

Americas Creative Requests & Workfront

Overview

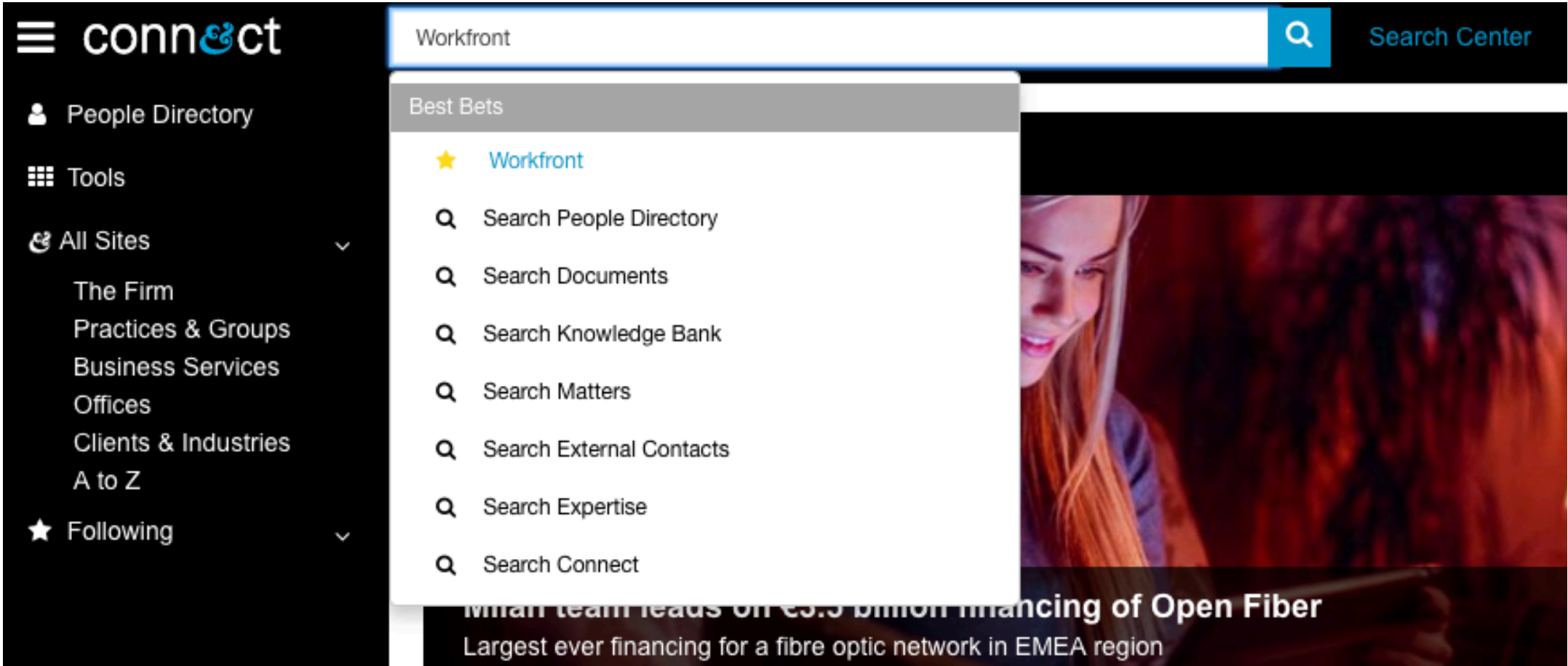


All creative requests are to be requested within Workfront. Workfront is the project management tool used by the global Creative team.

Overview of Workfront process:

1. Requestor submits Workfront request.
2. Creative assigns request to a designer and notifies the Requestor via email that it is with the Creative team.
3. Designer completes request and sends to Requestor for review via email.
4. Designer executes request and sends to Requestor for review via email.
5. Requestor edits are sent to Creative via email.
6. Steps 4 and 5 continue until approved by Requestor.

