

# 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



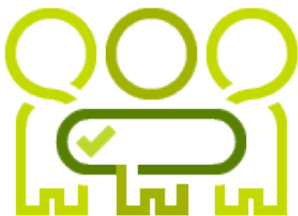
### Project Management

- 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



CELLARMASTERS

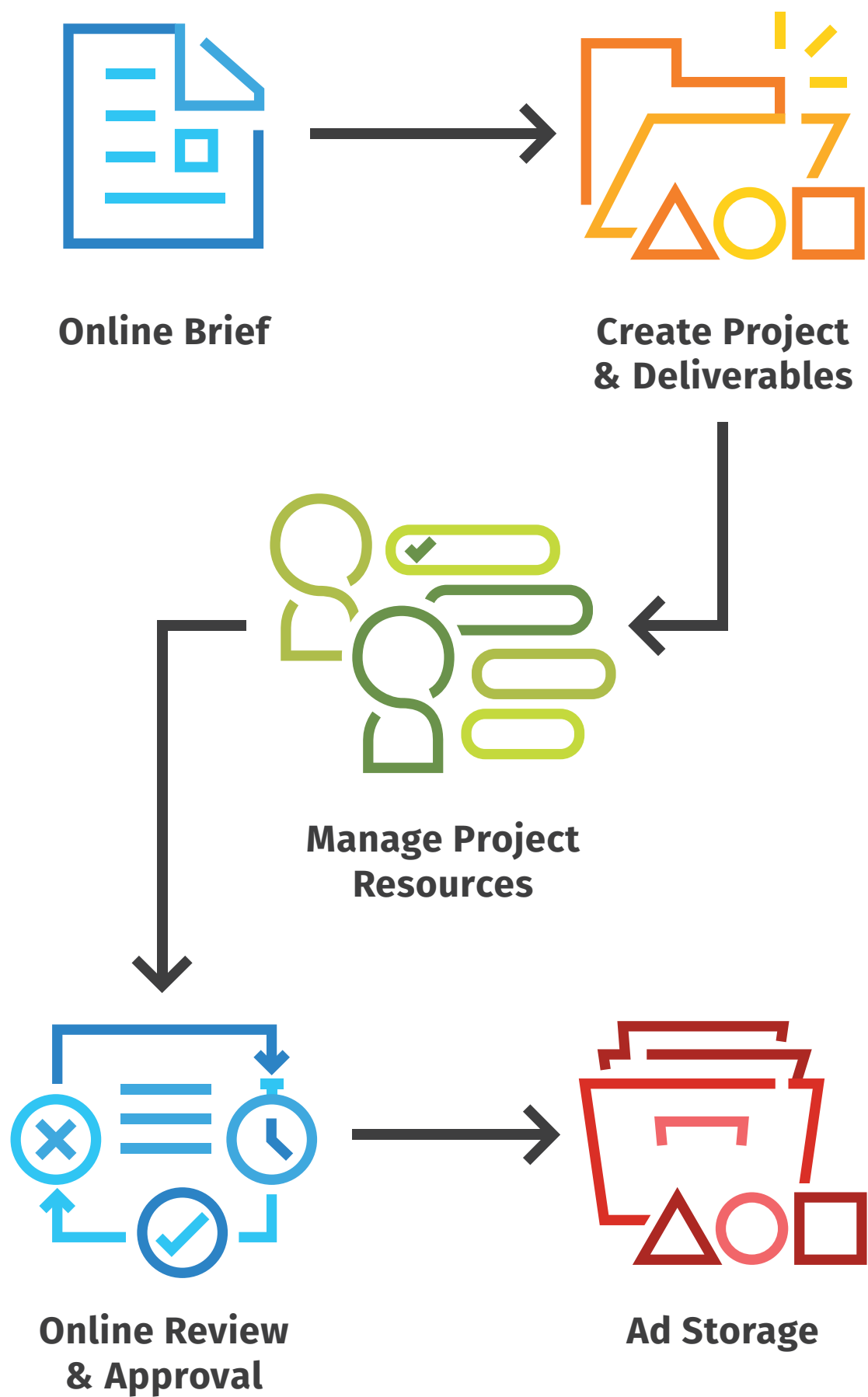


We had five platforms the team was working on prior to Admation. It's definitely saved us money in terms of operating and resourcing costs.

