

PROJECT MANAGEMENT SOFTWARE

FOR MARKETING TEAMS
& AD AGENCIES

About Admation

Admation was specifically created for brands and ad agencies to help them manage their creative projects from briefing through to final approvals. Plan and track your projects from one central hub, providing greater visibility over your tasks, timelines, resources and approvals. Create your own unique approval process with customisable templates and workflow. Collaborative tools enhance the review and approval process to ensure you hit your deadlines and stay on budget.

Admation's Key Features



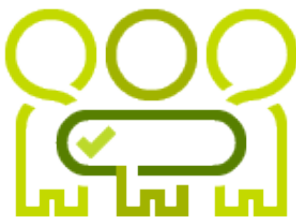
Project Management

- Manage all documents & files from a central workspace
- View all projects in real-time on one screen
- Create a detailed brief with in-built templates
- Track work with an automatic audit trail



Approval Workflow

- View a Dashboard summary of all approvals in progress
- Customise approval pathways to suit any process
- Tick off important items with Approval Checklists prior to approval
- Markup a range of files with online proofing tools



Resource Management

- Customise templates to assign work to the right resources
- Assign and re-assign tasks with easy-to-use tools
- View a real-time summary of your department's workload
- Track resource time which is automatically recorded to timesheets



Digital Asset Management

- Store current brand assets in a secure location
- Save final, approved artwork in the Ad Storage library
- Change file formats with inbuilt tools & share to approved users
- View a download history to see who is sharing your assets



We had five platforms the team was working on prior to Admation. It's definitely saved us money in terms of operating and resourcing costs.

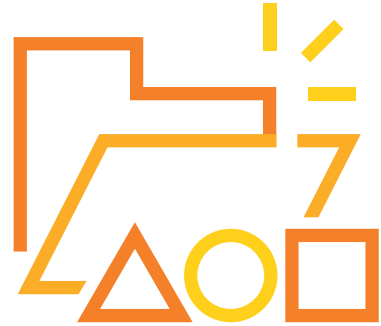
Shannon Duncan, Creative Operations Manager - Endeavour Drinks Group



One Solution to Manage your Workflow



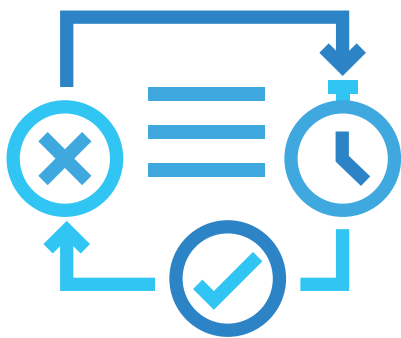
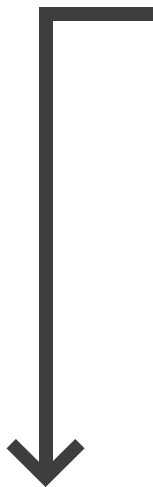
Online Brief



Create Project
& Deliverables



Manage Project
Resources



Online Review
& Approval



Ad Storage

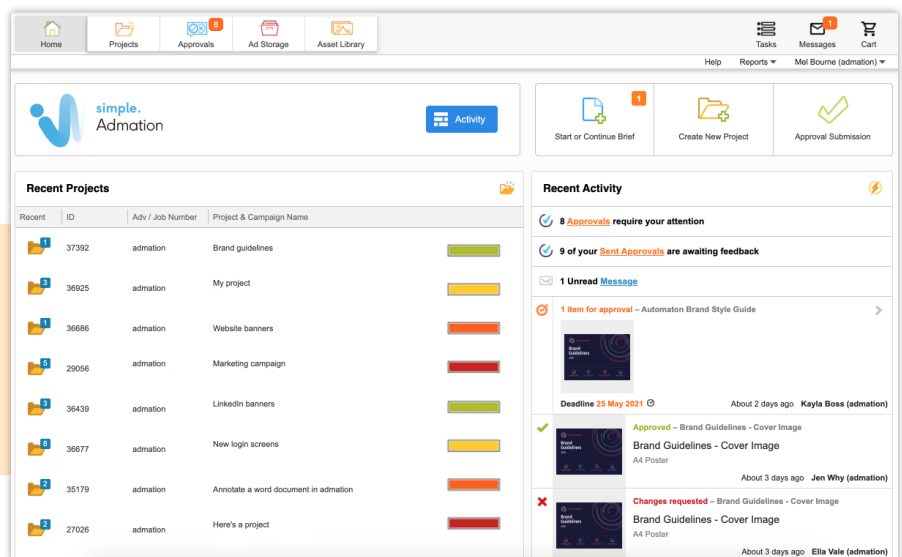
PROJECT MANAGEMENT

Home Dashboard

A user-friendly Dashboard that summarises your projects and approvals on one screen.

