



Creative Review 2

Create – Collaborate – Review

OpenText Media Management Creative Review v2

Creative Review 2 gives your marketing operations and creative team a flexible, collaborative tool for real-time commenting, mark up, review and approval. You can initiate reviews with audited workflows, notifications and tracking or start an ad hoc review session anytime from any browser with the OpenText Media Management HTML5 user interface.

GET CREATIVE – BE CREATIVE

- *Increase collaboration*
- *Improve team communication and creativity*
- *Get faster approval for project deliverables*
- *Allow agile, proactive marketing*

Does it seem to take too long to get that final approval for the creative assets in your brilliant campaign? Are the delays, missed project deadlines, oversized email attachments and back-and-forth email chains giving you a headache?

Creative Review 2 simplifies and speeds up the review and approval process involved in creating compelling content to enrich customer experiences. Media Management is a core component bridging your organization's creative departments with marketing operations and the digital supply chain. It extends that creative effort and lights up customer touch points across all the traditional, social and omni-channel connections where customers interact with your brand, products and services.

Annotation and Markup

Creative Review 2 provides sophisticated markup capabilities, allowing internal users, external teams and agencies to quickly and easily capture and act on clear feedback and change requests.

Reviewing and commenting on creative projects-in-progress is an integral part of nearly all campaigns, launches, advertising, marketing and print production - across many production environments, including video, online, layout, print, photo, image and graphic arts. Creative Review 2 provides multiple reviewers real-time collaboration to share ideas and inspiration with your team. Also, it gives you tools for design, annotation and editorial workflows:

- Ad hoc reviews
- Commenting
- Drawing
- Zoom and pan
- Measure with ruler and guides
- Frame-level video markup
- Comparison and difference

Creative Review is a must-have collaboration tool that allows artists, designers, creative teams and managers to share their work and make comments and notes.

WATCH THE VIDEO*



To play this video, you will need to have Adobe® Acrobat® **version 9 or higher **installed** and a **live internet connection**.*

- Overlays
- Color correction and separation
- Font information tool
- Proofing

Collaboration, Review and Approval

Users simply select the Review button in the Media Management Tool Bar, name the review, and start adding assets and reviewers. Ad hoc reviewers get a link to the workspace with permissions you set. Creative review gives you asset-level approval and users have a dashboard to see the status of reviews, assets and their assigned tasks.

When the session is completed, the initiator closes out the review session and all the participants are notified. A detailed report is created as a summary of all markups, feedback, and change requests.

Creative Review 2 is an add-on feature supported in Media Management v7.3.1 and higher. Also, because it is embedded in Media Management, the content does not have the extra step of staging assets in the workspace.

Benefits

- HTML5 and responsive design for Mac, Windows, iOS
- Touch support for tablet devices
- Secure and scalable for enterprise deployments
- User access control with configurable roles
- Flexible approval workflow and task routing
- Reports and audit trail
- Compare file revisions
- Ad hoc reviews
- Asset level approvals
- Dashboard

Creative Review is a must-have collaboration tool that allows artists, designers, creative teams and managers to share their work and make comments and notes. Instead of emails and attachments, users get feedback immediately, meaning less time spent waiting for approvals and faster time to market.

www.opentext.com

NORTH AMERICA +800 499 6544 • UNITED STATES +1 847 267 9330 • GERMANY +49 89 4629-0
UNITED KINGDOM +44 (0) 1189 848 000 • AUSTRALIA +61 2 9026 3400