



Greetings from Pioneer Square

CMA IS A SEATTLE-BASED CX MARKETING AGENCY

We create authentic customer experience campaigns, driven by data, fueled by strategy, and where every channel has a common goal: create engagement to attract action and build beloved brands.



OUR APPROACH

We amplify rich media stories through a multi-channel framework to create timely and meaningful connections with your audience.

01 RESEARCH. **02** STRATEGY. **03** CREATE.

04 AMPLIFY. **05** EVALUATE. **06** ITERATE.



VIDEO PROCESS

At CMA, we provide our clients with a proven video production process from start to finish. We begin with a collaborative discovery phase to gain a complete understanding of your video communication objectives and messaging goals. With ongoing conversations, we develop, refine, and finalize a video script and the creative direction.

1. Discovery + Collaboration: We meet with you and your team to gather all information we need for the video project.
2. Strategy + Creative Direction: We present multiple ideas and approaches to determine the style and final creative direction.

This first step, creating and approving a creative concept, is important in that we budget, schedule and begin making decisions based on an agreed upon vision of what the completed video will look like and what it will communicate.

Therefore, we want to make sure we incorporate all the feedback we have received throughout the strategy process. If there are changes to be made to any part of the concept, this is the time to do it. Then together, we embark on the process of bringing the story to life.

3. Pre-Production: Script writing and storyboard, illustrations/art work development and stock assets research and selection.
4. Post-Production: This is the video editing and motion graphics phase including music and text supers. Client has 2 review/change cycles.
5. Delivery + Distribution: We publish the video based on your media plan, that can include one or many cross-platform channels.



Next Steps

Our first step is to run through a Research and Strategy engagement with the client and stakeholders. The CMA Research and Strategy phases gives us the opportunity to get the insights we'll need to be able to properly scope a project. It will also help us scale and prioritize a marketing budget.

Our process consists of multiple meetings that begin with a customized questionnaire that is answered by key stakeholders and reviewed as an initial working session. The feedback drawn from that is combined with our internal research and validated in follow up meetings.

The outcome is a report showcasing our findings, and will include a detailed proposal outlining the marketing initiative, individual budgets, timelines and project deliverables.



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