

Approval Process → Clear, Fast, Repeatable

	VP	Brand Director	Service Line Director	Regional Director
Strategy + Media Deck				
Approve overall strategy + media approach	I		A	I
Concept Development				
Approve general concepts & storyboards, socializes internal approvals, and stewards' revisions as needed.	A	A	A	I
Creative Development - Localization				
1. Approve system-level tactics: imagery, copy, templates	I	I	A	I
2. Approve versioning with localized messaging, ministry-specific RTBs/copy	I	I	I	A
3. Final approval of concepts, high-level templates, imagery	A	A	I	I
Media Plan				
Approve budget and tactics; VP or Regional approval based on who is funding	A		I	A

 **A** APPROVER

 **I** INFORMED FOR AWARENESS