**Shannon Duncan**, Creative Operations Manager – **Endeavour Drinks Group**



# One Solution to Manage your Workflow



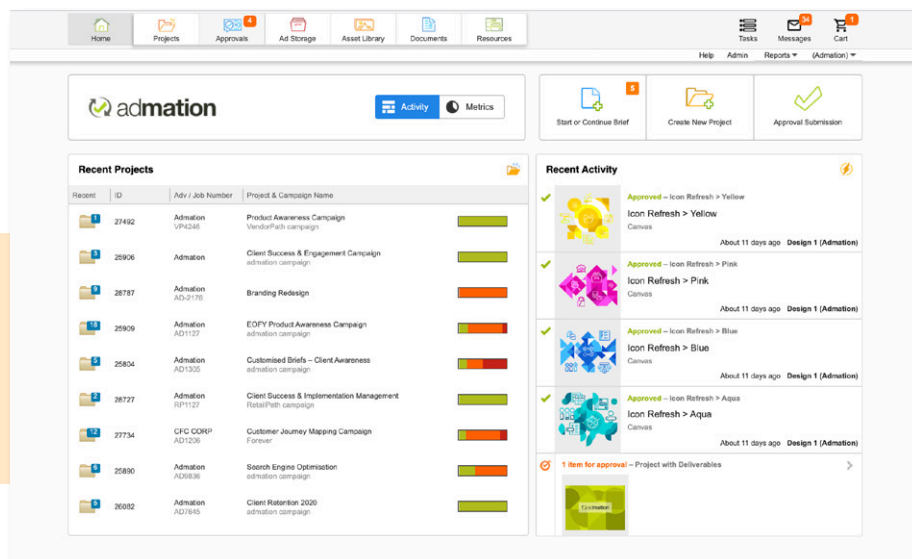
# PROJECT MANAGEMENT

## 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.

ID	Agency Job #	Advertiser	Description	Status	Phase	Owners	Dates	Task Assignments	Latest WEP Note
21193	AD041362	Admation	In-store POS Details	Launch	Launch	Kayla Boss	Created 13 Mar 2020 Supply 18 Mar 2020 6:00 PM		These are looking great! Ready to go to print.
21142	AD041363	Admation	Digital Marketing Campaign	Refinement	Refinement	Kayla Boss	Created 01 Apr 2020 Supply 06 Mar 2020 12:00 AM	Kayla Boss	Really liking the ideas in this one. Sent to Sharni for additional feedback before distributing to the wider team.
21223	AD041364	Admation	Digital project	Generation of Ideas	Generation of Ideas	Kayla Boss	Created 02 Mar 2020 Supply -		Waiting to hear back from the team.
21206	AD041365	Admation	Client Promotion	Refinement	Refinement	Kayla Boss	Created 26 Feb 2020 Supply -		Really liking where this one is going, but could use a little more refinement.
21031	AD041366	Admation	SEO Campaigns	Open	Generation of Ideas	Kayla Boss	Created 26 Feb 2020 Supply -		Waiting to hear back from the copywriter with suggestions.
21029	AD041367	Admation	Customer Referral	Launch	Launch	Kayla Boss	Created 26 Feb 2020 Supply 11 May 2020 6:00 PM		Happy with the client feedback and design.
21737	AD041368	Admation	Branding Redesign	Refinement	Refinement	Kayla Boss	Created 06 Feb 2020 Supply 02 Mar 2020		Waiting to hear back from the team with feedback on icons.
21744	AD041369	Admation	Acquisition Campaign	Launch	Launch	Kayla Boss	Created 21 Jan 2020 Supply -		Happy with the strategy we are taking here.
21737	AD041370	Admation	Client Success & Implementation Management	Launch	Launch	Kayla Boss	Created 31 Jan 2020 Supply -		Ready to launch with this new campaign.
21036	AD041371	Admation	Instagram Carousel Imagery	Open	Research	Kayla Boss, Alex Grand	Created 23 Jan 2020 Supply 28 Jan 2020 12:00 AM		Photography shoot date is set! Just waiting for @James to finalise his crew.
21139	AD041372	Admation	Product Development Centre	Launch	Launch	General Manager	Created 08 Jan 2020 Supply 15 Aug 2019 6:00 PM		Need to have these concepts finalised before the next release! Waiting on @Carys for her feedback on 2/3 items.
21097	AD041373	Admation	Training powerpoint deck	Open	Development of Concepts	Kayla Boss	Created 02 Dec 2019 Supply 24 Jan 2020 6:00 PM		Really happy with the direction our design team is thinking of taking. Cannot wait to see the final round of concepts!
21091	#1105230	Admation	What a great day for a project	Open	Generation of Ideas	Kayla Boss	Created 24 Dec 2019 Supply 24 Jan 2020 6:00 PM	Kayla Boss	



“ 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

The screenshot shows a 'CREATIVE BRIEF' form with a dark header bar containing 'Cancel', 'Save For Later', and 'Create Project' buttons. The form is divided into sections: 'CREATIVE BRIEF' with input fields for Project Name (Branding redesign), Job Number (AD04126704), Prod. Budget (\$10,000), Media Budget (\$5,000), Brief Date (18 March 2020), and Live Date (11 May 2020); 'OBJECTIVES' with a text area for measurable objectives; and 'PURPOSE' with a text area for the problem to solve. Both text areas include rich text editors with icons for bold, italic, underline, and other formatting options.

