

Stage/Individual - including e mail communications	BBC Campaign Manager	Marketing Manager - Brand	PR (1 representative per campaign)	Legal (1 representative per campaign)	BBC Web Manager	Specialists e.g. IQOR	Capita	Head of Sales & Marketing
Project brief	Fit with BU strategy & sales objectives. Pre-empt any major PR, Legal or Brand issues	Fit with overall Brand strategy and other marketing campaigns. (If line manager of BBC Campaign manager, also confirms fit with BBC sales objectives)					Check meets operational requirements (No finance to be shared)	
Creative brief	Fit with BU strategy & sales objectives. Pre-empt any major PR, Legal or Brand issues	Confirm fit with brand strategy & creative integration requirements are met						
Concept	Does it meet the brief?	Does it meet the brief?	Check for PR issues if appropriate	Check for legal issues if appropriate				
	Sanity check							
	Pre-empt any major PR, Legal or Brand issues	Pre-empt any major PR, Legal or Brand issues						
1 st Copy/developed concept	Does it meet the brief?							Present all new copy / concepts to check meets with business objectives
	Comments should relate to the brief and to the brand equity only.							
	Executional/personal opinion based comments should be avoided.							
	Pre-empt legal, PR comments							
2 nd Copy	Evaluate internal feedback against objectives of brief, and provide clear, objective guidance to agency. Advise internal stakeholders on any comments that have not been actioned. Escalate issues where likely consequence is considered significant to line manager.	Highlight any copy that is inconsistent with brand objectives	Highlight any copy likely to cause PR issues, and advise on likely consequences	Highlight any copy likely to cause legal issues, and advise on likely consequences	Highlight any copy issues likely to cause operational issues relating to the website and advise on likely consequences. (E mail copy only)	Highlight any copy likely to cause legal issues, and advise on likely consequences	Highlight any copy likely to cause legal issues, and advise on likely consequences - including e mail copy	n/a, unless issue escalated from Marketing Manager
3 rd Copy	Only liaise with PR/Legal/Capita when major re-write has occurred - for further approval on the re-written copy							
Final Copy	Check comments have been incorporated and sign-off	See final copy prior to film/print (advertising only)						
Mac Visual/tight trace to show layout for a/w For new stationery only	Check that it meets the executional requirement on the creative brief. Ensure on correct base stationery (Business case for creating new base stationery to be approved by Marketing Manager)							
	Executional/personal opinion based comments should be avoided.							
1 st artwork	Check copy and visual elements as per approved base stationery or mac visual if new	Ensure complies with brand guidelines		Final check, only required if any legal comments were dependant on layout/position/prom inence			Confirm no processing issues (new only)	
Final Artwork - For new stationery only	Check any comments have been incorporated and sign off						Check processing comments have been incorporated and sign off	Link to artwork on Livelink emailed FYI for records
Print Proof	To be approved for new creative if appropriate (printed collateral e.g. leaflets)						To be approved for new creative if appropriate (printed collateral e.g. leaflets)	
White Proof	Checks proof against whites checklist						Checks proof against whites checklist	
Live Lasers	Checks proof against Lives Checklist						Checks proof against Lives Checklist	

*Please note: This matrix is an illustration of an ideal approval scenario. In reality there may be more or less copy stages required