

BBDO MPLS

Server Structure, Production Process, and Naming Convention

About the Server

Nasuni consists of a local server and a cloud extension/back up for the data.

New data and/or data that is accessed on a regular basis lives on the local server. Older data or data accessed less frequently is stored only in the cloud.

NOTE: Depending on the data size, pulling files down from the cloud can be a bit slow.

Be patient. Or submit a Paige ticket requesting these assets be pulled into the cache. When doing this, please provide the file path in your ticket. (command "i")

Keep it Organized

DO NOT place files or create folders on the server outside of the structure. If a project folder has not been opened, please ask your PM.

DO NOT use spaces, dots, dashes or condensed words. Use an underscore.

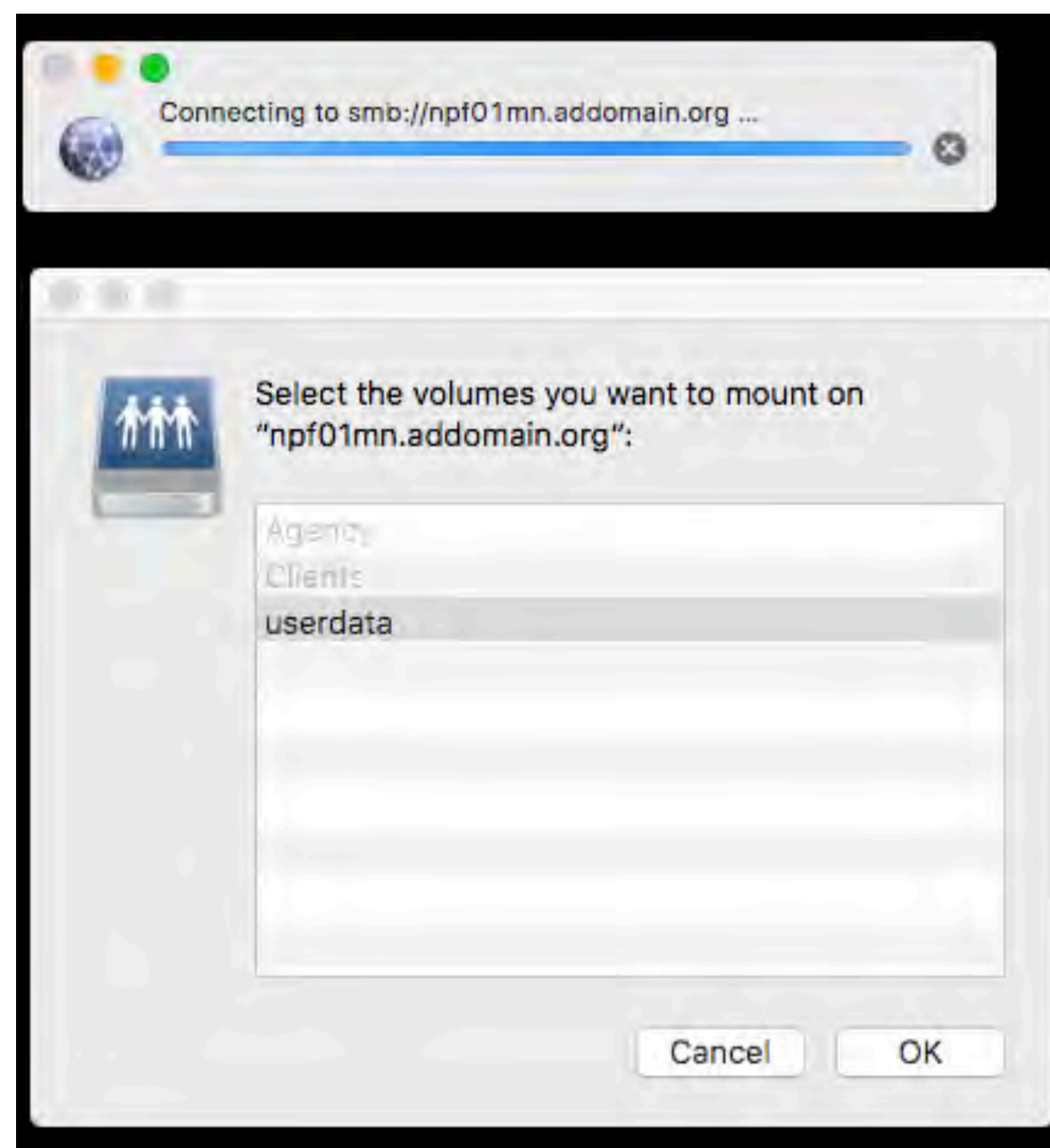
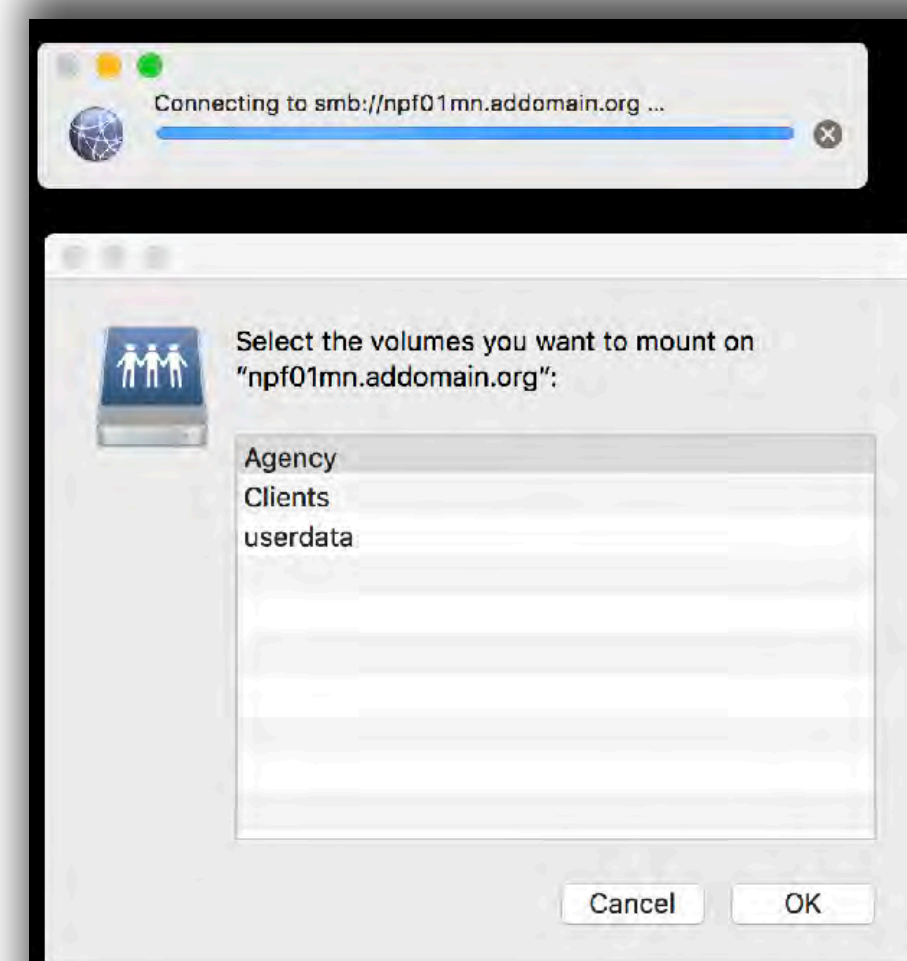
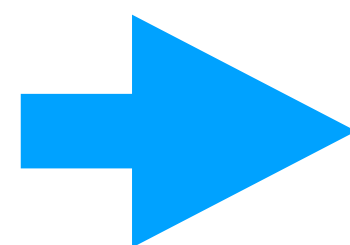
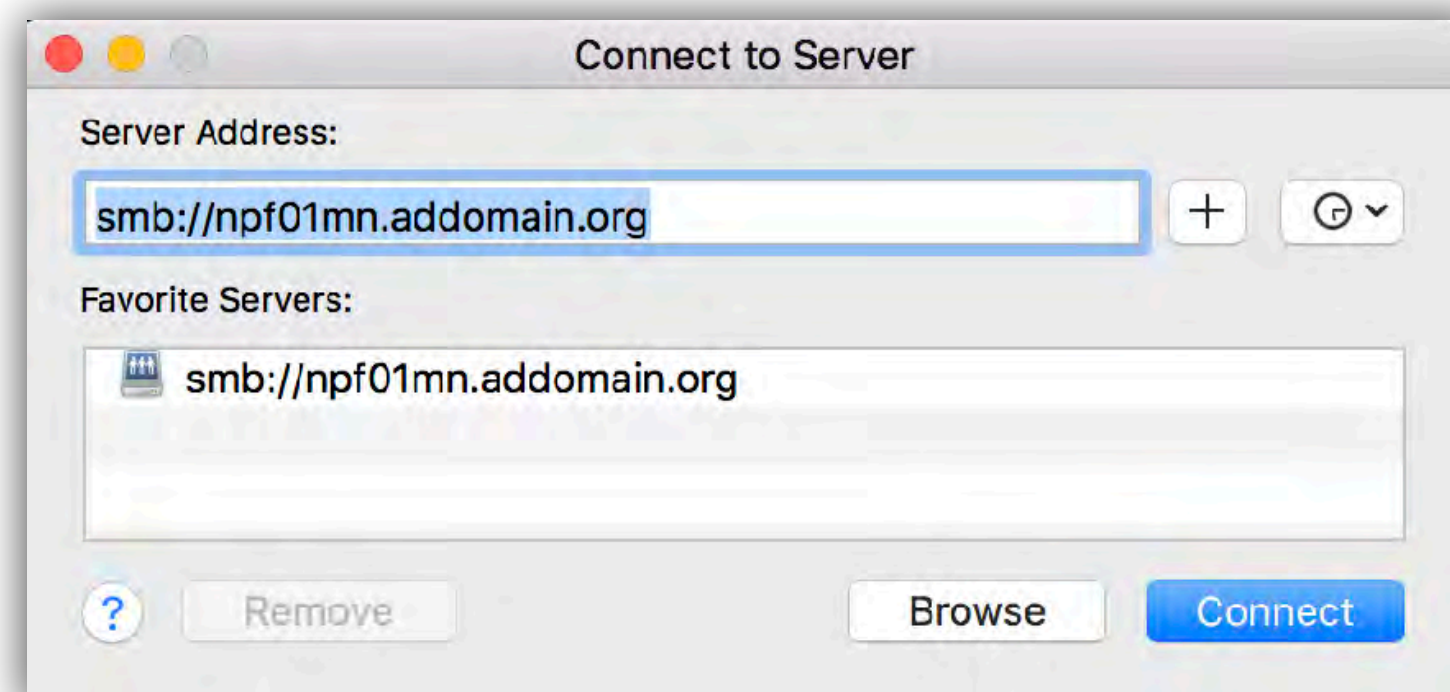
DO NOT give files random names. Use the naming convention provided

