admation

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
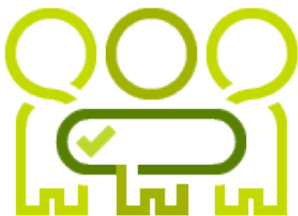
Resource Management

- 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
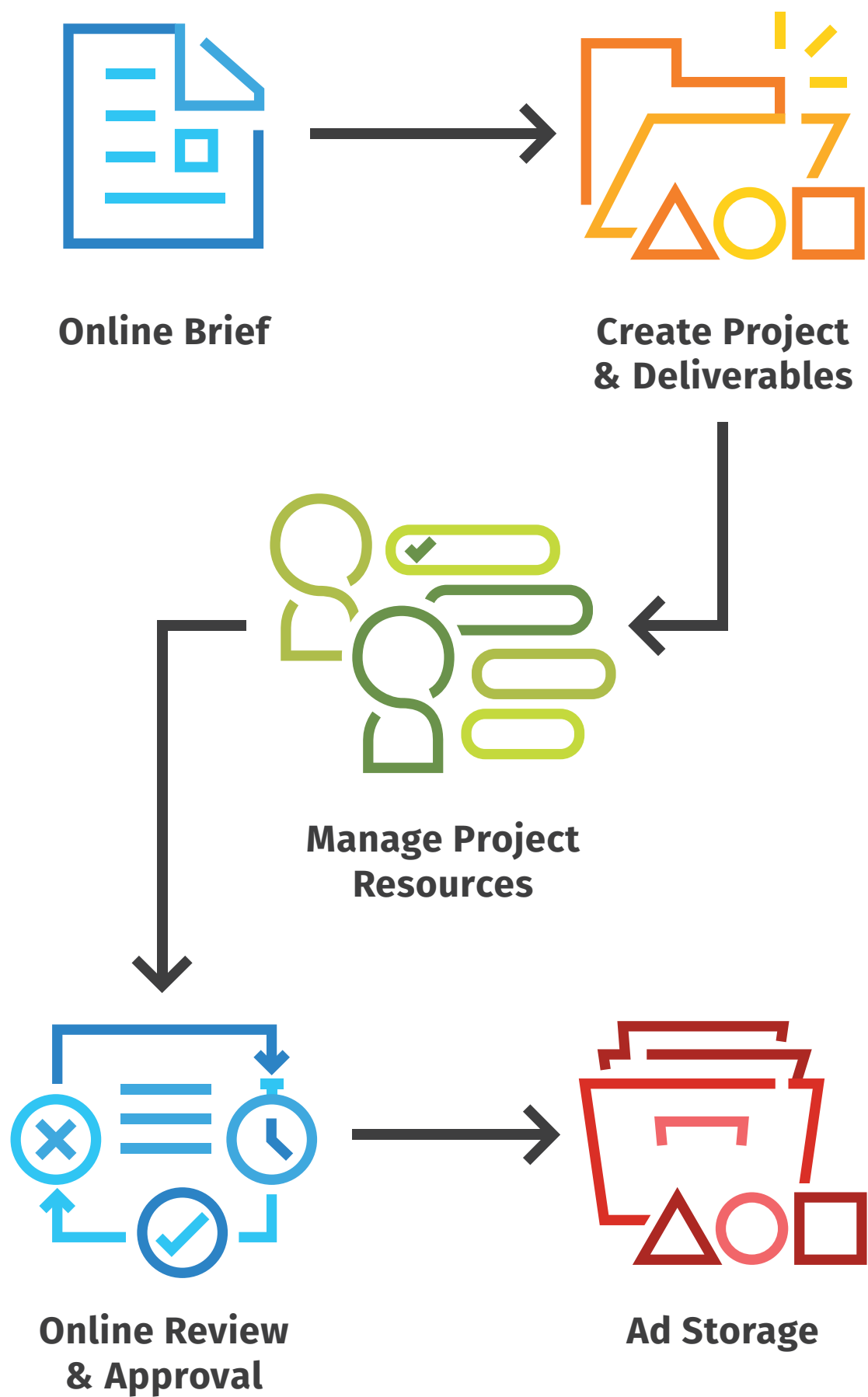

