

Marketing & Student Recruitment

Creative Services lead times guide

Below are indicative guidelines for lead times required to help us service you effectively:

The following time frames are indicative and apply from the date of the **brief** being received by MSR.

MSR's prioritisation system will still apply when accepting and scheduling projects (see reverse for more information)

Activity	Time required
Strategy and Project Management	
Marketing Plan	3 weeks
Media Buy	+ 4-6 weeks
Creative output for media plan & content development	+ 4 weeks
Full strategy & project management	Minimum three months
General creative requests*	
Flyer, pull up banner, lanyards	2-3 weeks
Publication < 30 pages	3-4 weeks
Publication > 30 pages	5-6 weeks
Printing allowance**	1-2 weeks
Organic digital - social media posts, homepage banner, digital screens	2-3 weeks
Display adverts (Google Display Network, In daily)***	3-4 weeks
Video production	4-6 weeks
Photoshoot with external photographer	2-3 weeks
Merchandise request (product/supplier dependent)	3-6 weeks
Signage AO, AI, floor decals, etc.	2 weeks
Events	
Priority 1 event with VIP invites	Minimum 8 weeks
Priority 2 events	Minimum 6 weeks
Website	
General website updates	2 days
New landing/promotional web page****	1-2 weeks

*Timings assume no more than two rounds of amends. Additional amendments will impact delivery times. **Flinders Press will confirm print deadlines when quoting the job.

***Timings will be dependent on the content (including imagery, animation, sizes, versions etc.) provided and the complexity of the request.

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Prioritising

MSR will project manage planned annual activities that have been ranked with you according to the following criteria:

PRIORITY 1

Criteria

- Major marketing and external events that are aligned to the University/College/Portfolio strategic plans in relation to: *student recruitment, research revenue and brand profile raising*
- Significant SET interest and/or involvement
- Existing major or potential sponsorship
- Budget of \$5000 or more
- Event audience of over 500 people
- External attendees, VIPs, stakeholders or partner involvement
- Promotion through earned, owned and paid channels including media
- Significant student recruitment/research funding objective

Tier 1 activities need 4–6-week lead time to develop marketing plan, event project plan, and bespoke visual identity.

PRIORITY 2

Criteria

- Marketing and external events that are aligned to College/Portfolio strategic plans
- Interest/involvement from senior College/Portfolio staff
- Part of a minor sponsorship
- Budget under \$5000
- Event audience less than 500 people
- Promotion through owned and paid channels only
- Minor student recruitment/research funding objective

Tier 2 activities need 2-4 week lead time in order to develop marketing plan (if required), MSR briefs, event project plan, and creative using existing material or outsourced.

PRIORITY 3

Criteria

Activities that are internally focused will be managed by College/Portfolio. Marketing Partner/Events will provide advice (subject to capacity), which may include event planning documents and catering options.