DO NOT leave files on your desktop. Back up your work DAILY to the project folder.

DO NOT store job or brand related files on the server under any agency department folder. Use Clients and the job folder, if applicable.

Connecting to the Server

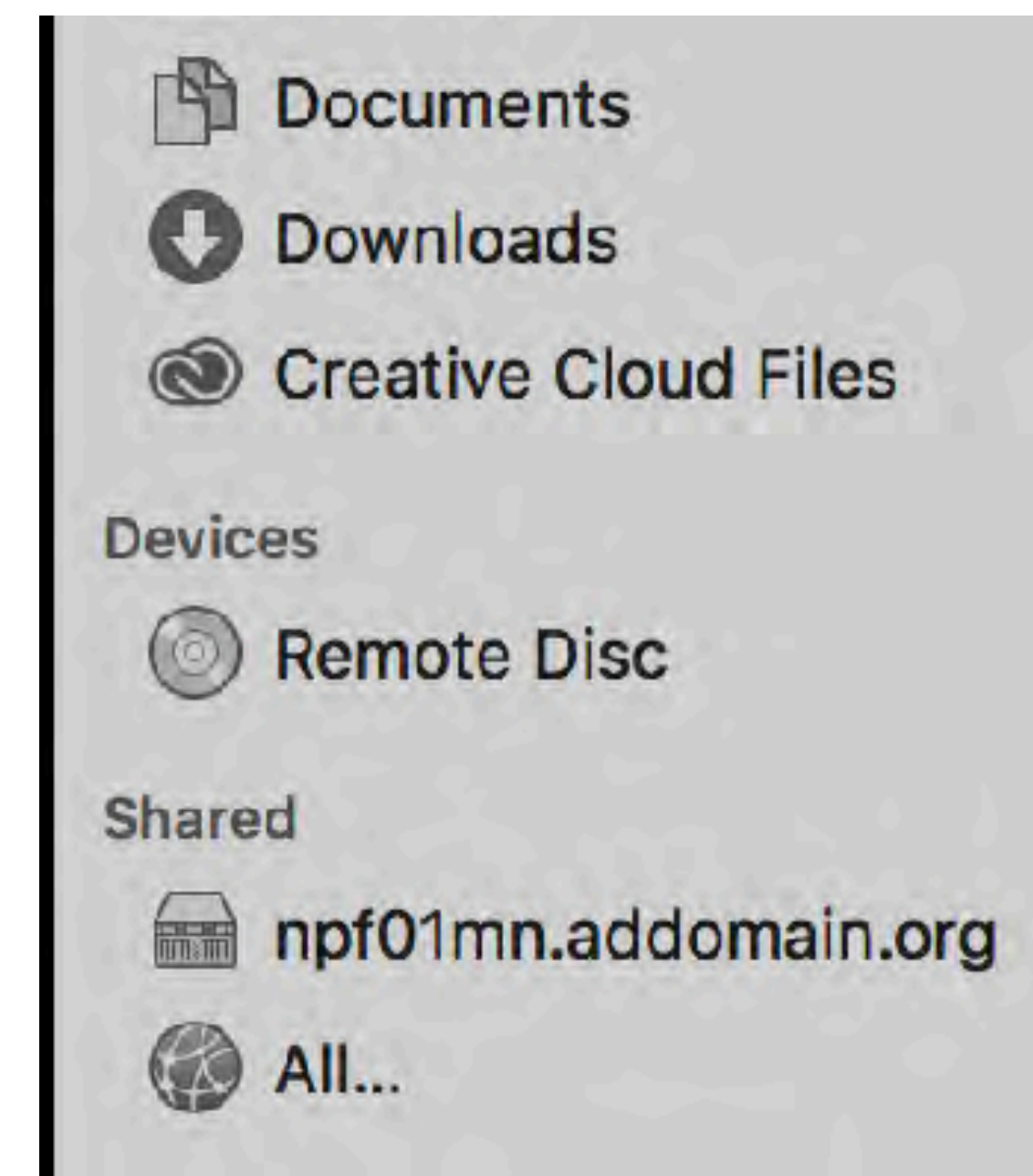
Command + K



Why are the folders grayed out?

Gray means that the server is already open in the background.

Open Finder or desktop folder to connect.



Data Structure

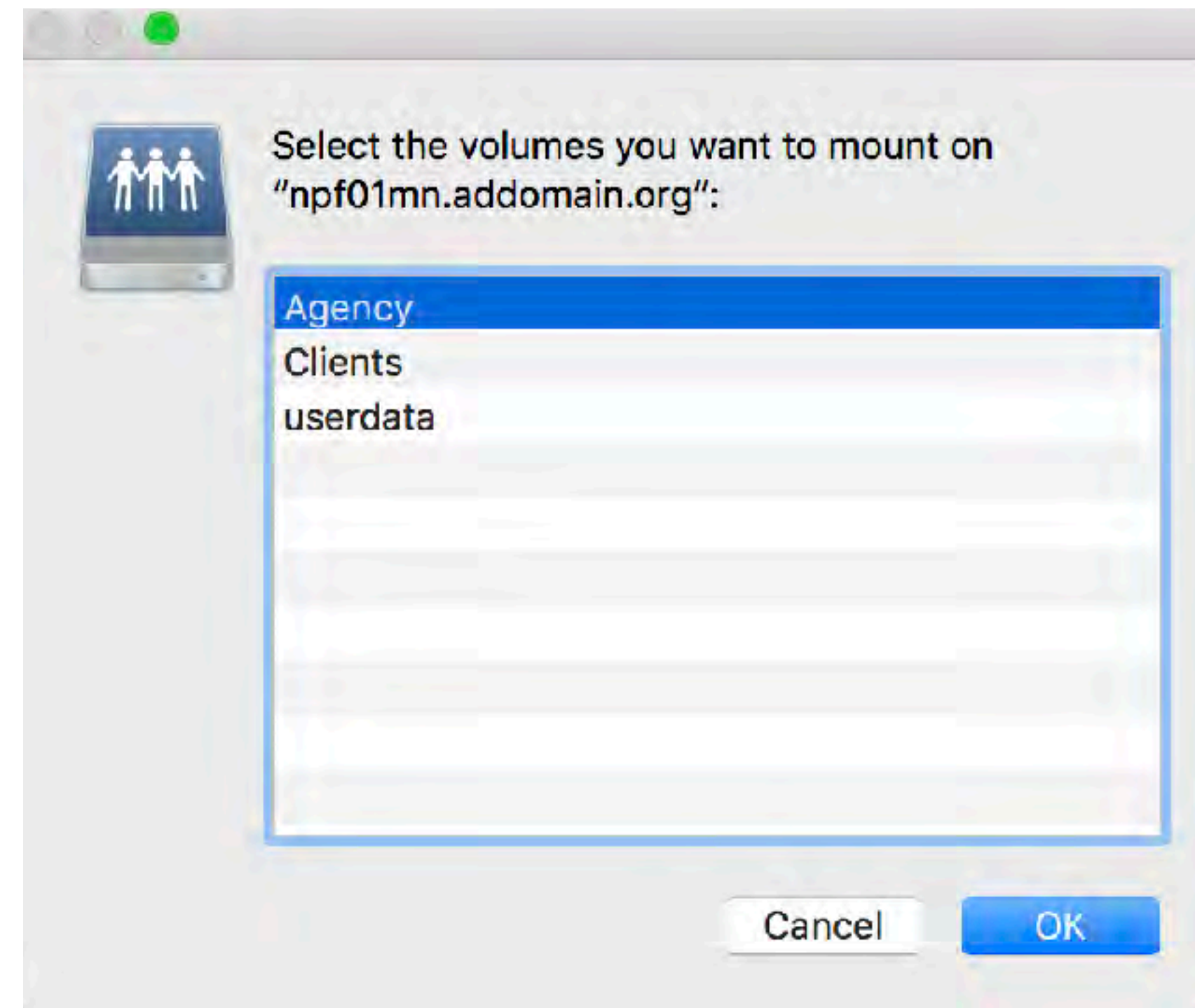
The information is organized into three groups:

- Agency

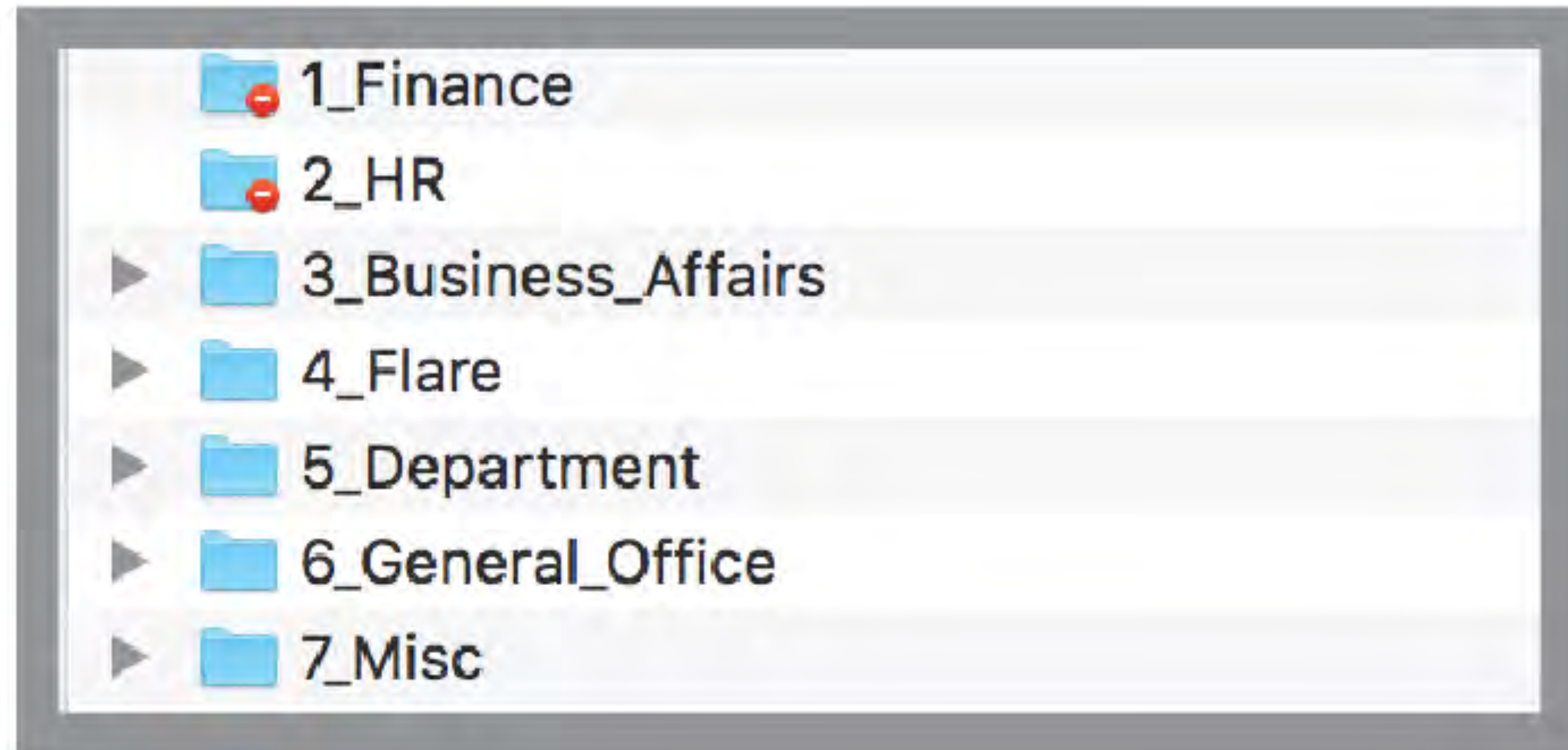
- Clients

- Userdata

- Admin's folder that stores any computer backup files created.



Agency



- **Finance**
- Restricted access
- **HR**
- Restricted access
- **Business Affairs**
- **Flare**
- **Department**
- **General Office**
- **Misc**
-Backup & archives

Agency

- ▶ 3_Business_Affairs
- ▶ 4_Flare
- ▶ 5_Department
- ▶ 6_General_Office
- ▶ 7_Misc