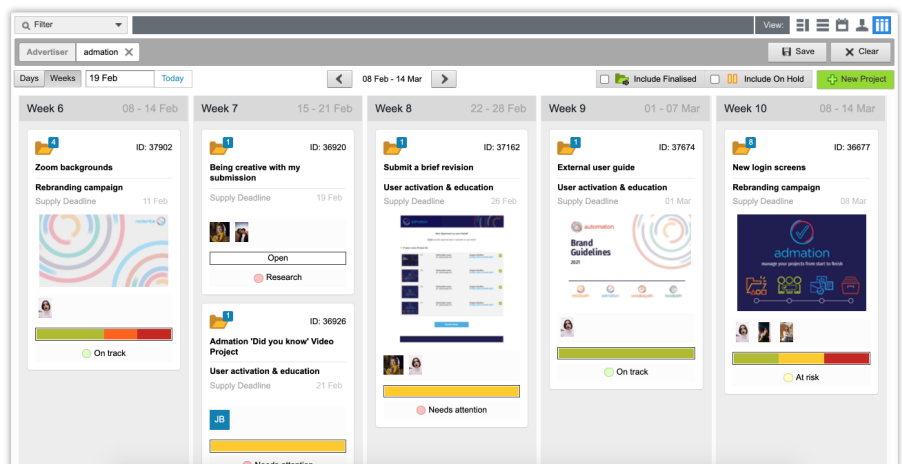
Ideal for busy executive managers who need a quick status update.

Marketing & Traffic Managers can see what's on the go.



Projects Screen

View a comprehensive list and status of all projects and tasks in progress. You can create a new project from this screen.



Admation is a great way to communicate and collaborate on projects... to know what has been completed and what still needs to be completed.

Jared Wheeler, Design Manager - '47 Brand



PROJECT MANAGEMENT

Online Brief Templates

Customise a brief for each different type of project.

Benefits:

- Concise and accurate briefs
- Briefs routed to an approved role
- Less repetitive admin
- Time efficient

Cancel Save For Later Submit Brief

PROJECT DETAILS

Job Name My project

Date 14 May Go-Live 28 May

Budget \$ 10,000 Requested on behalf of Admation

THE BRIEF

What do we need to do and why? Tell us about the task - be specific.

We need to get revision counts down and items to market faster.

Where is it going? Provide screenshots or brief description for context.

We'd love to approve work for digital and traditional asset types across all mediums.

What are the key messages? List key message(s) or attach "approved" copy for each asset required.

Admation can reduce revision counts and allow teams to work more efficiently within their workflows.

Brief Approvals

Route briefs through a quick approval process to ensure it fits the vision of your campaign.

Legal teams love this feature as they can highlight potential compliance issues at the beginning of a project.

Task brief - submission Document 38350

Approval Path

| Approval Level | Reviewer | Status |
|------------------|------------|--------|
| Approval Level 1 | Mei Bourne | You |

PDF with selected reviewers' marks

Mei Bourne 14 May 11:31 AM

Yes - happy for you to start on this! Thank you.

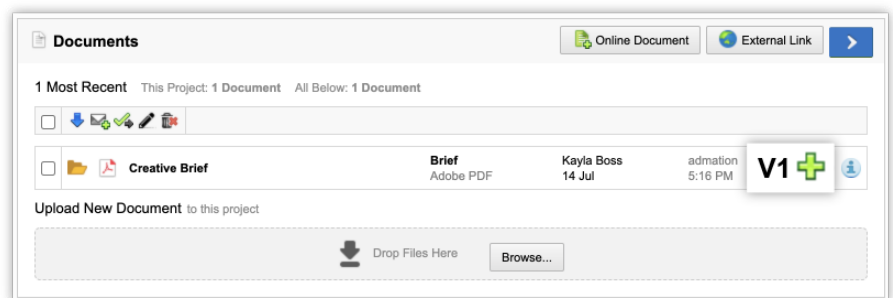
PROJECT MANAGEMENT

Document Management

Store all your project documents and files in one online workspace.