Creating your Workfront account



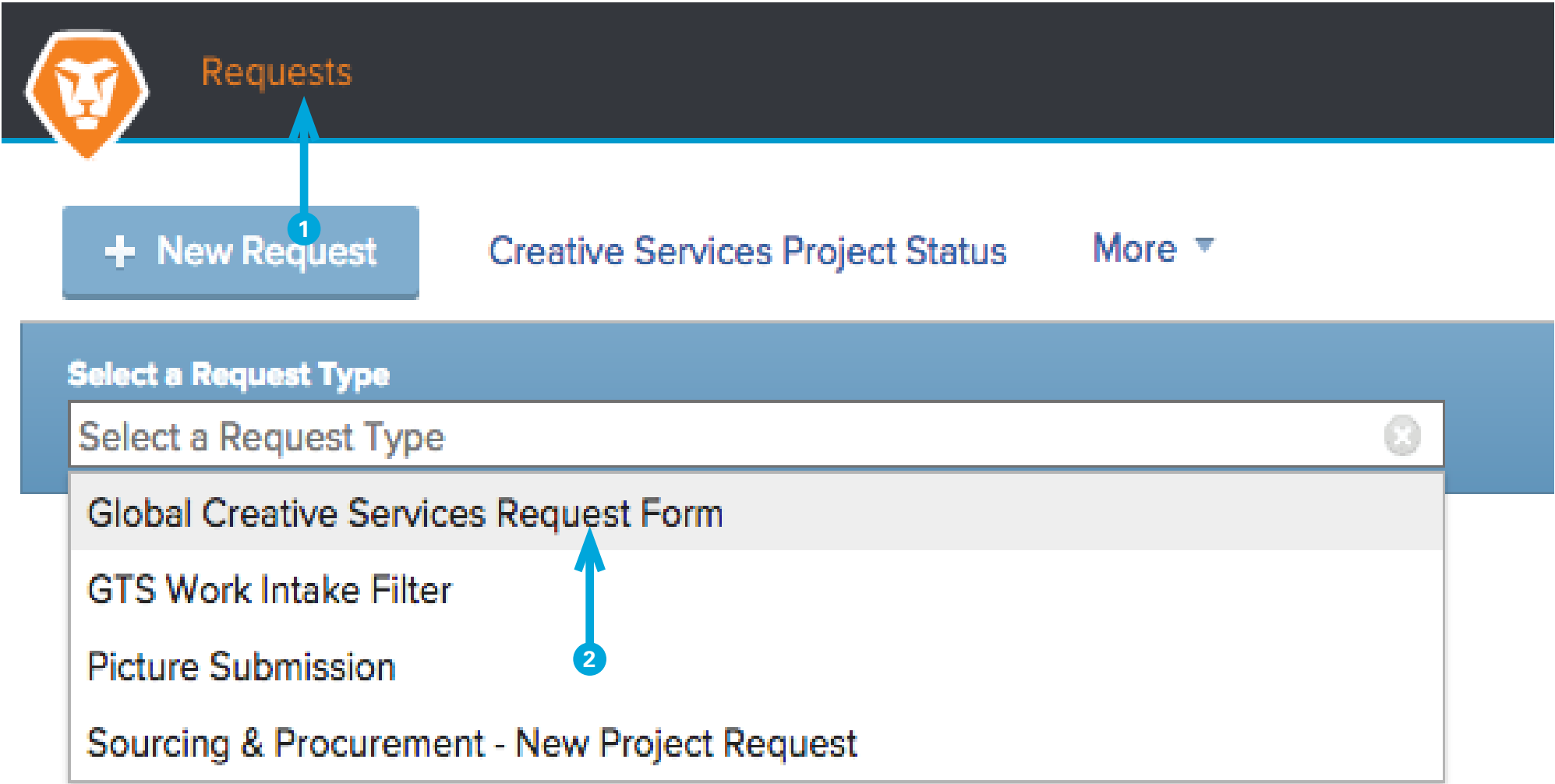
Visit <https://whitecase.my.workfront.com>

Or search “Workfront” in Connect.

Once you click on the URL, you will launch into the Workfront Tool and your account will be automatically created. No username or password is needed.

Bookmark the page.

Submitting a Workfront request



- Step 1 :** In top navigation bar, select "Requests".
- Step 2 :** In the "Select Request Type" drop-down, select "Global Creative Services Request Form".

Submitting a Workfront request (continued)

Select a Request Type

Global Creative Services Request Form

Global Creative Services Request Form

Americas

Americas

-- Select --

Events

New Project

Updates to Existing Project

zGlobal Recruiting - New Project Request

zGlobal Recruiting Events Request

Step 3 : Select the region that initiated the request.

Step 4 : Select the creative request form that fits your request from the “Events,” “New Project” or “Updates to Existing Project.”


Choose “New Project” if this is a brand new project.


Choose “Updates to Existing” if you have updates to an already existing project.


Choose “Event” if you are in need of an internal invite, save the date, etc.

