



## Other Birds Content Creation Procedure

Brand marketing is using a consistent style for all marketing, and it is a long-term strategy that businesses use to improve their brand recognition, awareness, and value to its customer base.

This means that the styles, colours, images, and various other aspects of all advertising must adhere to a style guideline that has been created for the Wangaratta RSL by Other Birds.

**All forms** of posters and advertising **must** be created by the RSL or Other Birds.

This includes but is not limited to:

- Posters for advertising
- Brochures
- Visitor Cards
- Sign up forms
- Notices
- Anything else that uses the Wangaratta RSL brand, whether it be club promotions/specials, welfare events/news, ceremonial advertising etc.

Other Birds are hired to produce any content for the club that is requested, however, their expertise in their field means they will ensure that anything created is on brand. This means some requests may get rejected or adjusted to remain consistent with the Wangaratta RSL brand.

The Other Birds Request Form must be filled out and sent to Nadia for any content requests. If you are unsure as to what you can request, contact Nadia for clarification.

The following guidelines must be noted for all content requests:

- All content requests must be submitted to Nadia with 1 month notice of when the content is needed
- All content requests will be sorted by priority. The earlier you get the request in, the better the chance of getting it back on time. Other Birds have multiple clients and content takes time to create.
- All content requests are only **requests**. There are good and bad practices when it comes to content creation, so all content requests may be changed to follow these practices or match the Wangaratta RSL brand
- You may not be included in any design decisions when drafts are received from Other Birds. Any requests you have made on the form will be taken into consideration when content is created

## Other Birds Content Request Form

Please fill out the form below and return to Nadia's in tray on her desk, or via email – [operations@wangarattarsl.org.au](mailto:operations@wangarattarsl.org.au)

<b>Name</b>		<b>Date</b>	
<b>Task Description/Title</b>		<b>Expected Due Date</b>	
<b>Would you like the wording below to be an exact copy or can it be edited by Other Birds?</b>			Exact <input type="checkbox"/> Edited <input type="checkbox"/>
<b>Information/Content</b>			
<b>Asset Types Requested</b> (Please tick all that apply)	<input type="checkbox"/> A4 - Portrait <input type="checkbox"/> A4 - Landscape <input type="checkbox"/> A3 - Portrait <input type="checkbox"/> A3 - Landscape <input type="checkbox"/> TV Screen <input type="checkbox"/> Website <input type="checkbox"/> Other: _____		