Benefits:

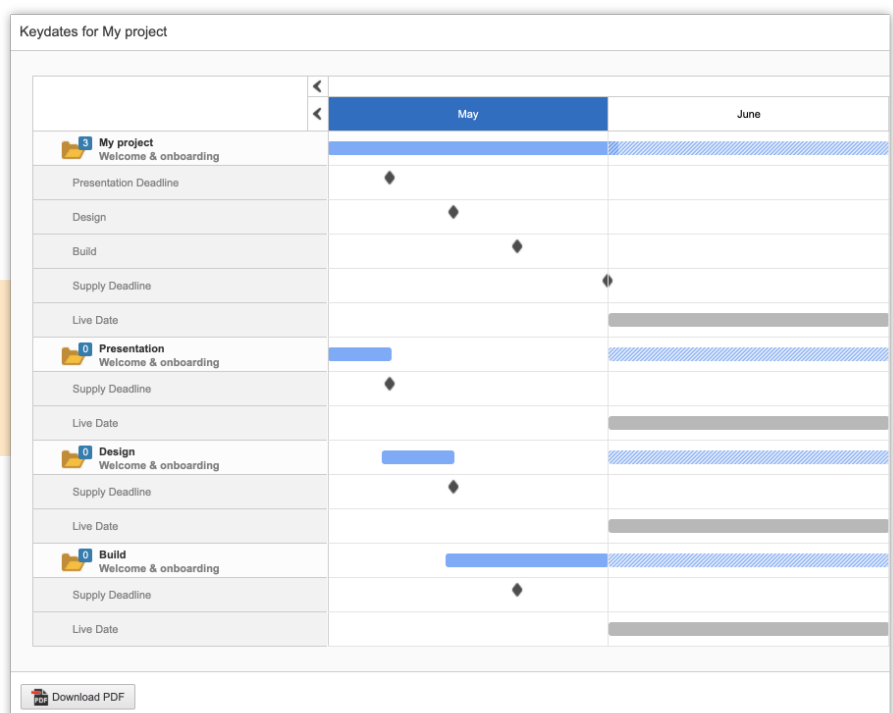
- Locate documents quickly & easily
- No interchanging between tools
- Remote access to project files
- Upload any file type



Marketing Calendar View

A transparent and easy-to-view timeline of all marketing projects on the go.

A great feature for Marketing Managers who want to plan their day or week more effectively.



APPROVAL WORKFLOW



Approval Templates

Customise approval templates to suit any campaign, then click & go.

Benefits:

- Reduce repetitive admin
- Get the right reviewers on the right projects
- Create a defined approval workflow
- Speedier approvals

Select Approvers

Use Approval Template
Send to a preset group of approvers

| Template Name | Approval Level 1 | Approval Level 2 | Approval Level 3 |
|-------------------------------------|------------------|---------------------------------|------------------|
| Billboard approval (admaton) | Charlotte Webb | Tyler Phood, Jen Why, Jett Star | Aurora Borealis |
| Campaign Approval (admaton) | Charlotte Webb | Tyler Phood, Legal | Aurora Borealis |

Back

Approval Tiers

Set multi-tiered approvals to suit your unique approval process.

Selected Approvers Choose recents Use Template

| Approval Level | Continuous | ALL | ANY | Action |
|-------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Approval Level 1 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Addie La Rue | | | | FYI X |
| Aurora Borealis | | | | FYI X |
| Ben Tobox | | | | FYI X |
| Approval Level 2 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Legal Associate | | | | FYI X |
| Approval Level 3 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Kayla Boss | | | | FYI X |
| Jett Star | | | | FYI X |
| Approval Level 4 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Executives | | | | |
| Charlotte Webb | | | | FYI X |
| Tyler Phood | | | | FYI X |

Add Approval Level

**Y&R
ANZ**



Admaton has simplified the approval workflow and provides an efficient management system for the high volume of approvals.

Sue Tan, Contract Administrator - Y&R



APPROVAL WORKFLOW

Approval Dashboard

View a dashboard summary of all approvals currently in progress.