## 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.*

The screenshot shows the 'Submit For Approval' interface. At the top, there are tabs for 'Simple' and 'Advanced', and a 'Submit' button. Below this is a 'Batch actions' section with buttons for 'Edit Approvers', 'Set Deadlines', 'Attach Files', and 'Set Submission Team'. A 'Message' box contains a text area with the following content: 'Hi team, Please find attached the Branding Redesign Brief attached below. ETA on the project is for the 11th of May. Let's schedule in a few designers to work on a few initial concepts. I look forward to hearing from you with some initial ideas. Best, Kayla Boss'. Below the message is a table with columns for 'Creative Brief', 'Version 1', and 'Document'. The table lists various approval levels and actions, including 'Approval Level 1: General Manager', 'Approval Level 2: Legal (Legal 1, Legal 2, Legal 3)', 'Approval Level 3: Retail Head of Department', 'Deadline: 01 Apr 2020 4:49 PM', 'Annotations: 1 annotation created', 'Region Masking: Region masking applied for 5 approvers', 'Files: No Files', and 'Submission Team: No Submission Team'. Each row has a 'Remove' button with a red 'X' icon.

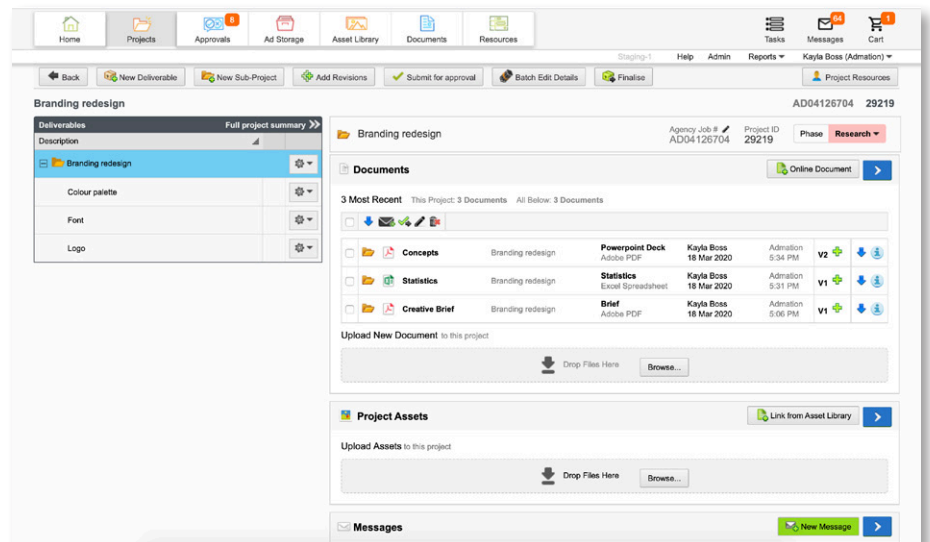
# PROJECT MANAGEMENT

## Document Management

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

### Benefits:

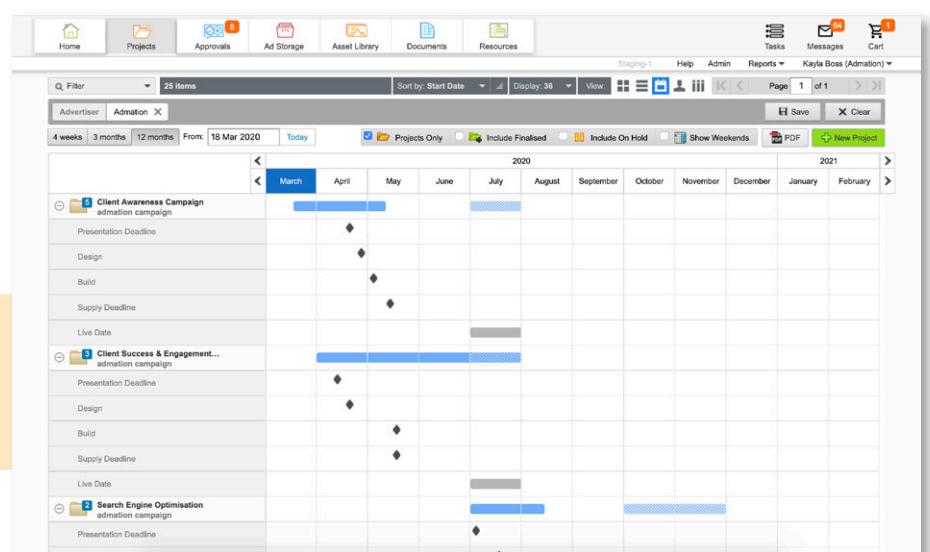
- Locate documents quickly & easily
- No interchanging between tools
- Remote access to project files
- Upload any file type