3_Business_Affairs:
Contracts, Final spots and other Broadcasts materials

4_Flare:
Video Editor's folder

5_Department:
Various department folders, on-boarding documents and old server

6_General Office:
Employee headshots and BBDO mpls Event Pictures

7_Misc:
Restored Archives

Business Affairs

- Final Broadcast Spots

Flare

- Flare video production files

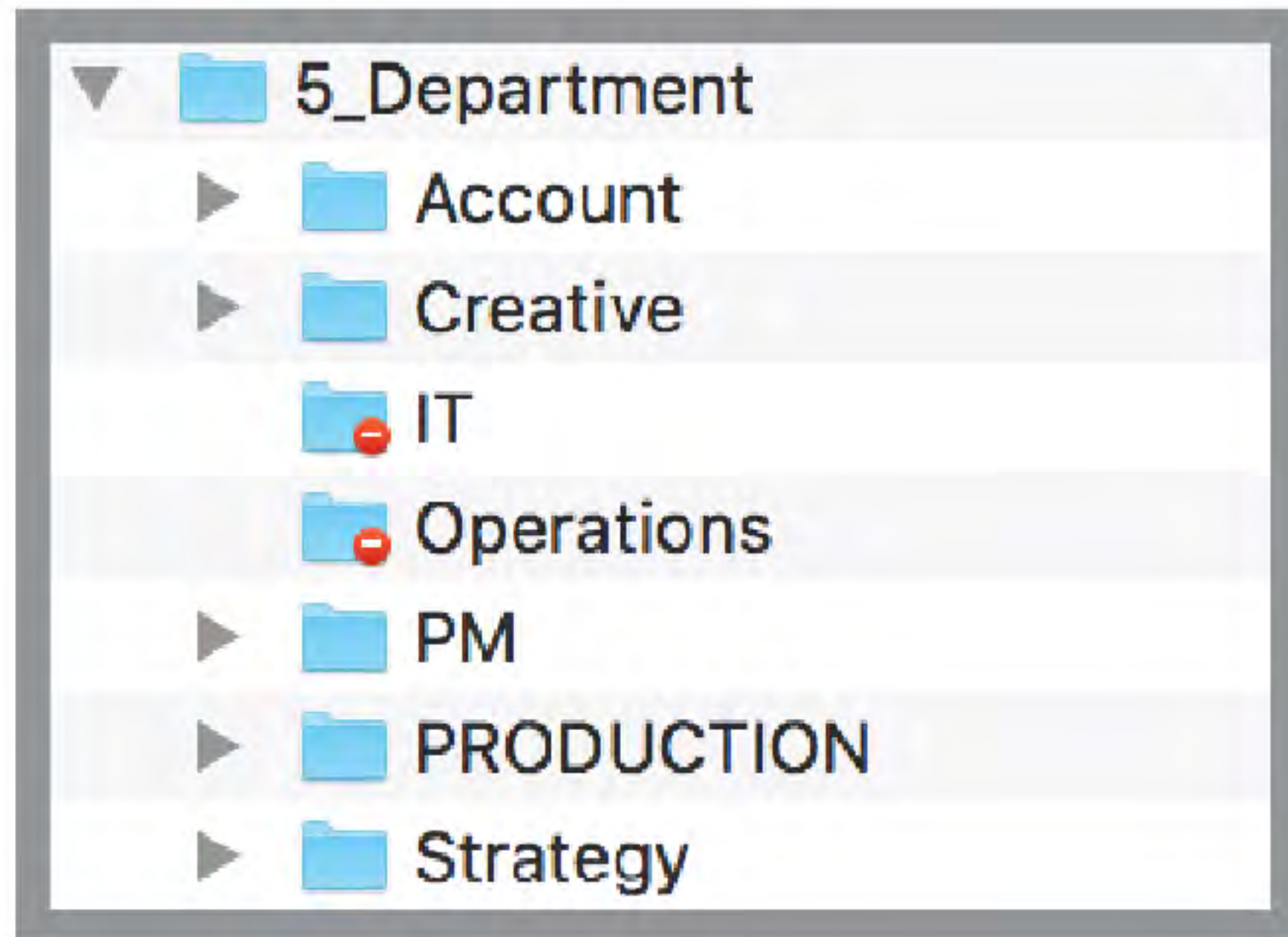
Misc

- Restored Archived Data
- Other Unorganized Data

General Office

- Info
- Photos
 - Office events
- Forms
- Employees
 - Headshots
 - Bios

Agency > Department



Account

- Client Invoicing
- Files from former server



Creative

- Onboarding Materials
- Files from former server

PM

- Server Folder Templates
- AX Manuals

Production

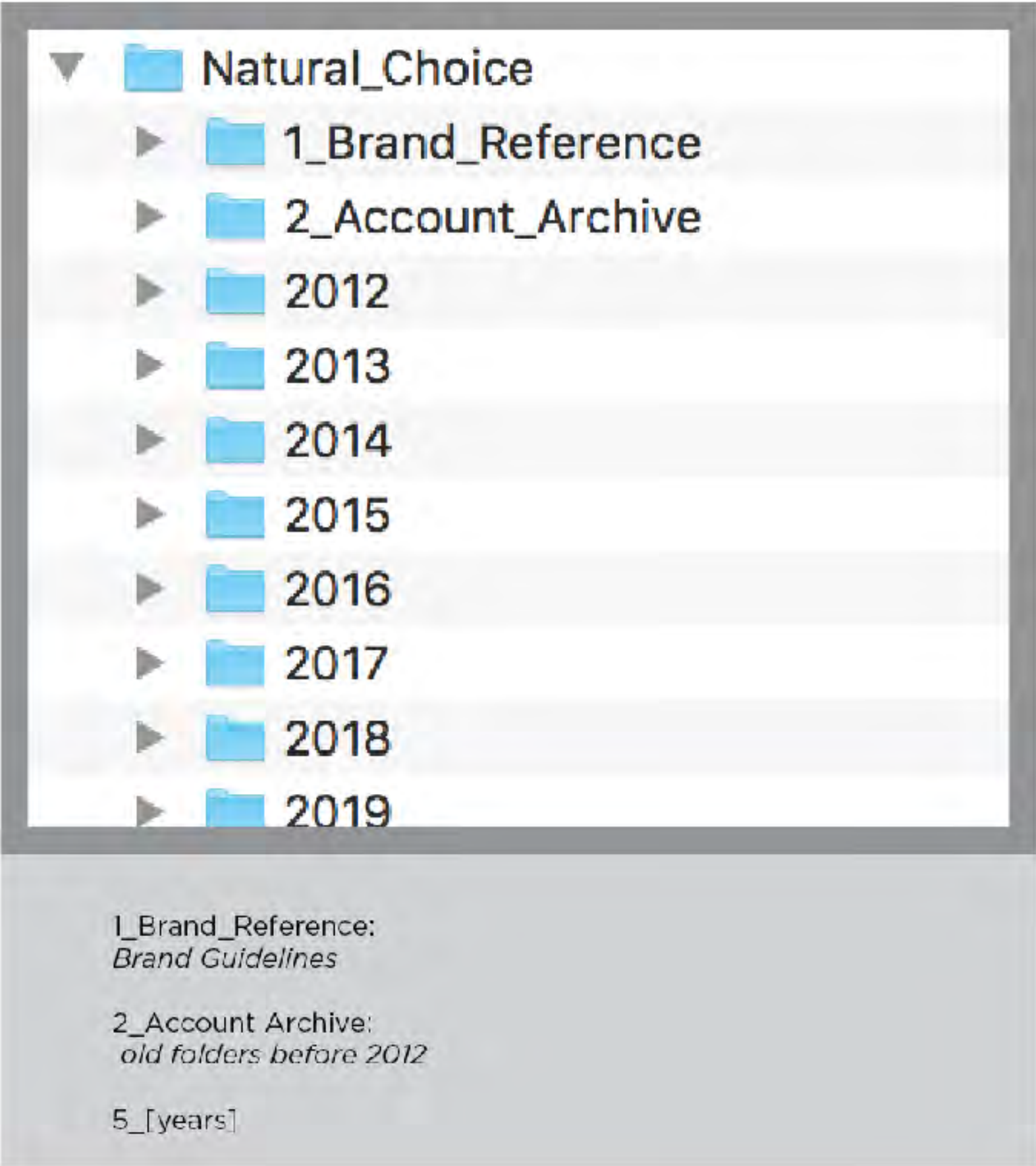
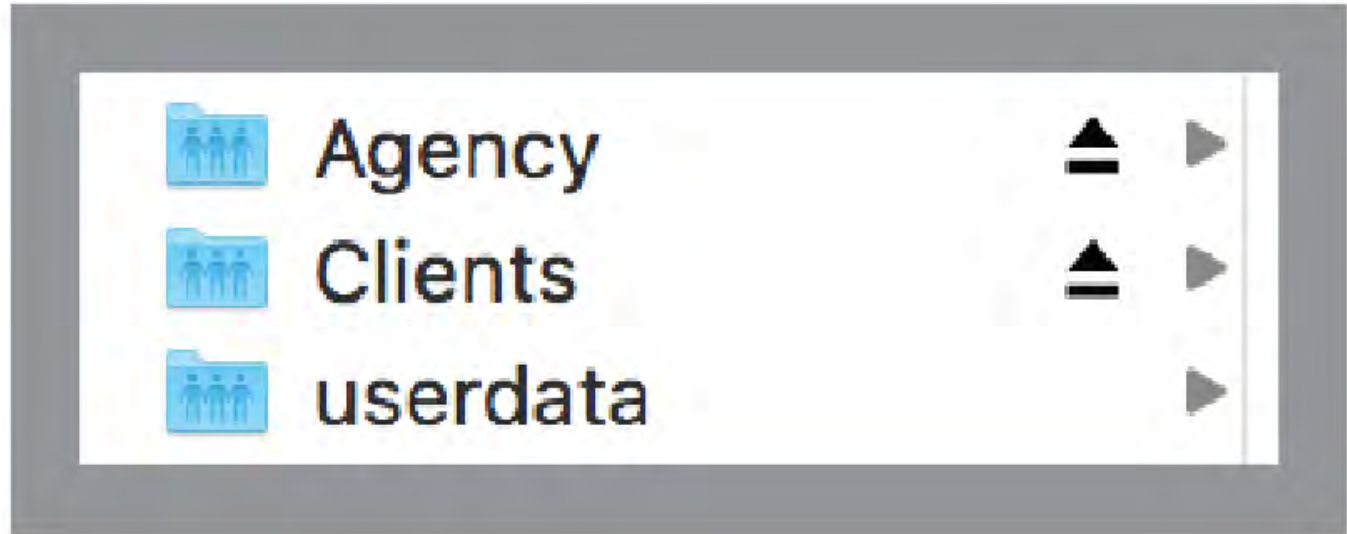
- Onboarding Docs
- Files from former server