Benefits:

- User-friendly interface
- Full visibility over approvals
- Instant status updates
- Eliminate confusing spreadsheets




APPROVALS

RECEIVEDSENT

Filter24 ItemsSort by: SubmittedPage 1 of 1

StatusApprovedPendingSaveClear

Actions0 selectedInclude Finalised

| Preview | ID | Name & Project | Type | Reserved | Approval Levels | Dates |
|---|------------|----------------------------------|-----------|----------|-----------------|--|
|  | 38305 | Automaton Brand Style Guide | A4 Poster | | L1: 3 Users | Submitted06 May 10:20 AM Mel Bourne (admission) |
| | 38306 | Automaton Brand Guidelines V02 1 | | | | Responded06 May 10:25 AM You |
| | | | | | | Deadline20 May 10:20 AM |
|  | 37412 | Branding | A4 Poster | | 3 Users | Submitted12 Apr 12:49 PM Mel Bourne (admission) |
| | 37413 | Automaton Brand Guidelines | | | | Responded- |
| | | | | | | Deadline26 Apr 12:49 PM |
|  | Batch of 2 | | | | | |
| | 36895 | New social campaign | SOCIAL | | 3 Users | Submitted12 Apr 12:49 PM Mel Bourne (admission) |
| | 36893 | 2020 Login Screen 400x300 (1) | | | | Responded14 May 11:56 AM You |
| | | | | | | Deadline26 Apr 12:49 PM |
| Batch of 3 | | | | | | |

V1

V3

V2

Approval Checklists

Create a list of actions that reviewers need to complete before submitting approval.

Perfect for Marketing & Traffic Managers who want to reduce artwork revisions and promote compliance.

Marketing checklist

Before approving, check the following:

Does the creative piece address the brief?

☒ Yes ☐ No

Is the message clear and concise?

☒ Yes ☐ No

Have you checked that the work is clear from all spelling mistakes and grammatical errors?

☒ Yes ☐ No ☐ N/A

Your attention to detail is appreciated

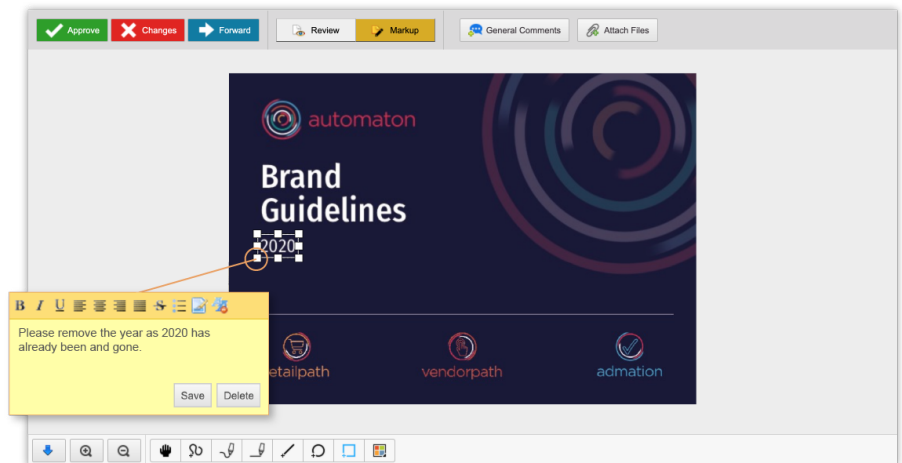
APPROVAL WORKFLOW

Online Proofing

Reviewers can mark up static and animated files, providing text comments with inbuilt proofing tools.

Benefits:

- Eliminate messy, handwritten mark-ups
- Greater clarity for design team
- Create a single source of truth for approved work
- Reduce artwork revisions



Compare Revisions

Compare two versions of artwork on the same screen to simplify the reviewing process.



EDGE.

“

The thing that we really love is the comparing version (tool). The approval system is amazing. Clients love it because they can compare versions. Studio love it because it's all there, they can see it and run a report.

Jo Giles, Director: Delivery And Operations – Edge Agency

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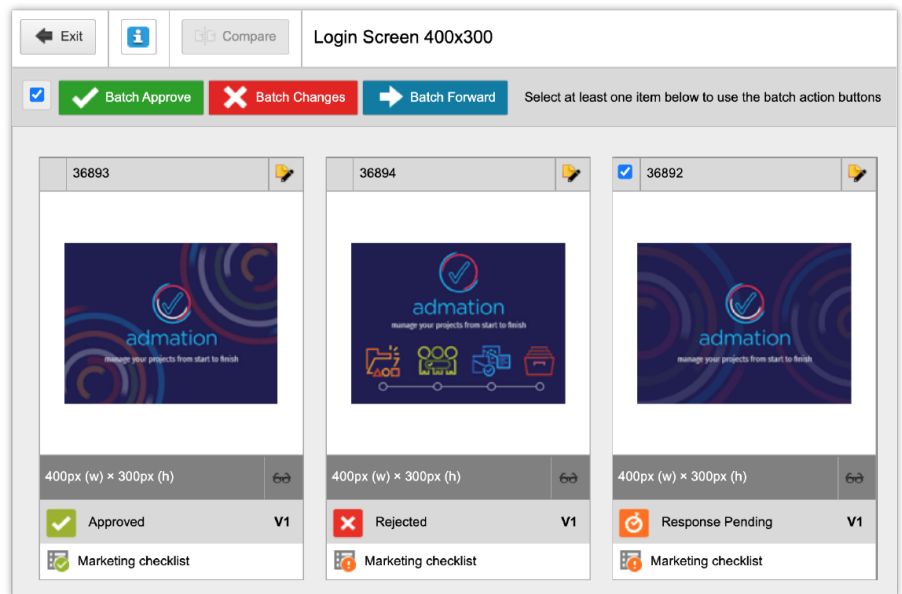
APPROVAL WORKFLOW