## 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

The screenshot shows a user interface for creating an approval workflow. At the top, it says 'Kayla Boss' and '08 Apr 2020 11:18 AM'. Below this, there are three 'Approval Level' sections. Each level has a list of approvers and a 'Use Template' button. The first level, 'Approval Level 1', has two approvers: Maria Singer and Tyler Durden. The second level, 'Approval Level 2', has two approvers: Product and Alexander Ferguson. The third level, 'Approval Level 3', has two approvers: Legal and Lionel Law. The fourth level, 'Approval Level 4', has one approver: Darin Legal.

## Approval Tiers

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

The screenshot shows a 'Select Approvers' interface. On the left, there is a table with columns 'Name' and 'Organisation'. The table lists various users and their organisations. On the right, there is a 'Selected Approvers' section with a list of approvers and their roles. The interface includes a search bar, a 'Page 1 of 4' indicator, and a 'Use Template' button. At the bottom, there is a checkbox for 'Use these same approvers next time?' and 'Cancel' and 'Done' buttons.

**Y&R  
ANZ**



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

**Sue Tan**, Contract Administrator – **Y&R**



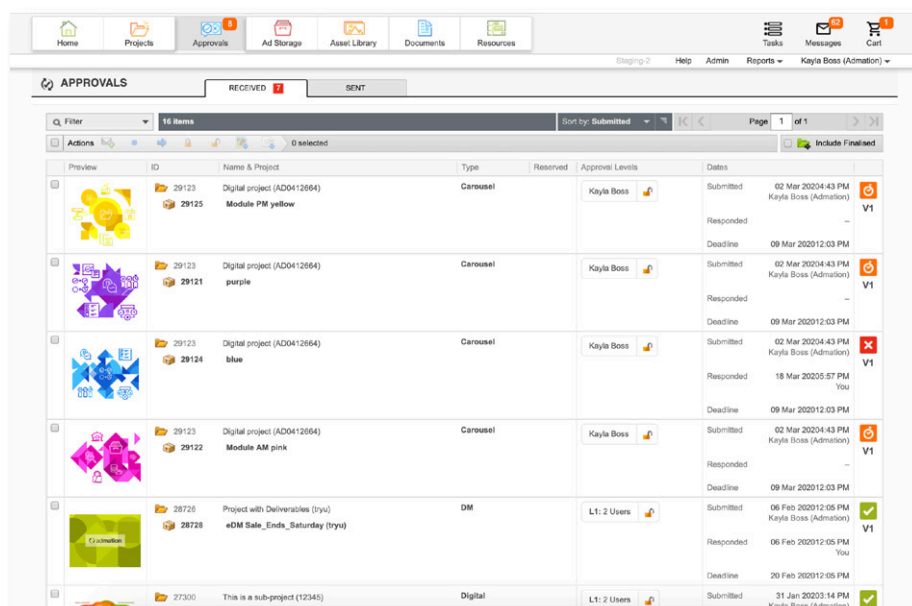
# APPROVAL WORKFLOW

## 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



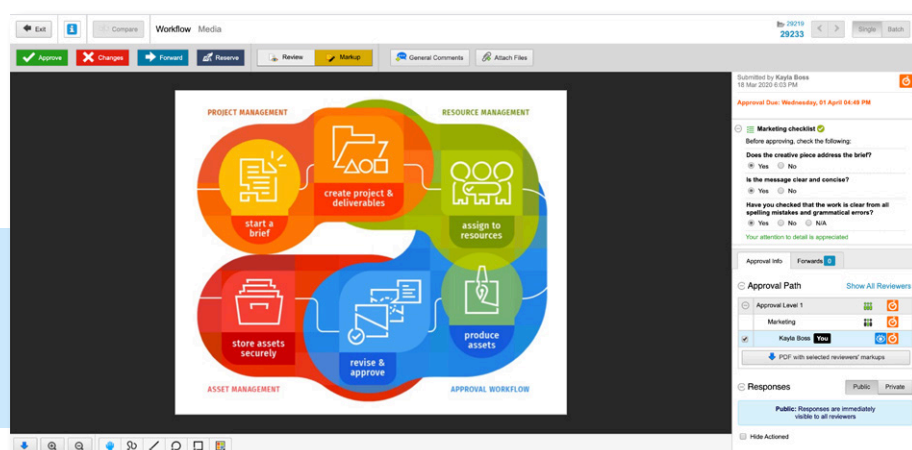
The screenshot shows a web application interface for managing approvals. At the top, there's a navigation bar with icons for Home, Projects, Approvals, Ad Storage, Asset Library, Documents, and Resources. Below this, the 'APPROVALS' section is active, showing a list of approvals. The table has columns for ID, Name & Project, Type, Reserved, Approval Levels, and Dates. The table lists several digital projects and one project with deliverables, each with a status (Submitted, Responded, Deadline) and a version number (V1).

