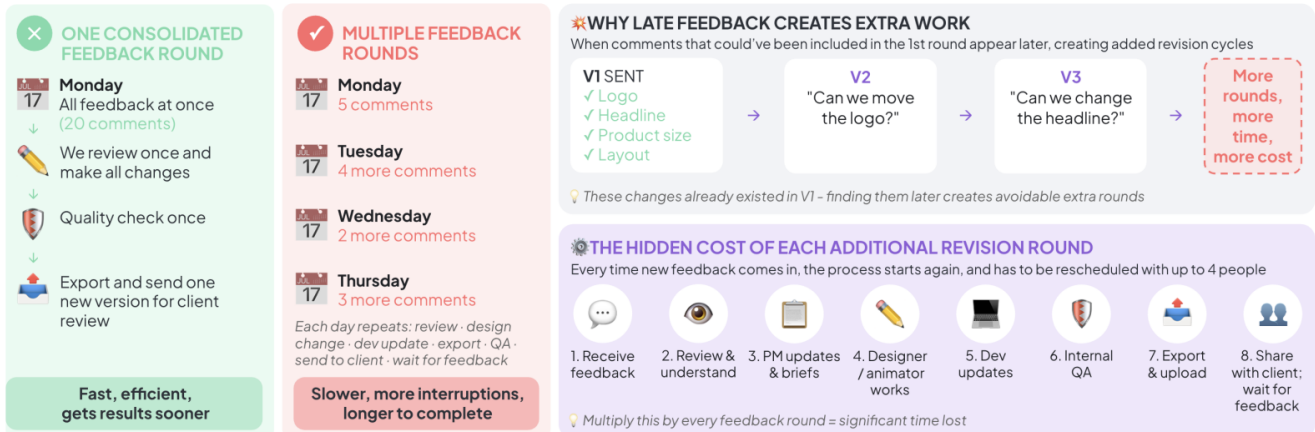


Reverts 101

ESKIMI CREATIVE STUDIO / CREATIVE QUALITY_BRIEFING

Why do we ask for one consolidated feedback round?

Sending feedback over multiple days creates many extra steps and delays delivery; **One complete feedback round keeps things moving and gets you to the final result faster**



✓ Take time to review

A thorough first review saves time for everyone

🗂 Gather all comments

Loop in every stakeholder before sending; One clear list of feedback is the most efficient

🚀 Faster delivery

Fewer rounds = faster results and happier clients; Frequency slows delivery more than volume

💖 Better creative

More time spent improving the work, not redoing it

One great round gets you to great creative, faster

WHY WE ASK FOR ONE CONSOLIDATED ROUND OF FEEDBACK

We completely understand that clients often think of additional comments after reviewing a creative. However, sending feedback over multiple days is much less efficient than sending one complete list. EG:

SCENARIO A:

- **Monday: 20 comments received**
- The Creative Studio team:
 - Reviews the feedback once
 - Makes all changes together
 - Performs one round of quality checks
 - Exports the files
 - Sends one updated version

SCENARIO B:

- Monday: 5 comments

- Tuesday: 4 more comments
- Wednesday: 2 more comments
- Thursday: 3 more comments

Although there are fewer comments overall, the team must repeatedly:

- Stop other work
- Reopen the project
- Understand the new request
- Make the changes
- Check that nothing else has broken
- Export new files
- Upload and share new previews

The project keeps restarting instead of moving forward.

Another common challenge is when **comments that could have been identified during the first review** only come through in later revision rounds. EG:

- V1: "Looks great."
- V2: "Actually, can we move the logo?"
- V3: "Can we also change the headline?"
- V4: "The product should be bigger."

None of these comments are unreasonable on their own, but **together they create additional rounds of production that could often have been avoided** if everything had been reviewed together at the start

THE HIDDEN COST

People assume only the designer is affected. In reality, every extra feedback round also means:

- The PM has to review the request
- The PM has to brief the designer / developer
- The designer / developer has to stop what they're doing
- The PM has to QA the output
- The PM has to upload the files
- The PM has to communicate back to Sales / client
- Everyone has to switch context before returning to their previous work

Providing one consolidated round of feedback helps us:

- Deliver revisions faster
- Reduce unnecessary work
- Keep your project moving

- Spend more time improving the creative instead of restarting the process

It's usually faster to wait an extra hour to collect all of a client's comments than to spend four days implementing them one message at a time.

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