Batched Approvals

View all items in a batch instead of having to trawl through each deliverable separately.

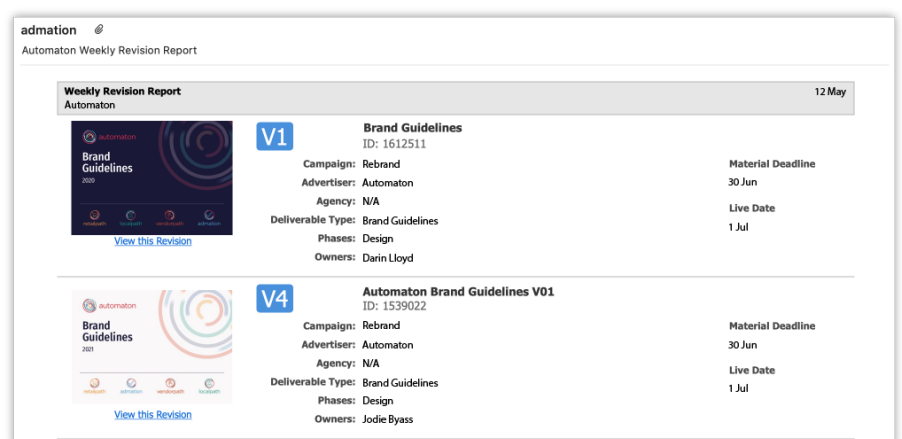
Benefits:

- Fast track the reviewing process
- Select & approve multiple items at once
- Forward multiple items for approval
- Eliminate repetitive admin



Reporting Tools

Marketing & Traffic Managers can generate a daily WIP or revision count report to stay on top of how their projects are tracking.



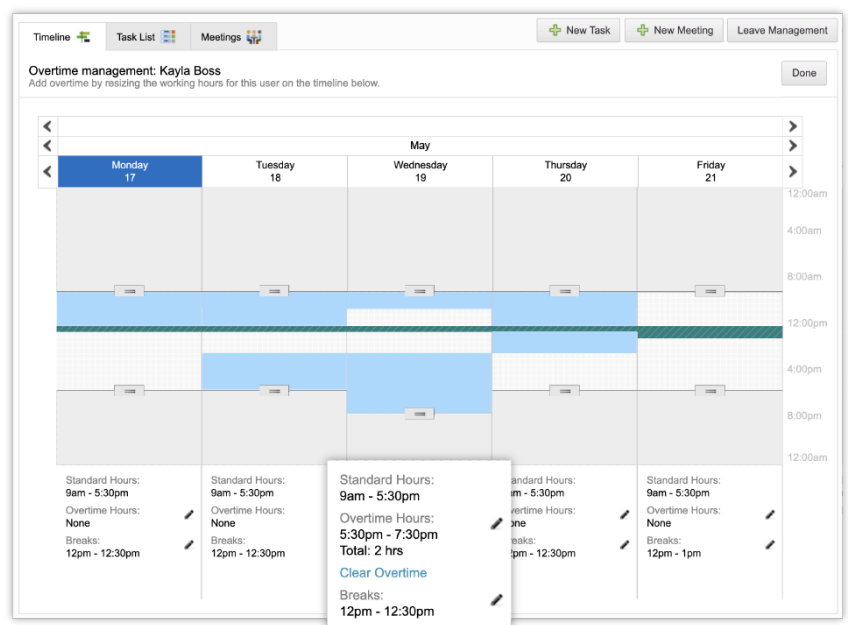
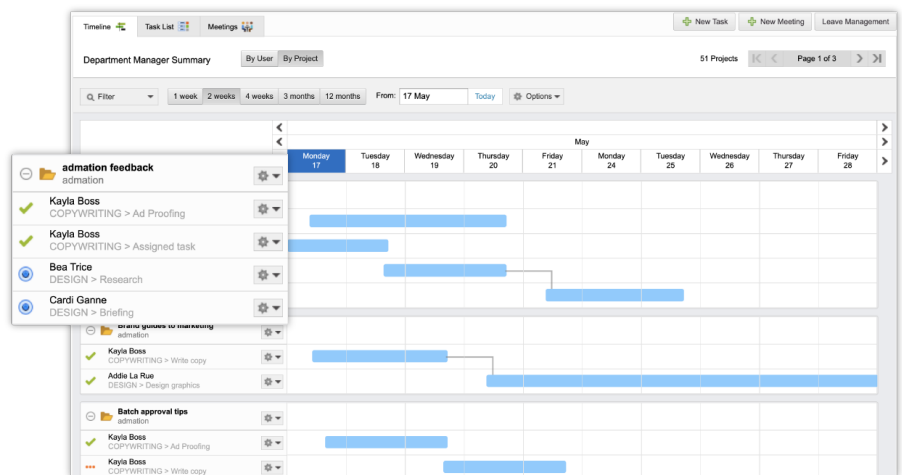
RESOURCE MANAGEMENT