ID	Name & Project	Type	Reserved	Approval Levels	Dates
29123	Digital project (AD0412664) Module PM yellow	Carousel	Kayla Boss	Submitted	02 Mar 2020 4:43 PM
29125	Digital project (AD0412664) purple	Carousel	Kayla Boss	Submitted	02 Mar 2020 4:43 PM
29124	Digital project (AD0412664) blue	Carousel	Kayla Boss	Submitted	02 Mar 2020 4:43 PM
29122	Digital project (AD0412664) Module AM pink	Carousel	Kayla Boss	Submitted	02 Mar 2020 4:43 PM
28726	Project with Deliverables (try)	DM	L1: 2 Users	Submitted	06 Feb 2020 12:05 PM
28728	eDM Sale_Ends_Saturday (try)	DM	L1: 2 Users	Submitted	06 Feb 2020 12:05 PM
27300	This is a sub-project (12345)	Digital	L1: 2 Users	Submitted	31 Jan 2020 14 PM

## 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.*



# APPROVAL WORKFLOW

## Online Proofing

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

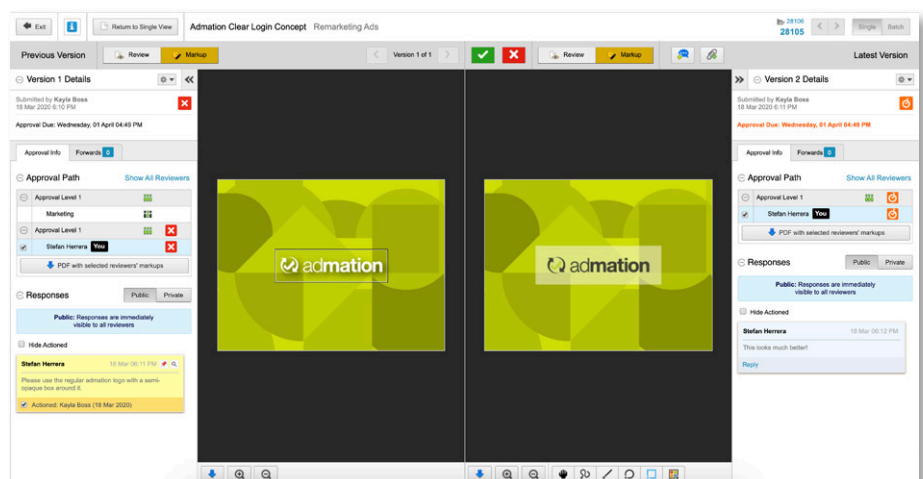
### Benefits:

- 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**

”

