

CREATIVE

OVERVIEW | MARCH 2010



Creative Development

THE
PLAYERS

THE ROLE OF
MARKETING

OUR MARKETING
WORKFLOW

*Print & Copy
Centers*

Packaging

Marketing

Publishing

*Sign Center &
Print Shop*

Costco.com



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Who we work with...

- **Membership & Marketing** (Membership acquisition & retention (nationwide & local), new location openings, American Express)
- **Merchandising** (Coupon promotions, POP and special programs)
- **Costco Services** (Online Investing, Event Tickets, Identity Protection, Costco Auto Program, Insurance, 401K, Credit Card Processing, Web Site Design, etc)
- **Ancillary Businesses** (Photo Center, Bakery, Food Court, Tire Center, Pharmacy, Optical, Hearing Aid Center, Special Order Kiosk, etc)
- **Other Businesses** (Costco Travel, Business Centers)
- **Corporate Groups** (HR, *Costco Today*, Community Relations)

...and what we create for them

**Direct Mail – Brochures – Flyers & Takeaways – Inserts – Posters
Banners & Signage – News Ads – Web Graphics – Booklets – Catalogs**

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Who Gets Involved

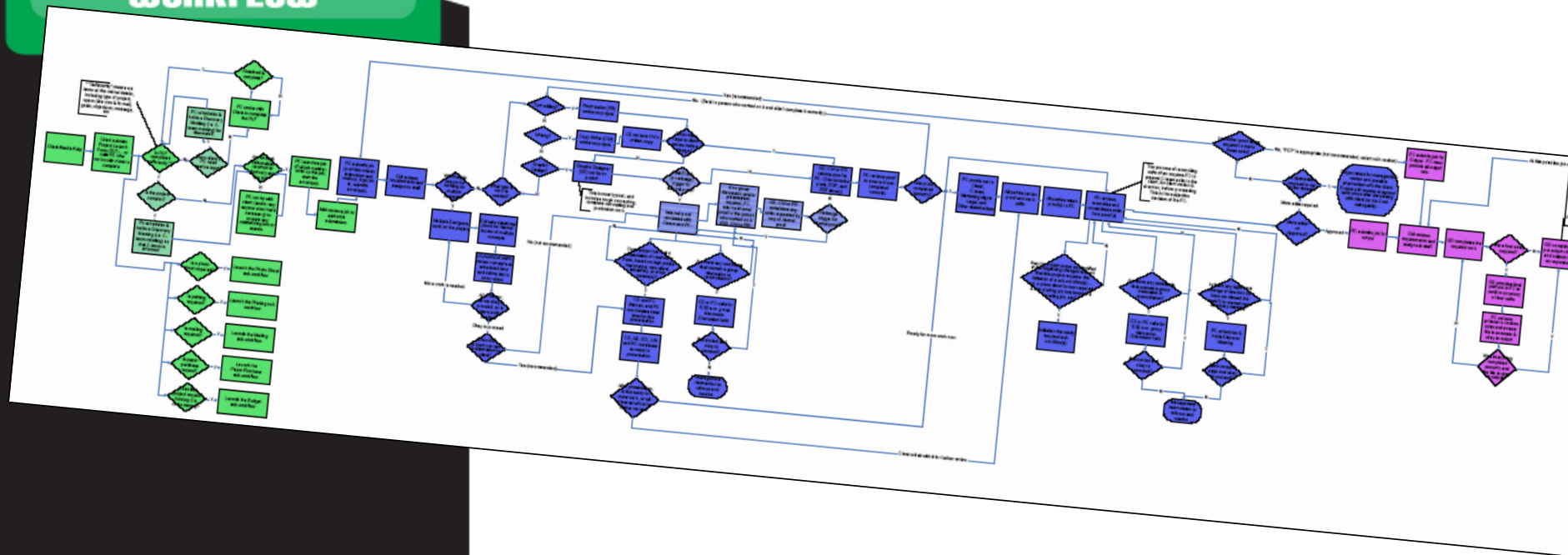
- **Project Management** (Marketing Managers & Project Coordinators)
- **Creative Team** (Creative Director, Art Director, Creative Manager, Graphic Designers (9), Copywriter, Proofreader)
- **Internal Clients** (other business units such as those from the previous slide, plus often Legal & Operations)
- **External Clients** (such as service providers, AMEX, Travel properties, suppliers, third-party partners, etc)

Our Workflow

THE PLAYERS

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OUR MARKETING WORKFLOW



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Our Workflow

- Client **requests help**
- PC **collects info**
- Creative-Team meeting for **discovery**
- PC **starts job** & submits
- CM assigns for **work**
 - Sometimes multiple designs
 - Sometimes what's asked for, plus what we suggest
- **Internal review** (pre-client review)
 - Sometimes creative presentation to client
- PC **proofs out to client**
 - Reviewed by multiple proofers
- PC **reconciles & consolidates edits**
 - Regroup when needed to refocus
- PC submits for **more work** (if needed)
- Work **completed** (3-proof target)
- **Output**
- Review **confirming proofs**



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Thank you!

- Questions?
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