Strategy

- Reference Docs
- Brief Templates

Clients

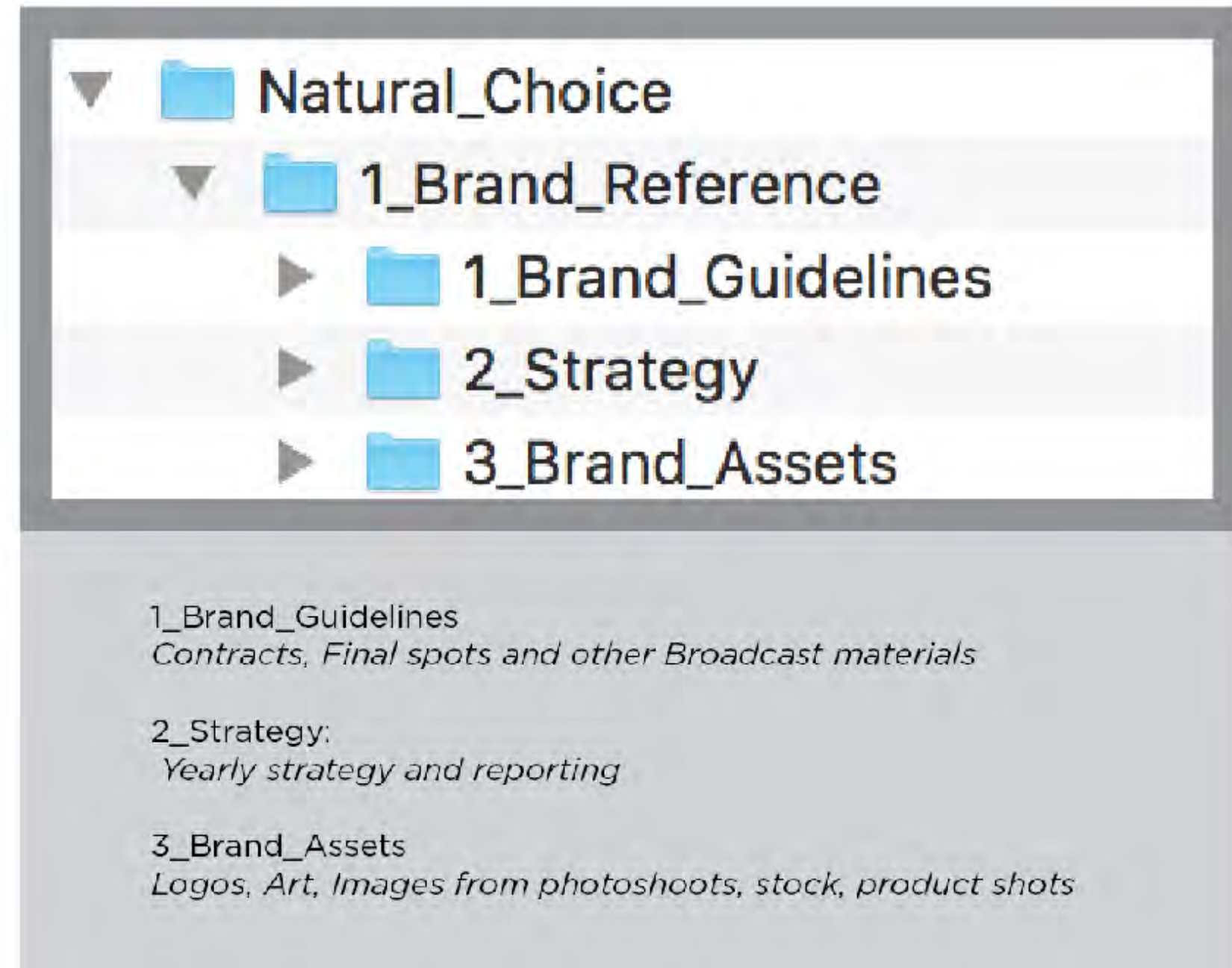
Client Folder Structure



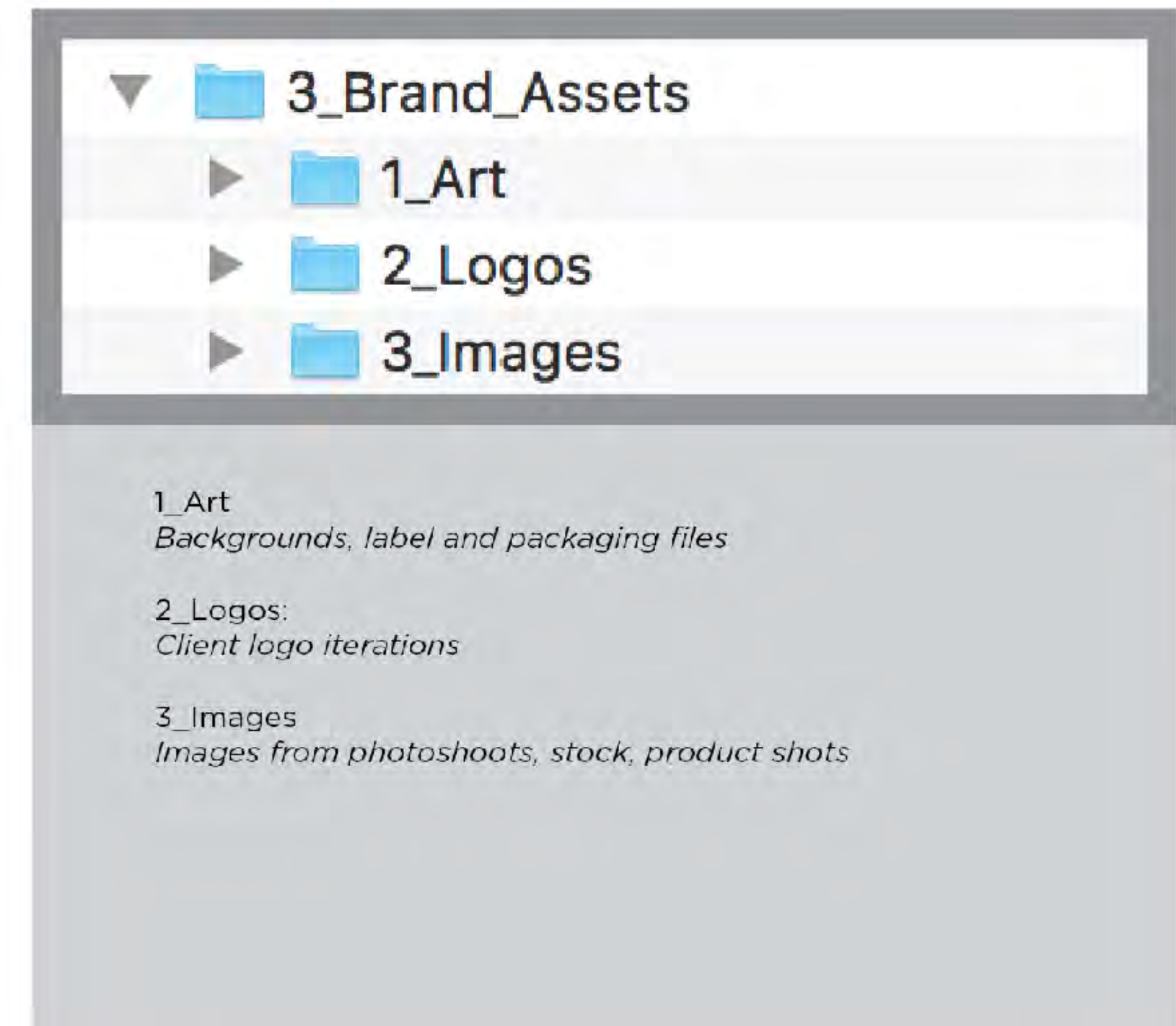
- New Business
- BBDO
- MLPS Pro-Bono
- Active Clients
- Former Clients Folder
- **NOTE:** For new clients, submit Paige request.

- Brand Reference
- Archived Account >2012
- Year
 - Ask a PM to open a new year folder

