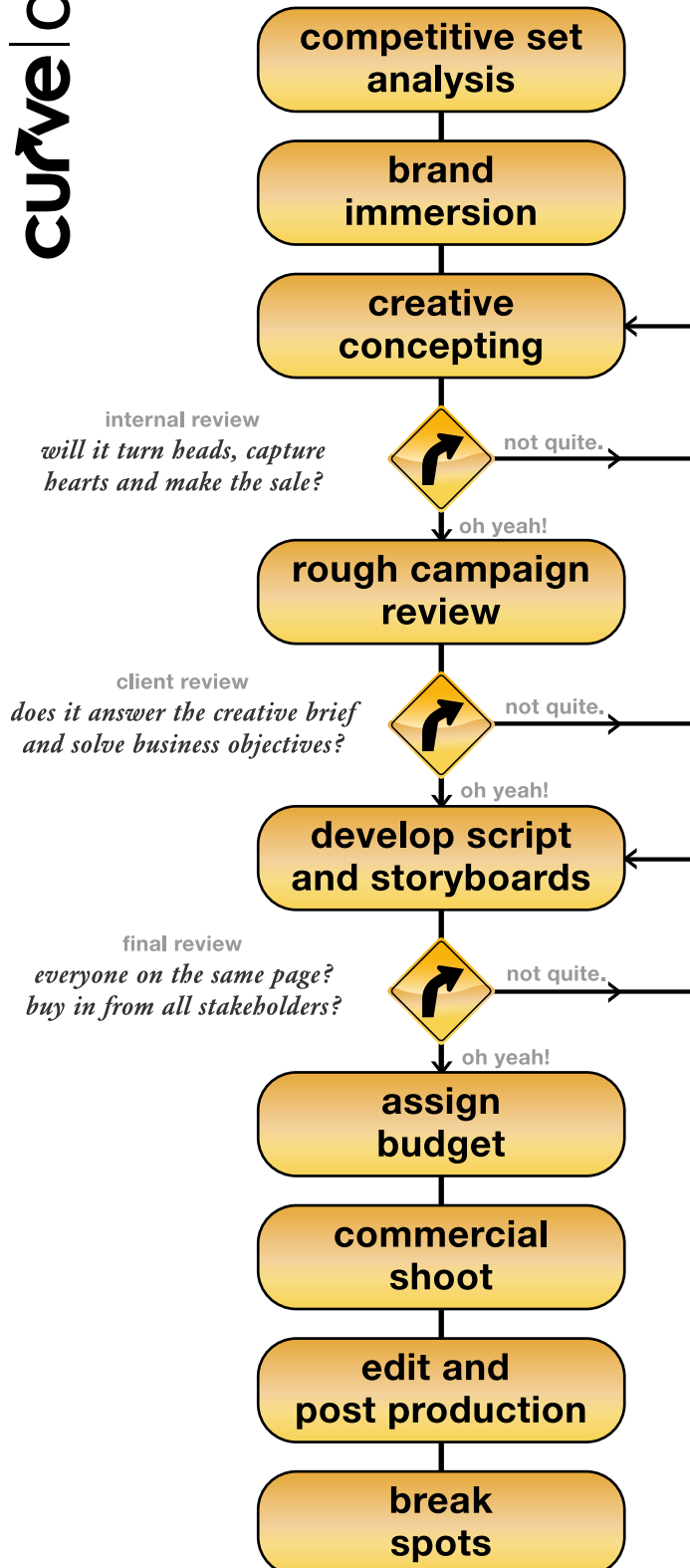
the curve creative process

Laws are like sausages. It's better not to see them being made.

Otto von Bismarck, Chancellor of Germany – 1876

Ditto with advertising.

Amy MacIntosh, Princess of Curve – 2007



We will evaluate current messages in the marketplace, going beyond just those of direct competitors, as we analyze several similar themes from many different market segments.

The best ideas are developed in partnership. We invite all key stakeholders to take part in a group brainstorming session to share their experience while reviewing demos, messages and mediums. We will also consider past promotions, current advertising trends and new innovative tactics. Finally, we'll determine business objectives and define success. This briefing will act as our creative catalyst.

During the creative concepting, Team Curve taps the big brains for maximum creative firepower. Only the best ideas make it out alive.

Curve will present the best ideas at the rough review. If needed, we will continue to refine and redevelop concepts until all stakeholders agree that the final product will produce the desired results

Once roughs are approved, Curve will develop final scripts and storyboards. Everyone's continued approval will ensure we are on the same page.

Curve acts as the shepherd of your budget - investing every dollar as if it were our own. We partner with the best photographers, directors and crews to deliver the best results while staying within budget. We do what's best for the brand, the campaign and your bottom line.

Final ads are shot, edited, placed, broadcast and mirrored on your website and YouTube to improve accessibility and go viral.

What's next? Curve goes to work looking for new ways to improve your exposure and effectiveness. We fight for brands we believe in. We look to share our passion with the general public.