CM CELLARMASTERS

"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

Online Brief

**Create Project
& Deliverables**

**Manage Project
Resources**

**Online Review
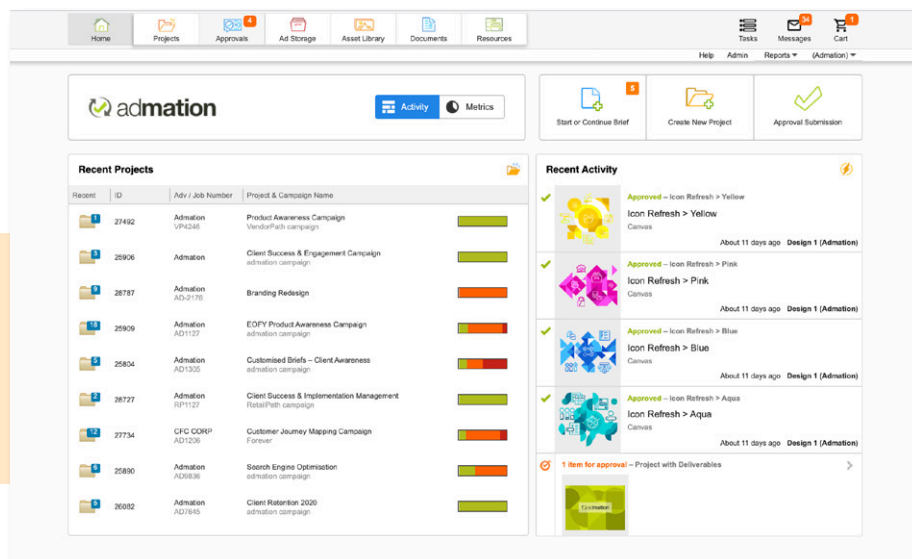& Approval**

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

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.
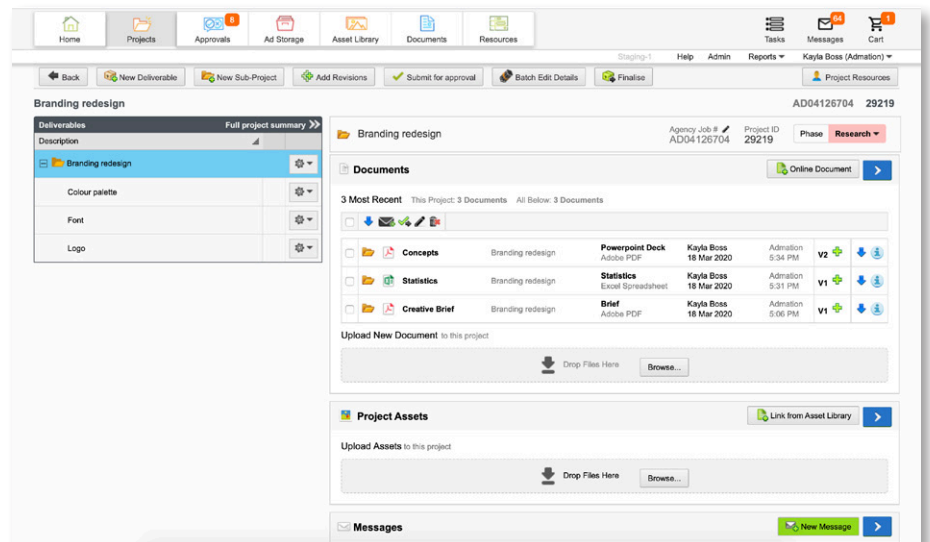
PROJECT MANAGEMENT