Department Dashboard

View your department's resource capacity in real-time via User or Project View.

Benefits:

- View capacity in graph, percent or hourly chart
- Dashboard automatically updates when new tasks assigned
- Receive an alert when a resource is near 100% capacity



DAVID JONES



Very user friendly and easy to master – a great tool when you have many teams needing input into artwork.

Luke Haddad, Assistant Buyer – David Jones



RESOURCE MANAGEMENT

Task Assigning

Create a task brief and assign work to a resource.

Benefits:

- Assign tasks in just seconds
- Eliminate the need for spreadsheets
- Assignee automatically notified of task
- Less admin & hassle

Task Assignee and Execution

Task Type

Copywriting

Assignee

✓ - Please Select -

Kayla Boss

Stefan Doyle

Fixed

Tell the assignee exactly w

Flexible

Allow the assignee to deci

Start work

May 1

1:00 pm

Estimated effort (optional)

4

working hour(s)

Deadline

May 1

5:00 pm

Deadline Reminder

None

Cancel

☒ Send notification

Save Changes

My Task List

Individual view of monthly tasks that a resource needs to complete.

Creative teams feel like they have more control over their work with a visible task list!

Task List

Meetings

Calendar

Filter

5 projects

View:

Page 1 of 1

Search Project Name

Search Deliverable Name

Search Task Name

Show Completed

Show Unassigned

Actions

0 selected

| Task name and type | Start Date | Duration | Time Logged | Deadline | Assignee | |
|--|---|-------------------|----------------------------|---|------------|-----|
| Here's a project (admaton) | Project ID: 35191 Agency Job #: 10101 | | | | | |
| Here's a copywriting t... Copywriting | 18 May 9am | 6 hrs Flexible | 02:00:00 04:00:00 to go | This Thursday at 5pm 3 days, 5 hrs, 30 mins t... | Kayla Boss | ... |
| Here's a completed task Briefing | 19 May 9am | 5 hrs Flexible | 02:00:00 03:00:00 to go | This Wednesday at 5... 2 days, 5 hrs, 30 mins t... | Kayla Boss | ✓ |
| Here's something else... Implementation | 24 May 5am | 1 hr Flexible | 00:00:00 | Monday 24 May at 4pm 7 days, 4 hrs, 30 mins t... | Kayla Boss | 🕒 |
| Brand guides to marketing (admaton) | Project ID: 37408 | | | | | |
| Write copy Copywriting | 17 May 10am | 3 hrs Flexible | 00:00:00 | This Wednesday at 5... 2 days, 5 hrs, 30 mins t... | Kayla Boss | ✓ |
| admaton feedback (admaton) | Project ID: 29937 | | | | | |
| Assigned task Copywriting | 21 May 3:15pm | 2 hrs Flexible | 01:15:00 00:45:00 to go | Tomorrow at 5pm 1 day, 5 hrs, 30 mins to... | Kayla Boss | ✓ |
| Copywriting | 17 May 9am | 2 hrs Flexible | 01:45:00 00:15:00 to go | This Thursday at 5pm 3 days, 5 hrs, 30 mins t... | Kayla Boss | ✓ |
| Batch approval tips (admaton) | Project ID: 29908 | | | | | |
| Ad Proofing Copywriting | 17 May 3:15pm | 2 hrs Flexible | 01:30:00 00:30:00 to go | This Wednesday at 5... 2 days, 5 hrs, 30 mins t... | Kayla Boss | ✓ |
| Write copy Copywriting | 19 May 3:15pm | 2 hrs Flexible | 02:00:00 | This Friday at 5:15pm 4 days, 5 hrs, 45 mins t... | Kayla Boss | ... |
| Remarketing (admaton) | Project ID: 29144 Agency Job #: AD0412663 | | | | | |
| Write copy for ads Copywriting | 17 May 4pm | 4 hrs Flexible | 01:00:00 03:00:00 to go | Tomorrow at 5pm 1 day, 5 hrs, 30 mins to... | Kayla Boss | ✓ |