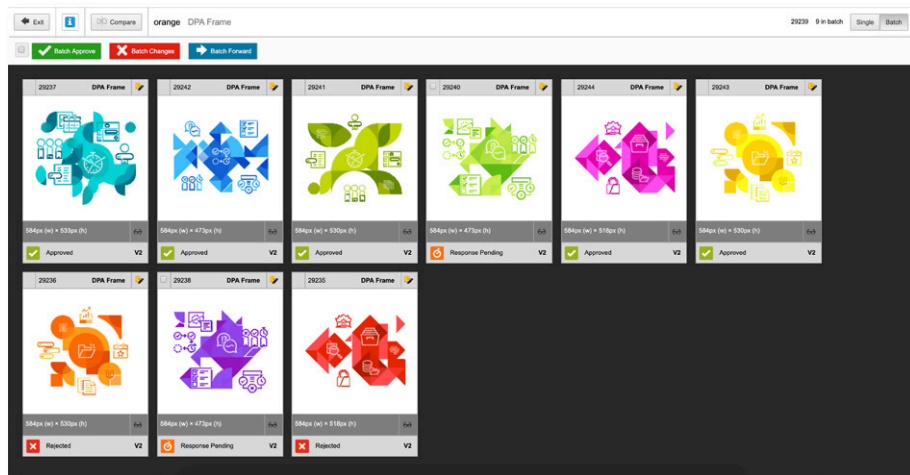
# APPROVAL WORKFLOW

## Batched Approvals

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

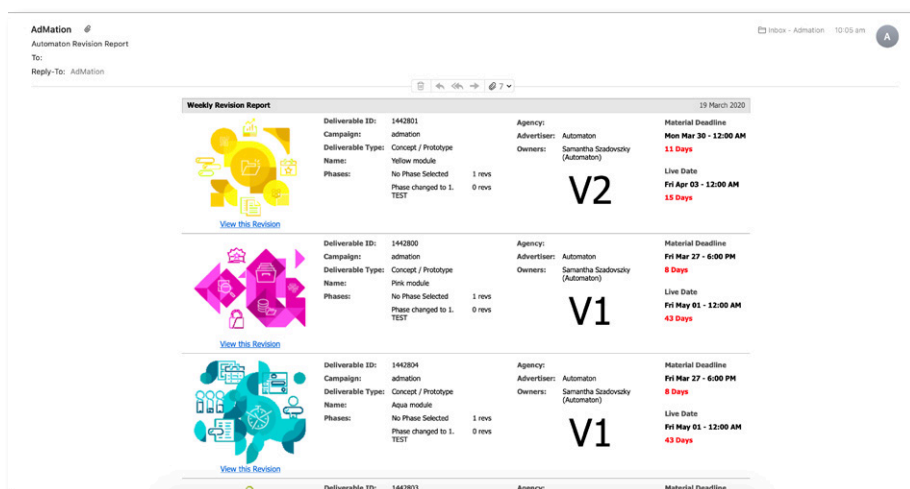
### Benefits:

- 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.



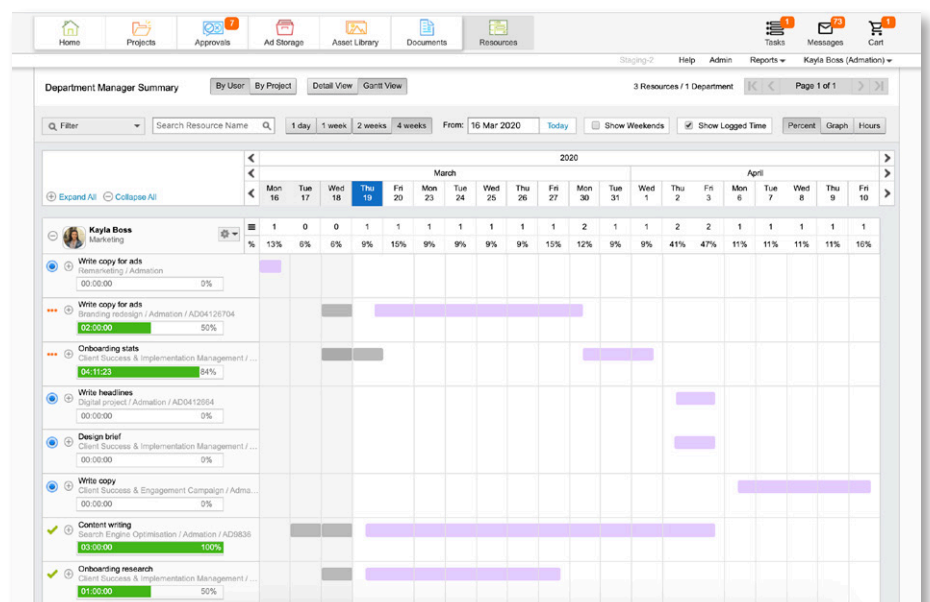
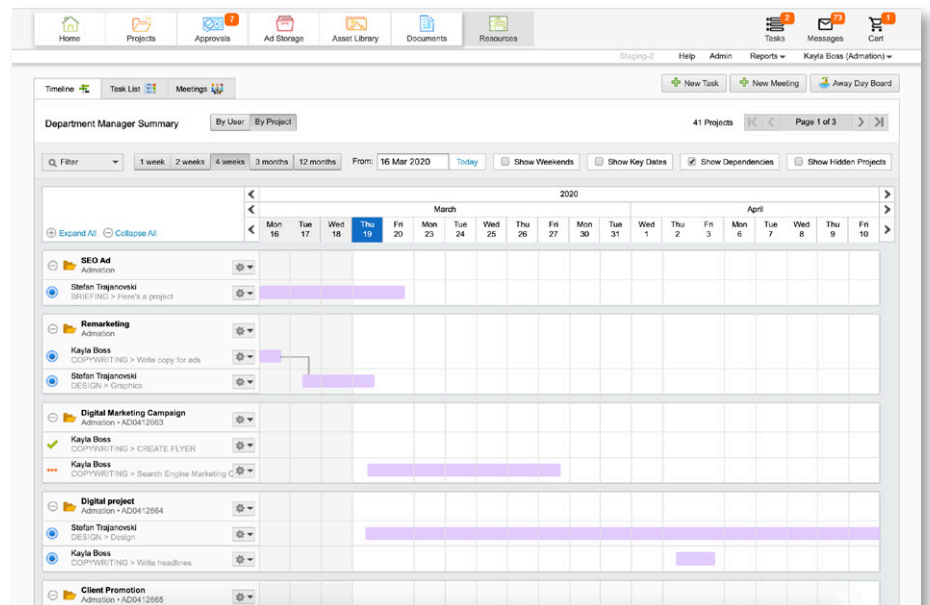
# RESOURCE MANAGEMENT