Document Management

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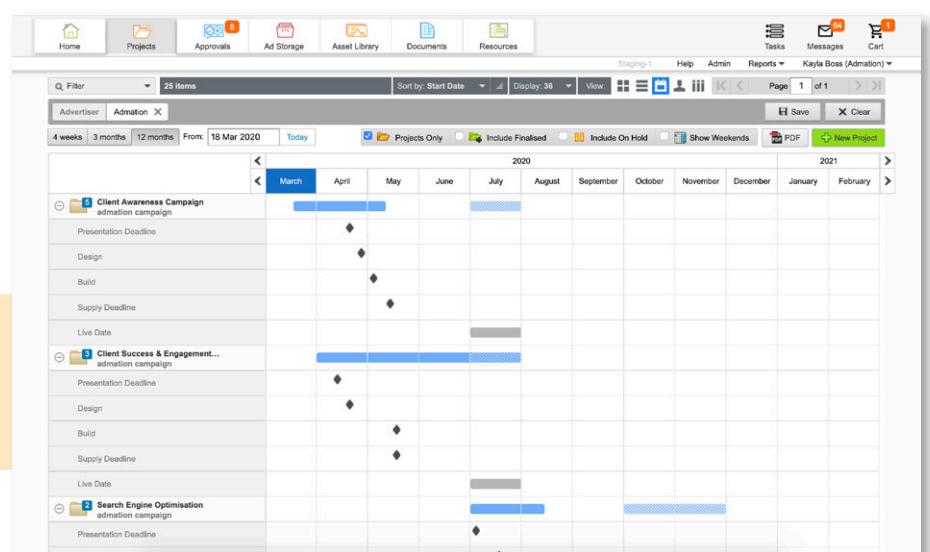
Benefits:

- 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

Approval Tiers

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

> Admation has simplified the approval workflow and provides an efficient management system for the high volume of approvals.
>
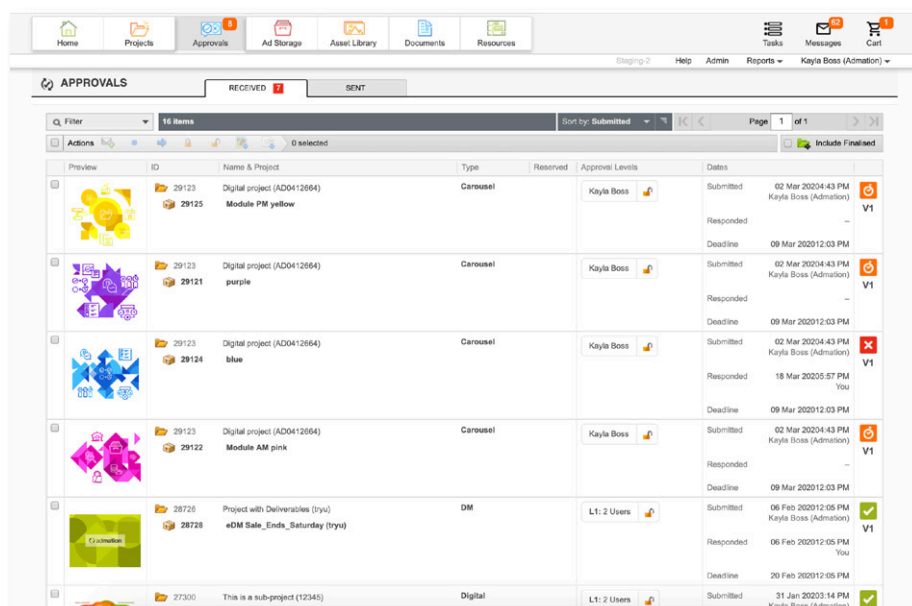> **Sue Tan,** Contract Administrator – **Y&R**

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
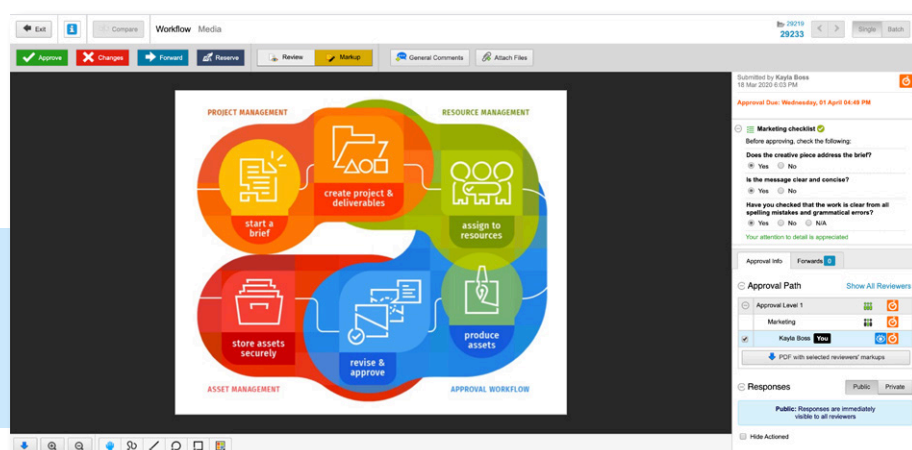- Eliminate confusing spreadsheets

