

## Results Driven

Weekly Reader Custom Publishing brings expertise to a variety of formats. Our priority is to determine how best to create a meaningful program that drives home messaging impactfully and efficiently. This is achieved by following a carefully proven process that provides partners with turnkey service every step of the way and drives results.

### 1 | Understand Sponsor Goals & Objectives

### 6 | Refine/Adjust Creative Elements

### 2 | Brand Immersion

- Client download
- Market insights
- Research

### 7 | Approval

### 3 | Strategy Development

- Define program components in collaboration with client

### 8 | Production

### 4 | Benchmarks for Measuring Success

- Awareness
- Product knowledge
- Teacher & student response rates

### 9 | School/Sponsor Feedback

### 5 | Creative Development

- In collaboration with sponsor

### 10 | Recap

- Performance against goals & objectives
- Sponsor satisfaction with product(s) & process
- Renewal

**For more information:**

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