

How to get the best out of working with Glow



We're a small, senior team - hands-on with your project from day one. The clearer our communication, the faster we can think, create and deliver work that moves your brand forward.

We've created this short guide on how best to work with us. None of it is onerous, it's just a few useful recommendations.

GLOW.

Our time **is** your time.

When we're clear on what you need, we spend our hours designing, strategising and producing results. It's the single biggest gift a client can give us.



1

A great brief in six questions

What



The deliverable - campaign, design asset, strategy, copy.

Why



The business context or goal behind it.

Who



The audience, and who signs it off.

Success



How you'll know it's worked.

When



Is there a deadline? - flag if urgent.

Constraints



Brand guidelines, budget, approvals.

2

Send it the easy way

- **Trello first.** Post briefs and feedback on your client project card, with files attached.
- **No Trello yet?** One email per topic, clear subject line, timings in the body message.

3

Calling us

- **Fast-moving project?** A flagged Trello note or email reaches us quickest.
- **Want a proper chat?** Just ask to grab 10 minutes, and we'll set up a time to suit.
- **Truly urgent** – call or send a flagged message to us all. We'll pick it up fast and respond.

4

Feedback that saves rounds

- Consolidate your **team's feedback** into one message.
- **Specifics help us most** - instead of 'try something different,' tell us what's bugging you about it."
- **Tell us what's working, too** - it helps us get there faster.

5

A note on timelines

- **A heads-up** early is worth more than a perfect brief late.
- **Rush job?** Tell us the situation - we'll do what we can.
- **Timeline shifted?** Let us know as soon as you do.

We're in this together. These habits help protect the thing that makes us great: the ability to focus completely on your work.