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.
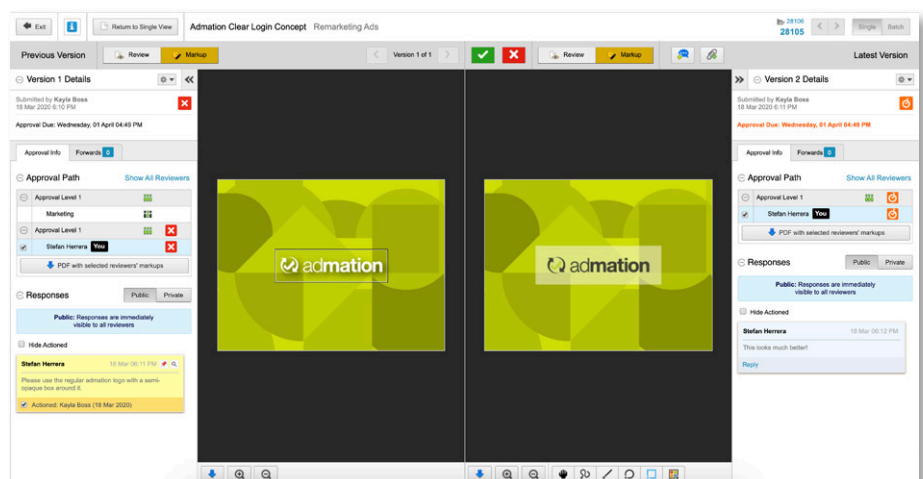
EDGE.

" 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
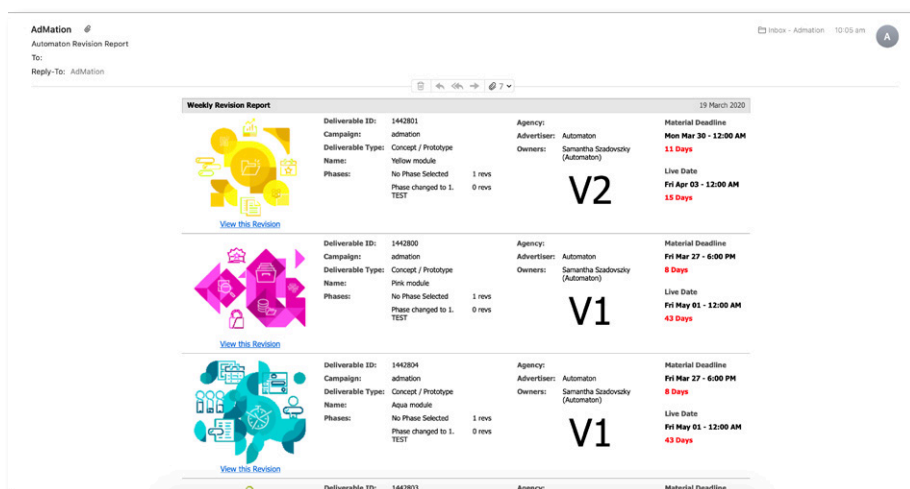- Select & approve multiple items at once
- Forward multiple items for approval
- Eliminate repetitive admin
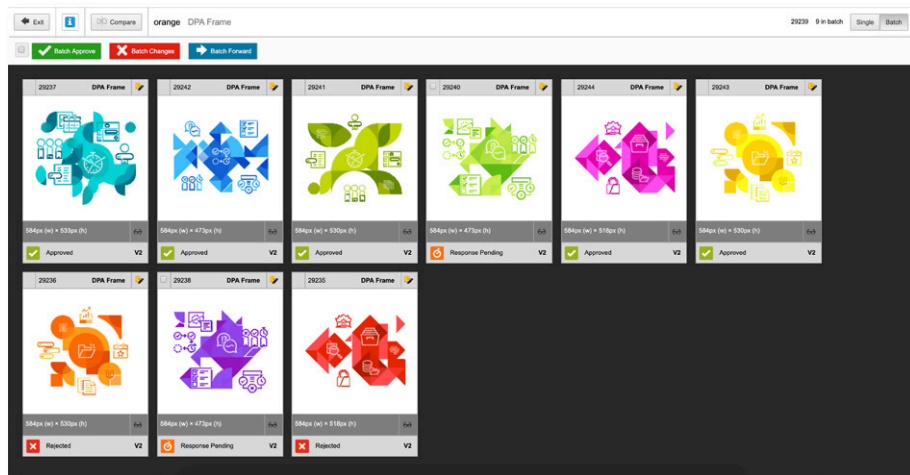
Reporting Tools