## 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

The screenshot shows a 'Task Assigning' form with the following sections:

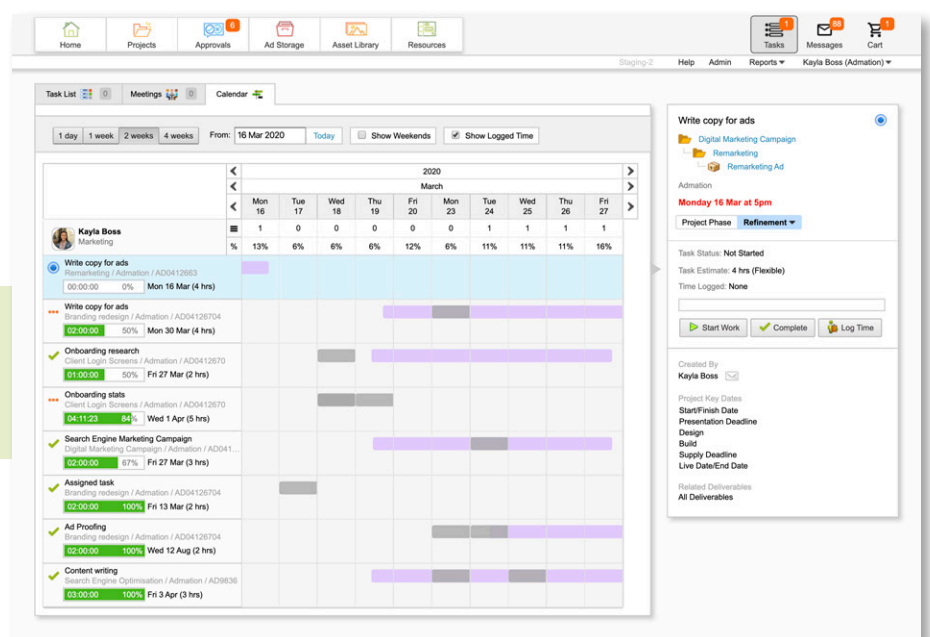
- Task name:** Design
- Project:** Digital project
- Depends on:** None
- Task Details & Attachments:**
  - Task Brief:** The key objectives of this campaign are to redesign the brand to bring it into 2020. We want to see lots of bright, colourful, lively imagery to convey the bright and energetic
  - Associated Deliverables:** All Deliverables
  - Attached Project Documents:** None selected
  - Uploaded files:** Drop files or browse
  - ☐ Takes place out of office
- Task Assignee and Execution:**
  - Task Type:** Design
  - Assignee:** Stefan Trajanovski
  - ☐ Fixed Tell the assignee exactly when to work on it
  - ☒ Flexible Allow the assignee to decide when to work on it
  - Start work:** Today 10:00 am
  - Estimated effort (optional):** 8 working hour(s)
  - Deadline:** May 11, 2020 5:00 pm
  - ☒ Deadline can be met
  - Deadline Reminder:** One hour before