Brand Reference & Brand Assets



- Brand Guidelines
- Strategy
- Brand Assets
- Logos
- Data Exports



Art

- Brand backgrounds
- Label Files
- Packing Files

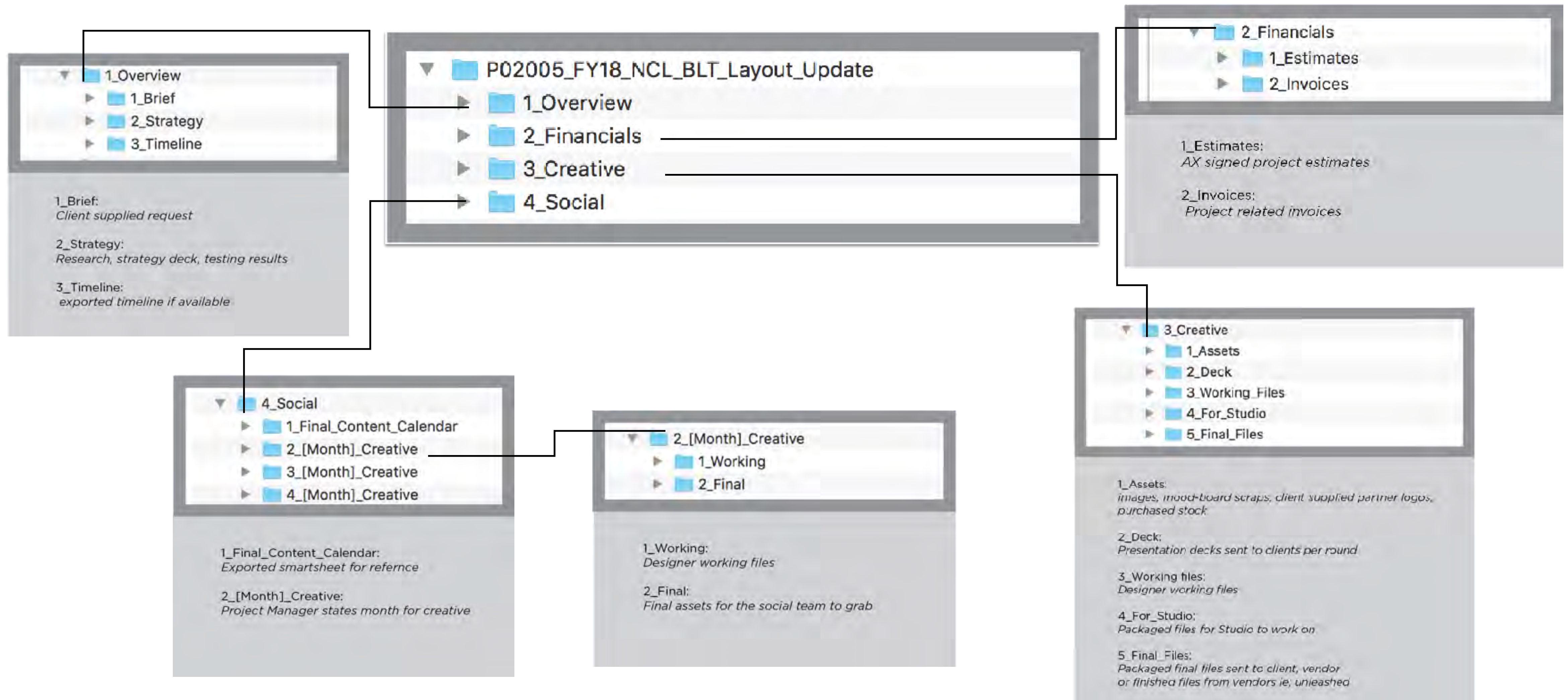
Logos

- Brand Logos

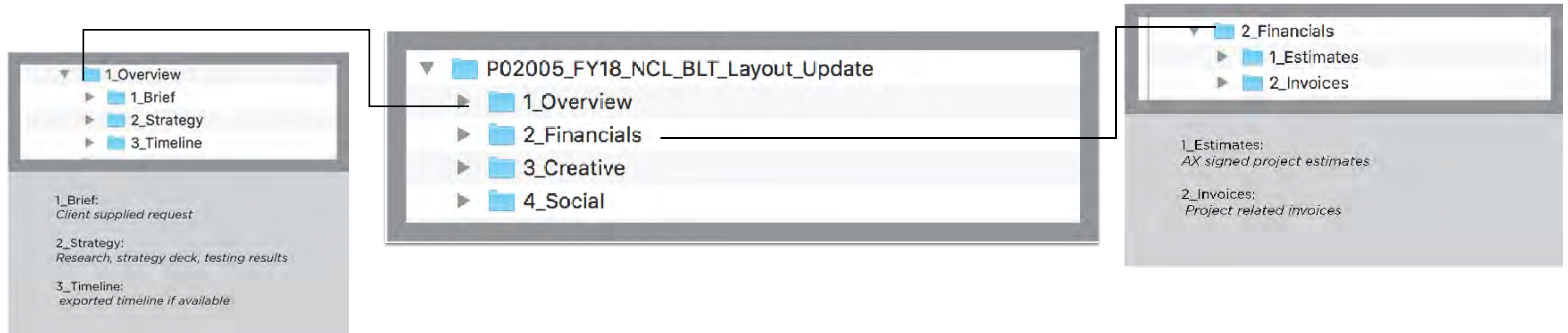
Images

- Photoshoots
- Purchased Stock
- Product Shots

Job Folder Structure



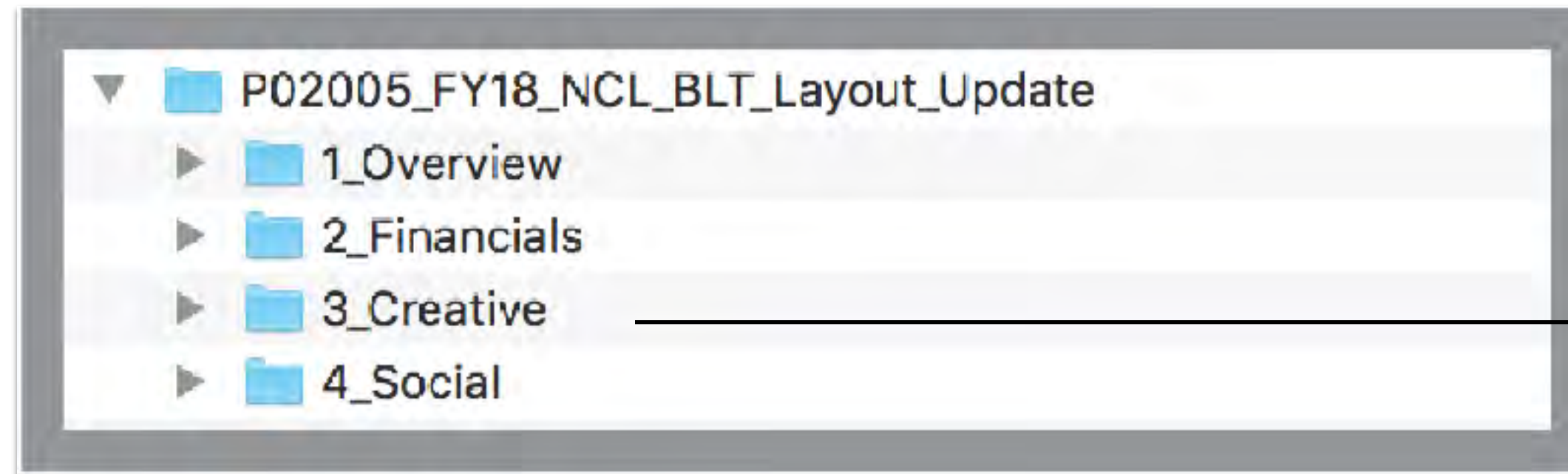
Job Folder Structure



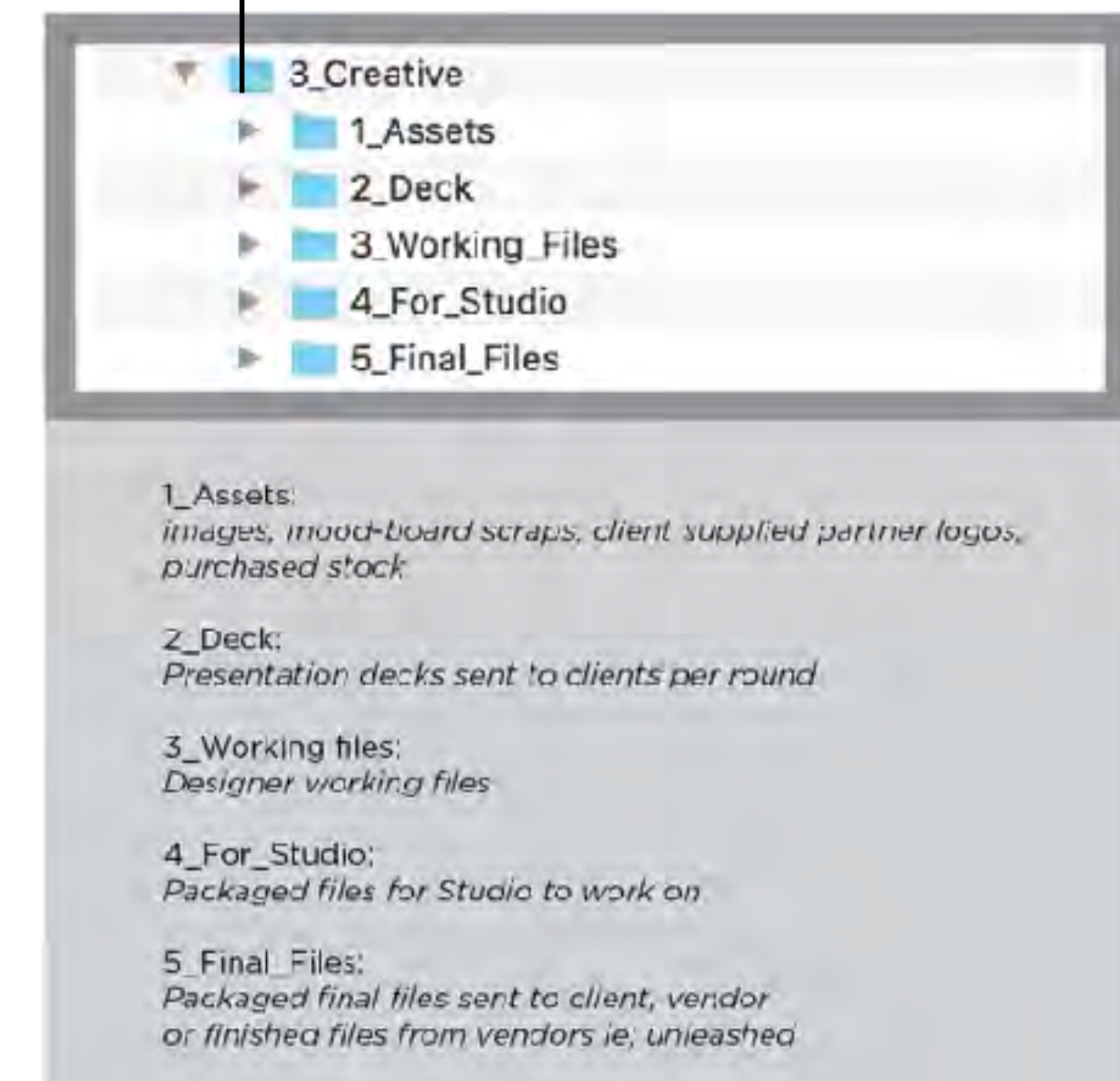
- Final Creative Brief
- Strategy for Project
- Timeline

- Signed Estimates
- Project Invoices

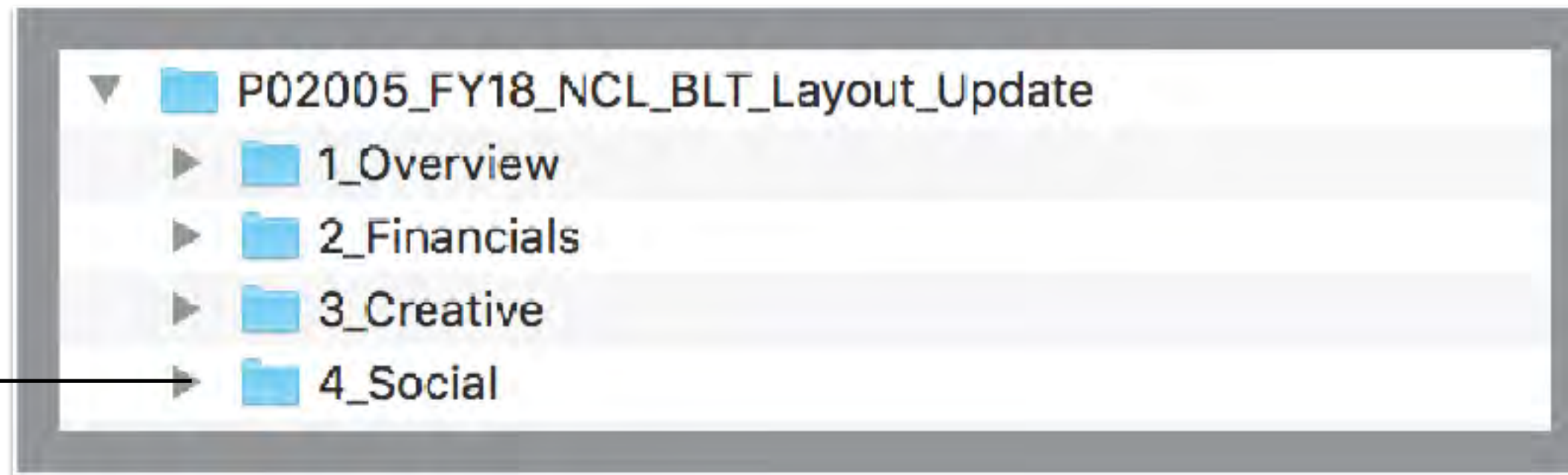
Job Folder Structure



- Assets (job specific imagery)
- Presentation Deck
- Working Files (plus copy)
- Packaged Files for Production
- Final, packaged & delivered files