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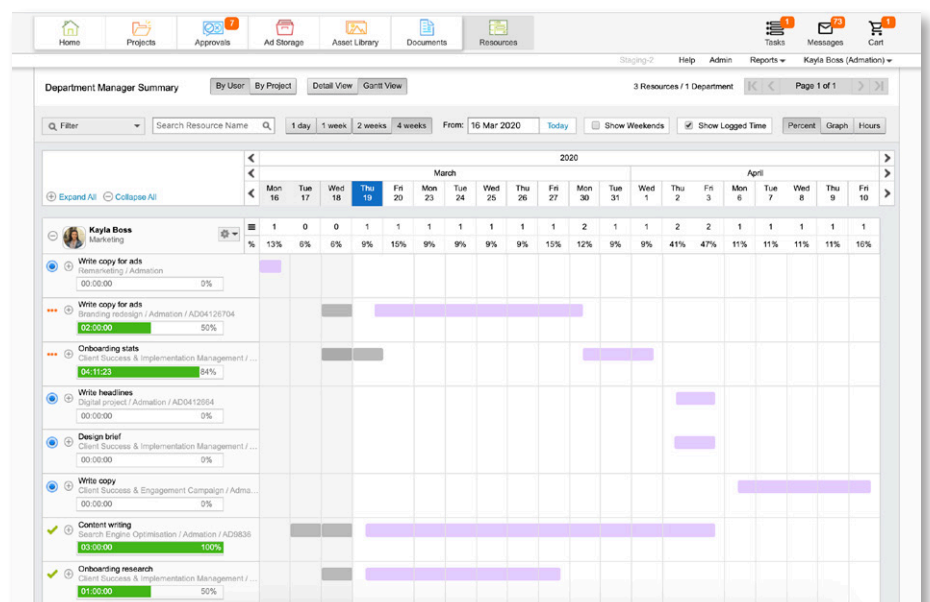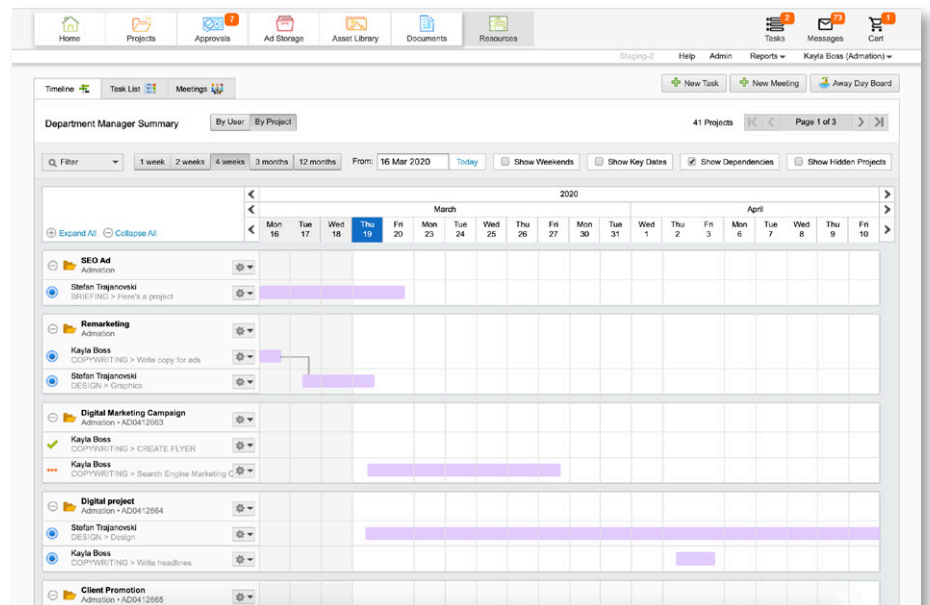
RESOURCE MANAGEMENT

