

**SAGO** 

Case Study Presentation

## Overview

The aim of the Sago case study presentation is to allow account supervisors to showcase their teams' work during the semester.

Presenting the work allows account supervisors to measure their performance based on how much they've accomplished from their scope of work.



## Team Introduction

Account supervisors introduce their creatives, and media directors.

## Client Bio

- This involves giving a brief overview of what the client does, and their product/products.
- When the client joined Sago.

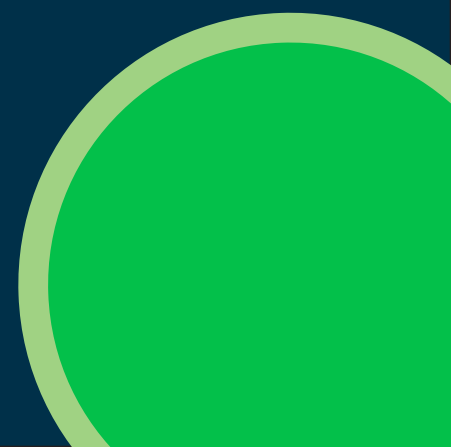
## Scope of Work

- Here the account supervisor states the scope of work originally agreed upon at the beginning of the semester, and explains how much was accomplished.
- This would require explaining why each task was assigned and how much time it took to complete compared to the originally estimated time.

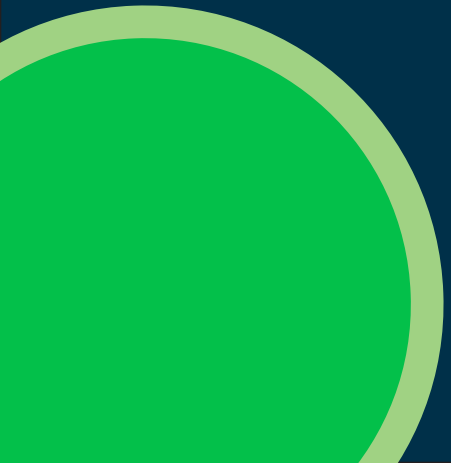
## Media/Research

- Media Directors show their research for the team, and explain how their recommendations influenced the creative tasks and process.
- Examples of blogs.

## Creative

- Creative Director/Assistant Creatives present the projects assigned for the team.
  - 2-3 samples from each task assigned in the scope of work.
  - Creatives would explain their rationale behind the creative deliverables and compare them to the results sent to the clients.
  - Creatives mention what they think could've gone better and what their dream results would've looked like.
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## Summary/Questions

- Account supervisors summarize the work.
  - Final recommendations for the next team for the upcoming semester (if client remains).
  - Questions/comments from team, general agency colleagues, Kevin, or guests.
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