Buttons: 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!*



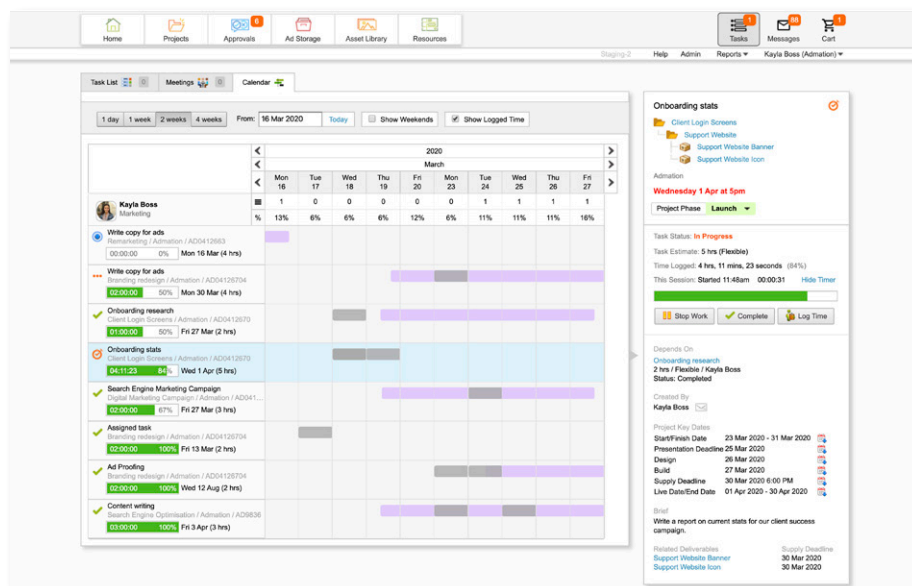
# RESOURCE MANAGEMENT

## 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, admation automatically records it to a timesheet.

Date	Duration	Logged By
Thursday Mar 19, 2020 10am - 10:11am	11 mins 4% of total	Kayla Boss
Wednesday Mar 18, 2020 9am - 11am	2 hrs 40% of total	Kayla Boss
Wednesday Mar 18, 2020 1pm - 3pm	2 hrs 40% of total	Kayla Boss

Add new entry

Worked:  hour(s)  from (optional)  to

☐ This task is complete



**Bendigo and Adelaide Bank**



I use Admation 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**



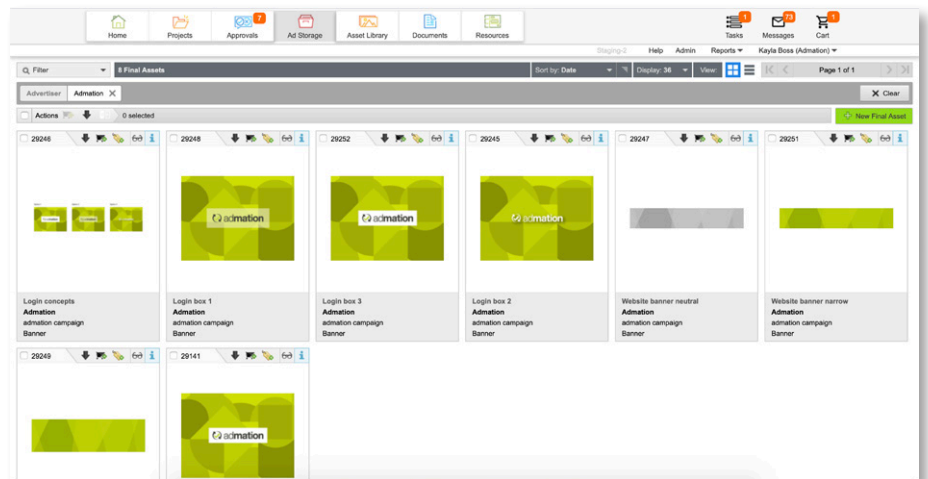
# DIGITAL ASSET MANAGEMENT

## Ad Storage

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

### Benefits:

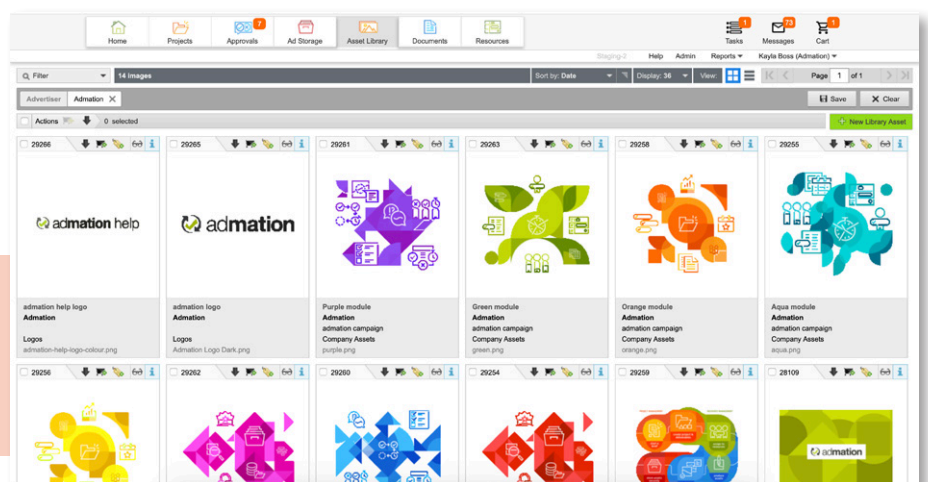
- Locate files within seconds
- Quickly share files with approved users
- Re-run campaigns with a few clicks
- No interchanging between tools



## Asset Library

Store all your current marketing assets within admatron.

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



# ADMATION – 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.

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

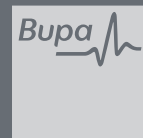


[www.admation.com](http://www.admation.com)



[contact@admation.com](mailto:contact@admation.com)

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