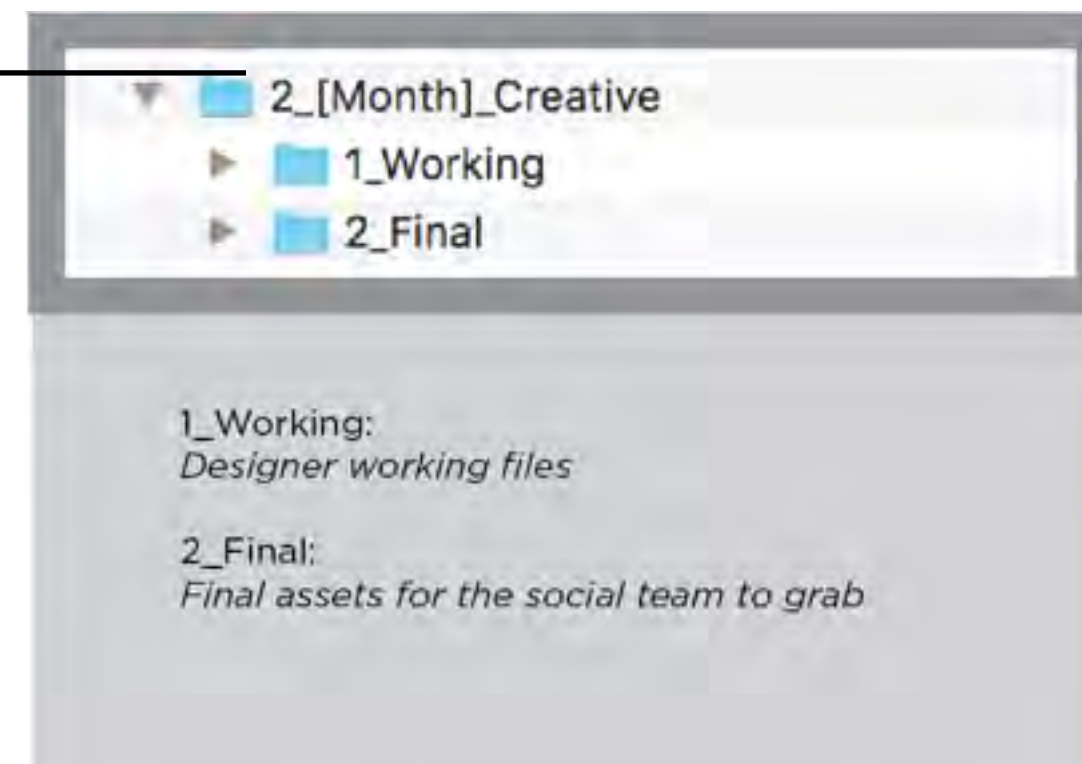
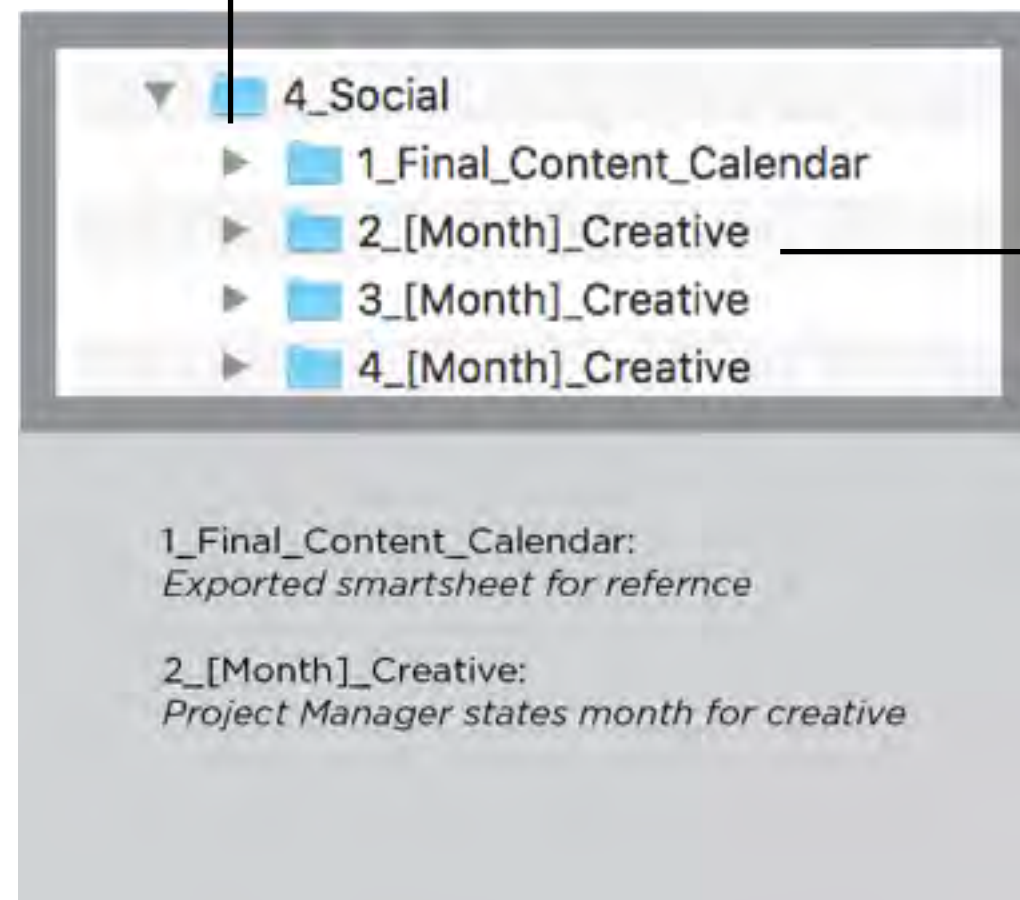


Job Folder Structure



Social

- Smartsheet Content Calendar
- Content for Sprint/ Monthly Social



Creative

- Working files & Assets
- Final content filed by social platform IN WORKING FILE FORMAT (PSD) with JPG

Naming Jobs

jobnumberxxxx_BrandName_Specifics_Rd#

EXAMPLE:

2005_NCL_BLT_Update_Rd1

FIRST STAGE CREATIVE CONCEPTING

INTERNAL CHANGES/ADD A LETTER PER CHANGE

EXAMPLE:

2005_NCL_BLT_Update_Rd1A

2005_NCL_BLT_Update_Rd1B

2005_NCL_BLT_Update_Rd1C

CLIENT CHANGES/CHANGE ROUND NUMBER

EXAMPLE:

2005_NCL_BLT_Update_Rd1

2005_NCL_BLT_Update_Rd2

2005_NCL_BLT_Update_Rd3

Brand Name	ABV.
CaringBridge	CBG
FBF Butter Kernel	BUT
FBF Kuners	KUN
FBF Lucks	LUK
FBF S&W Beans	SWB
Always Tender	ATP
Black Label Bacon	BLB
Columbus Craft Meats	CCM
Cure 81 Ham	CEH
Chili	CHL
Completes	COM
CytoSport	CYT
Dinty Moore Stew	DMS
Evolve	EVO
Gatherings	GAT
Lloyds	LYD
Mary Kitchen Hash	MKH
SPAM	SPM
SPAM Museum	MUS
Natural Choice	NCL
Pepperoni	PPR
Skippy	SKP
Stagg	STG
Jennie O	JOTS
3M	
Science Museum	SMM
CORPORATE	
Hormel Corporate	HCOR
Hormel GP General	GPG
Hormel MP General	MPG
Jennie O Corpportate	JCOR

Specfics	Examples
Print Ad	[PublicationName/Commonsize]_PrintAd_[sizeXsize}
PowerPoint	_PPT
Client Gifts	_CG
Banner Ad	_Banner_[sizeXsize}
Pinterest	_Pin
Instagram	_IG
Facebook	_FB
Twitter	_Twtr
Snapchat	_SChat
Brand Guidelines	_BrandGuide

- Try to limit file names to a max of 40 characters
- Do not use symbols
- Do use spaces, periods, or dashes