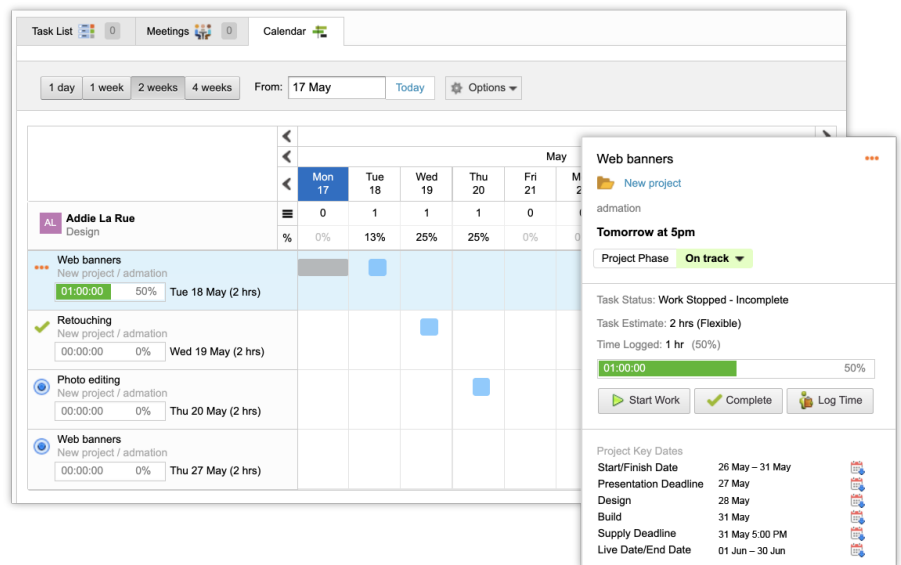
RESOURCE MANAGEMENT

Time Tracking

Resources can track their time for every task with an in-built task timer.

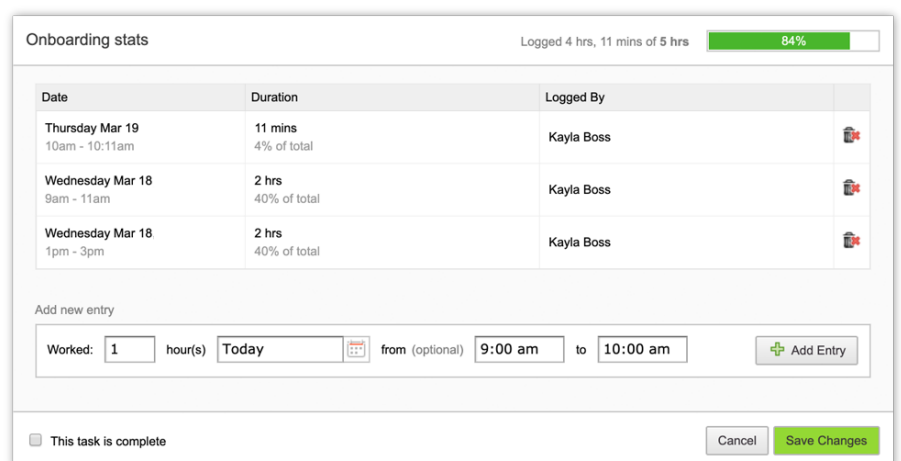
Benefits:

- Know how long tasks take to complete
- Increased accountability
- Account for your department's resource expenditure
- Resource more accurately in the future



Online Timesheets

As time is logged in the task timer, admatom automatically records it to a timesheet.



» Bendigo and Adelaide Bank

“ I use Admatom everyday. It's a great system for proofing design work, giving feedback or direction. Pros are the ability for multiple designers, marketers and managers to direct workflow, provide feedback, access a media library and work as a team - even when working remotely. Its a great system and it has heaps of great features.