Submitting a Workfront request (continued)

GCS - New Project Custom Form - Issue

GCS Requestor Name 

GCS Requested Region 

GCS Request Type 

GCS Client Name

GCS Client / Matter Number


GCS Partner / Associate / Other Contact

Please select who is initiating the work

GCS Job Number

GCS Region

-- Select --

GCS Office 

-- Select --

GCS Practice / Industry

-- Select --

GCS Internal Groups

-- Select --

GCS First Draft Review Date

GCS Final Due Date

GCS Asset Types

☒ Ad / Advert
☐ Brochure
☐ Connect
☐ Deal Toy
☐ Facebook
☐ Flyer
☐ Image Crop
☐ Infographic
☐ Newsletter
☐ Postcard
☐ Reprints (No Edits Required)
☐ Stationery
☐ Tombstone
☐ White & Case Branding for 3rd Party Product

☐ Articles (Byline, PDF Conversion)
☐ Certificate
☐ Contact List
☐ Environmental Branding
☐ Fact Sheet
☐ Gift Tag
☐ Image Research
☐ Internal Email (HTML, Non-Event)
☐ One Pager
☐ Poster
☐ Signage
☐ Thlrd Party Projects
☐ User Guide / Toolkit

☐ Branded Items (Gifts, Swag)
☐ Chart
☐ Cover
☐ Executive Presentation
☐ Floor Display
☐ Handout
☐ Image Retouching
☐ Maps
☐ Placemat
☐ Pull Up Banner
☐ Social Media
☐ Thought Leadership
☐ Video

Ad/Advert

GCS Ad/Advert - Instructions for Creative

GCS Ad/Advert - Type

☐ Print ☐ Digital

GCS Ad / Advert - Content

GCS Ad / Advert - Template Selection

Submit Request

Cancel

The Creative request form will populate.

The Creative request form encompasses all information needed by Creative to immediately execute your request.

Once the form is complete, hit “Submit” at the bottom. This is then submitted directly to Creative.

Creative will notify you via email that your request has been received and has been assigned to someone on the Creative team.

Overseeing project status

Requests

+ New Request

Creative Services Project Status

More

GCS Requestor Dashboard

As of Oct 18, 2018 5:53 pm Eastern Daylight Time

GCS Requestor Open Project Status

Export

Due On	Request Type	Asset Type	Name	Owner	% Complete
10/12/18	Placemat	Placemat	629412_Real Estate (Americas)_Placemat_Hansen	Russell Shenk	100%
9/4/18	Placemat	Placemat	721523_Global ECB_Placemat	James Ligi	66.67%

Showing all 2 projects

You will now have visibility into the status of your project with the Creative team.

You can find this by navigating to “Requests” then “Creative Services Project Status”.

The first report, “GCS Requestor Open Project Status” will show you each active project name, details, who is executing and how far along it is in the creative process.

Overseeing project status (continued)

GCS Requestor Recently Completed Projects						
<div>➔ Export</div>						
<input type="checkbox"/>	Due On ↓	Request Type	Asset Type	Name	Owner	% Complete
<input type="checkbox"/>	10/11/18	New Project	Social Media	778317_Arlene Hahn_Speaker Card_Hansen	Manila Creative Services	100%
<input type="checkbox"/>	10/11/18	New Project	Social Media	775310_Speaker Card - Directors RT_Hansen	Manila Creative Services	100%
<input type="checkbox"/>	10/9/18	New Project	Social Media	775308_Speaker Card - ICSC_Hansen	Manila Creative Services	100%
<input type="checkbox"/>	10/2/18	New Project	Social Media	771127_Kim Marie Boylan_TEI_Speaker Card_Hansen	Manila Creative Services	100%
<input type="checkbox"/>	9/6/18	Signage	Signage	755067_Bike Ride Banner (Harlem Grown)_Hansen	Manila Creative Services	100%
<input type="checkbox"/>	8/30/18	Non-Event	Brochure	731661_2018 Global Employee Equity At A Glance_Brochure_Hansen	Manila Creative Services	100%
<input type="checkbox"/>	8/24/18	Social Media	Social Media	742789_ITR TP Speaker Card_Hansen	Manila Creative Services	100%
<input type="checkbox"/>	8/24/18	Updates to Existing	Third Party Projects	746338_Print Ready File_Booklet_Hansen	James Ligi	100%
Showing all 8 projects						

The second report, “GCS Requestor Recently Completed Projects” will show your recently completed project name, details and who executed your request.

Overseeing project status (continued)

☐

8/24/18

Social

☐

8/24/18

Update

GCS Requestor General Record Search

GCS Asset Types

Equal

Run Report

Internal Email (HTML, Non-Event)

Maps

Newsletter

One Pager

Placemat

Postcard

Poster

Pull Up Banner

Media

Party Pro

The third report, "GCS Requestor General Record Search" is a record search based on asset type.

Be sure to select "equal" from the drop-down menu.

Then select the asset type you would like to see.