Production Handoff

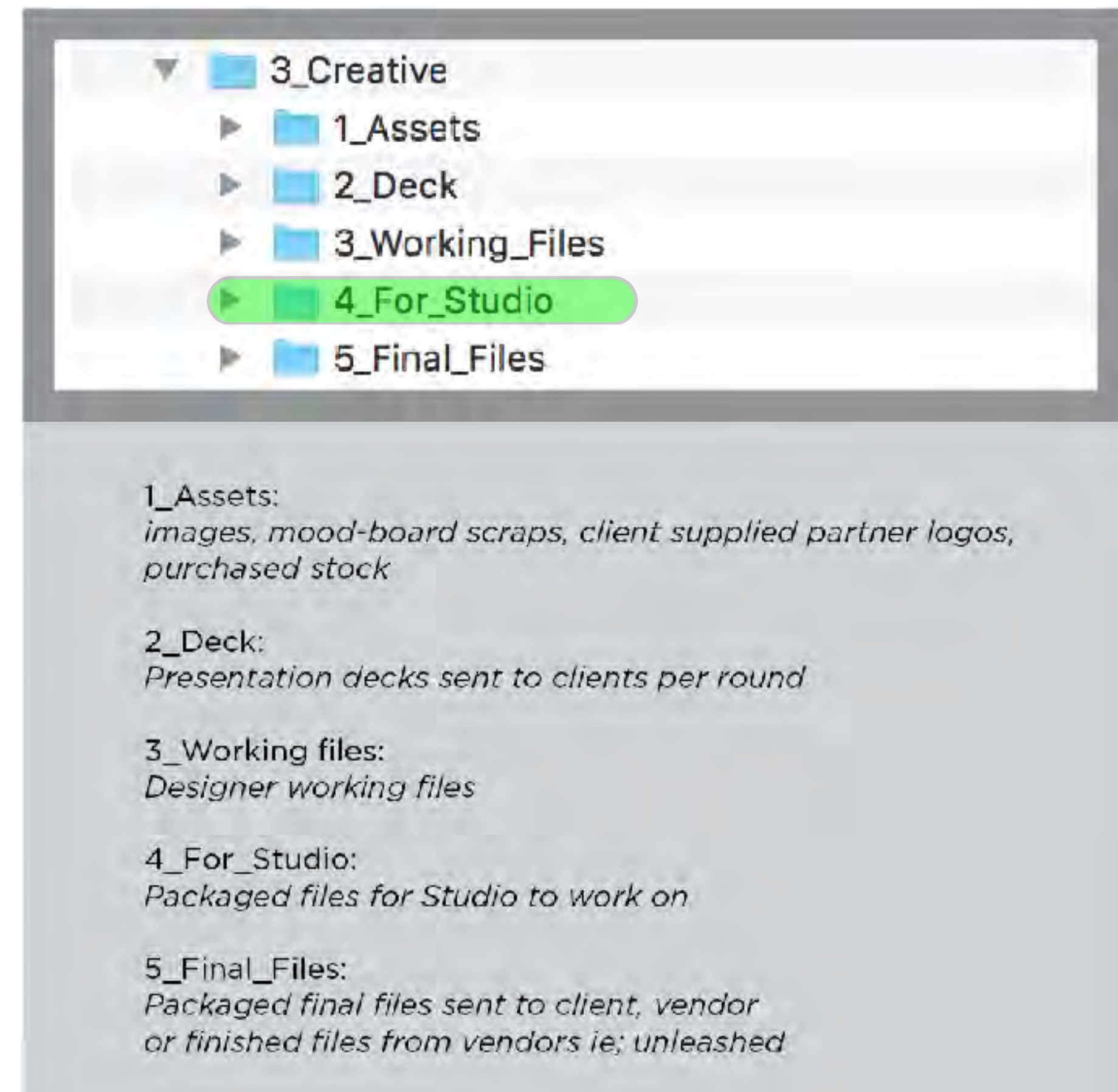
PM will set up a short (10-15 minutes) production kick off.

Attendees: PM, Production, and Art Director

Prior to the kick off, the AD will name and package the working files then place them in the folder “For Studio”.

NOTE: At this point, all stock should be purchased and high res images available.

****Production will rename files to Hormel naming convention and place in 5_Final_Files in addition to uploading them into the DAM.**



Final File Naming for Hormel DAM Upload



1. CAPITALIZE

2. USE _ UNDERSCORE _ TO SEPARATE ATTRIBUTES

3. FOLLOW PRESCRIBED ATTRIBUTE ORDER

Non-Mandatory
No abbreviations
Actual product name
(e.g. Creamy)

Non-Mandatory
No abbreviations
Distinguish between product
varieties/flavors (e.g., Honey)

Non-Mandatory
Abbreviations allowed
Identifies where the asset was created
Ex: City, Country, Agency, Vendor

BRAND SUBBRAND _ **PRODUCT** _ **VARIANT** _ **DESCRIPTION** _ **QUANTITYUOM**¹⁻²⁻³ _ **LOCATION** _ **DATE**
OR
ORIGINATOR

- **Mandatory component**
- **No abbreviations**
- Business/functional unit or brand the asset represents
- All brands must use long form (e.g., COLUMBUS)
- Business or functional groups may be abbreviated, e.g., ERG, GP, MP

Mandatory Component
Abbreviation allowed
Describes the functional
attributes of the asset, e.g.,
pallet, DRC, table tent, GS1
standard notation

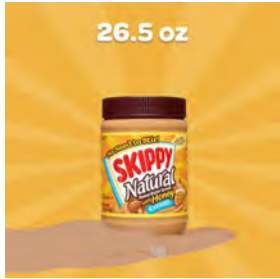
Non-Mandatory
Unit of Measure
Acceptable formats:

- 240CT-12PK-7.5OZ
- 12PK-7.5OZ
- 7.5ML

Non-Mandatory
Acceptable formats:

- YYYYMMDD
- YYYYMM
- YYYY

Final Hormel DAM naming convention examples



SKIPPY NATURAL_SUPERCHUNK_HONEY_HAND HOLDING JAR ECOMMERCE_26.5OZ_ZOOKA_2018



HORMEL CHILI_VEGETARIAN_99PCT FAT FREE CAN FRONT_15OZ

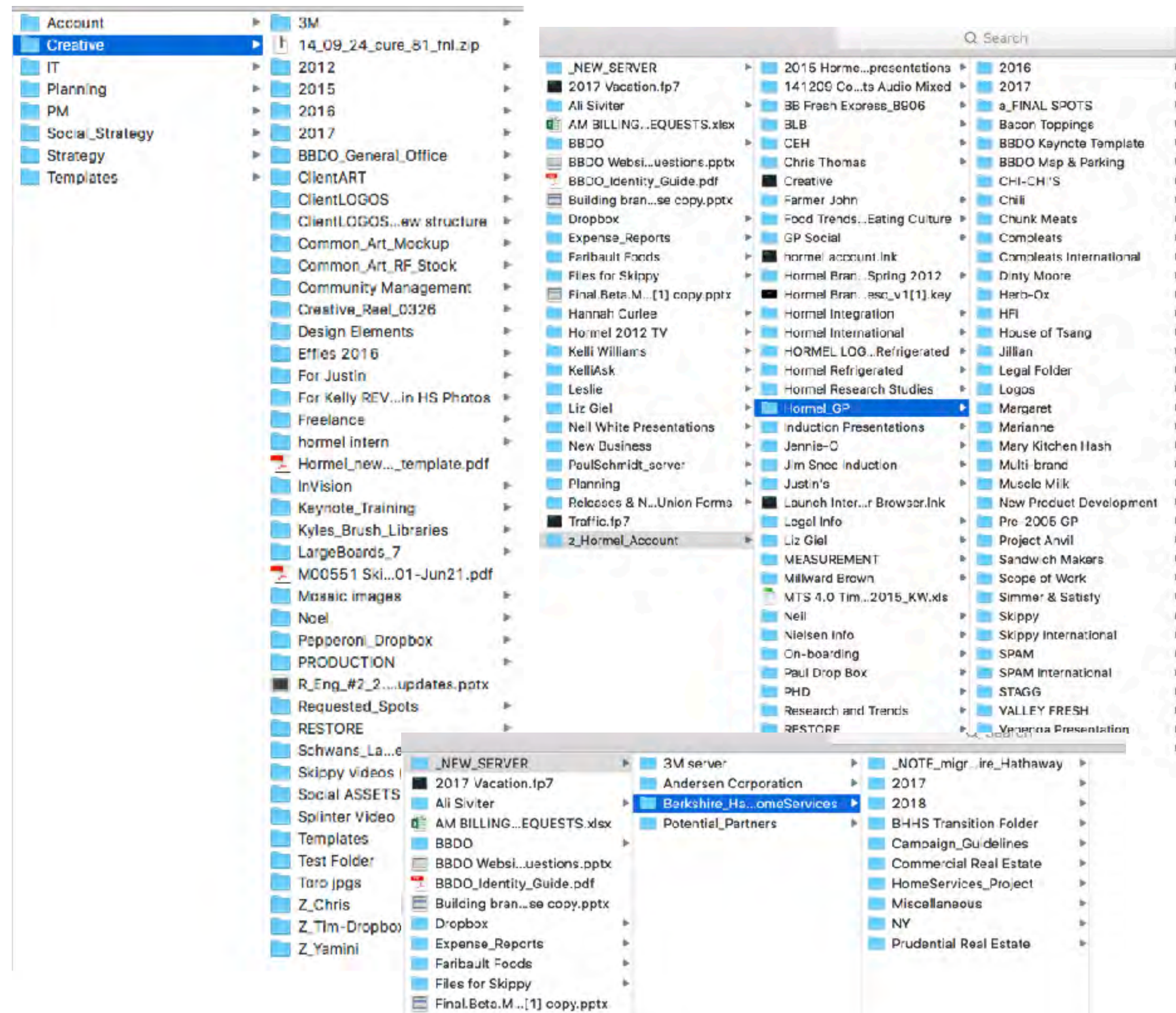


SKIPPY_TOAST GIF_BBDO_20181015



SKIPPY NATURAL_CREAMY_TASTE YOU LOVE STATIC BANNER 300X250_BBDO_2018

Please don't let the server turn into this again...EVER! Organization is your friend.



• Unorganized

• Difficult to Navigate

• Poor User Experience

• Near the Storage Limit

• Wild West