Adam Hepburn, Graphic Designer - Bendigo and Adelaide Bank

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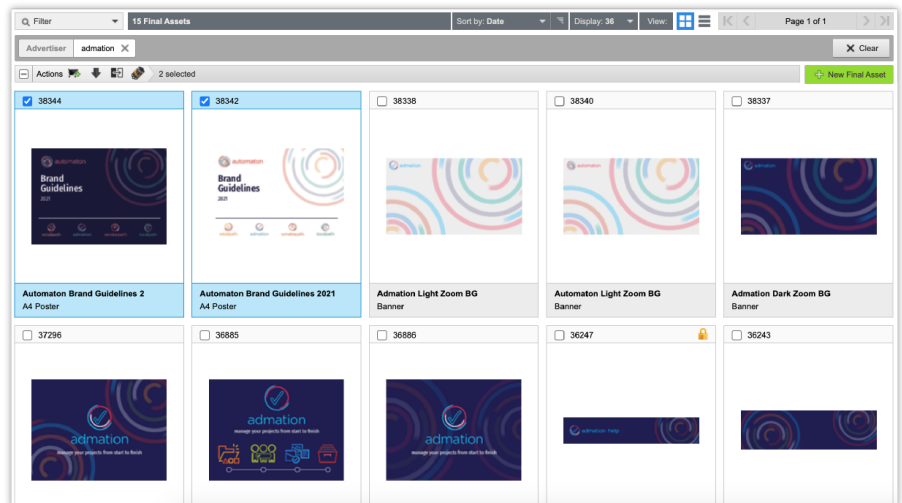
DIGITAL ASSET MANAGEMENT

Ad Storage

Store your final, approved assets within the same system as your projects.

Benefits:

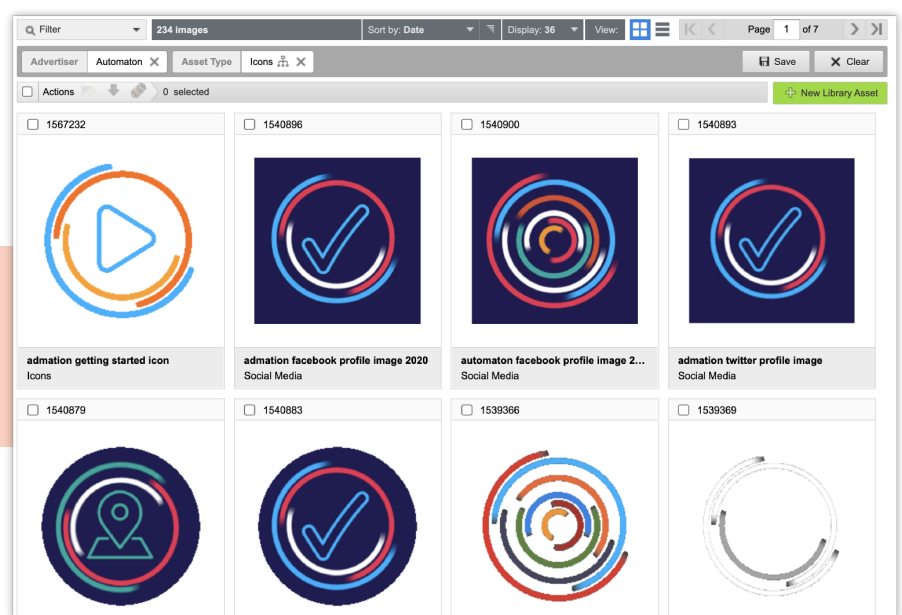
- Locate files within seconds
- Quickly share files with approved users
- Re-run campaigns with a few clicks
- No interchanging between tools



Asset Library

Store all your current marketing assets within admation.

Marketing managers feel reassured that only the most current assets will be used in their campaigns.



STREAMLINING THE DELIVERY OF CREATIVE PROJECTS

Admation is a cloud based approval workflow and project management solution designed specially for ad agencies and marketing teams to streamline the process of delivering creative projects.

Admation incorporates project management, resource management, approval workflow & marketing asset management.

Key features include briefing forms, project timelines, online project tracking, timesheet recording, task management, online markup (all media), workflow, compliance checklists, feedback reports, and many others.

Feature rich and user friendly, admation is changing the way agencies and marketing teams manage their increasing workloads.

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



contact@admation.com



www.admation.com

Meet a few of our clients that love working with admation



simple.
Admation