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

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

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!
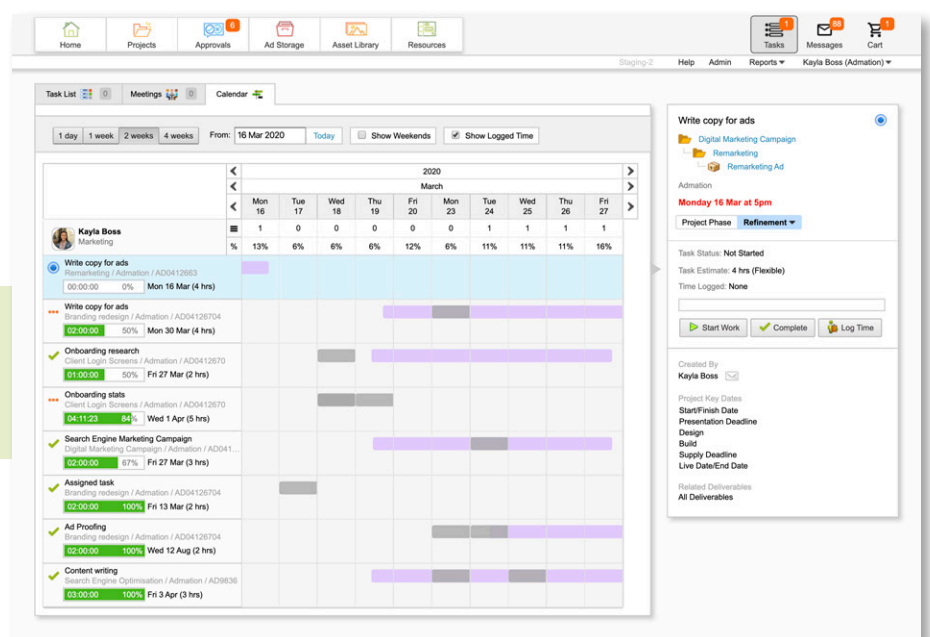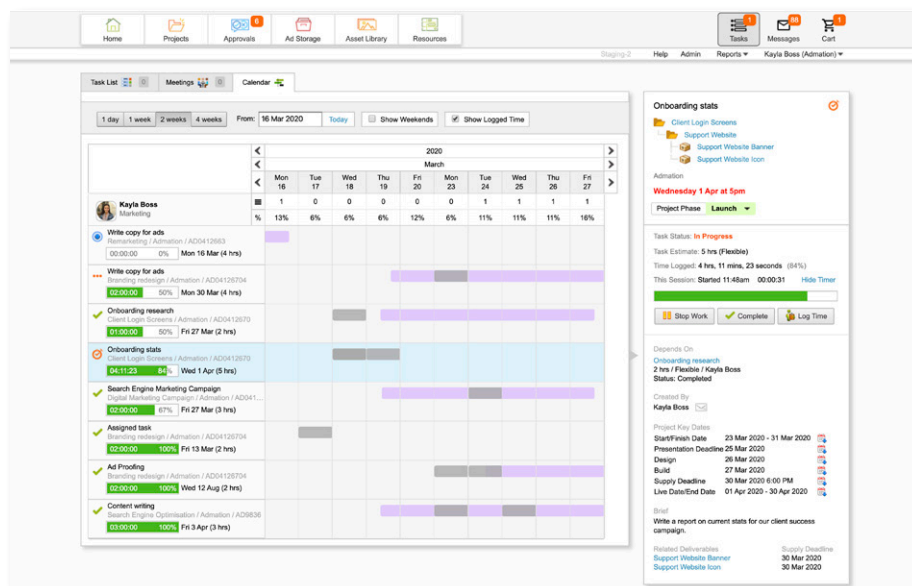
RESOURCE MANAGEMENT

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.

> 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.
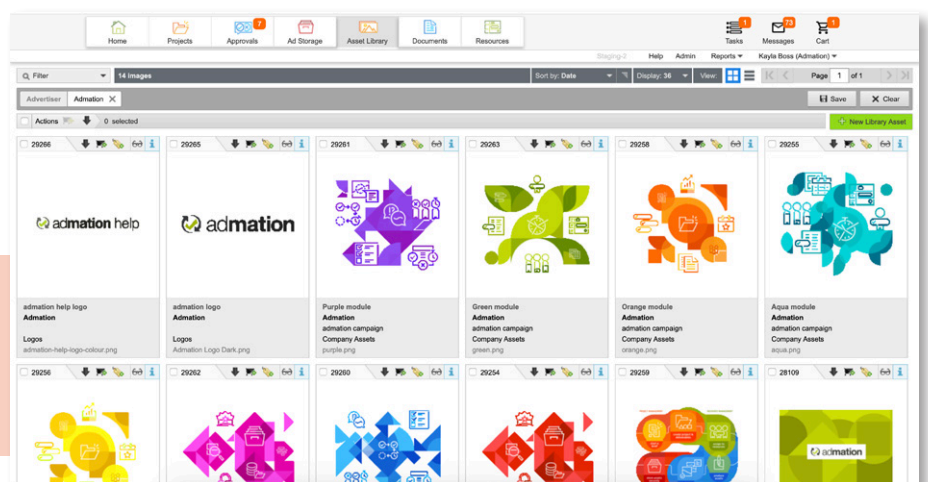
Benefits:

- Locate files within seconds

- Quickly share files with approved users

- Re-run campaigns with a few clicks

- No interchanging between tools
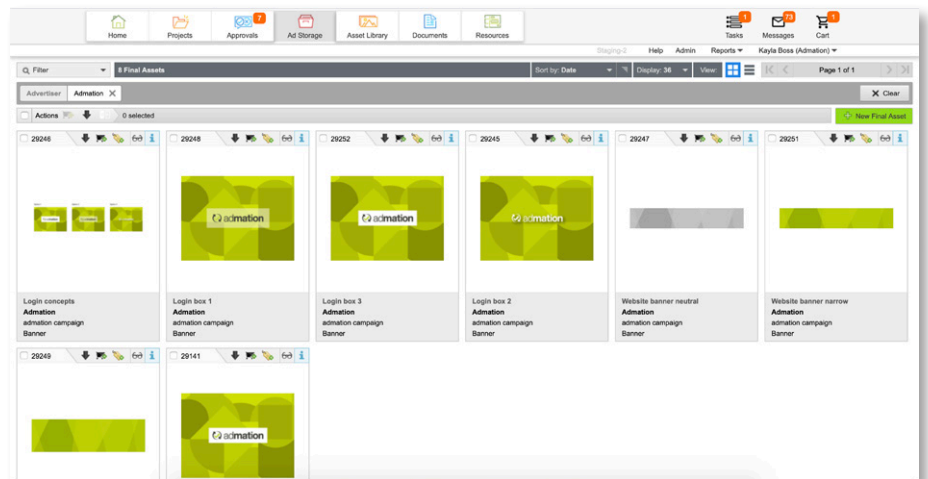
Asset Library

Store all your current marketing assets within admation.

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.

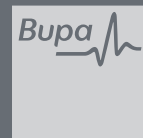To learn more about Admation, and how it can help your team please contact us at the following:

🌐 www.admation.com

✉️ contact@admation.com

Meet a few of our clients that love working with admation

AFL	DEFENCE FORCE RECRUITING	AUSTRALIA POST	Bendigo Bank	Bupa
DAVID JONES	Mondelēz International	News Corp	nib	TOURISM AUSTRALIA

See **admation** *in action*
Request a **Demo**

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