

make it work

friendly tips for getting the
most out of your partnership
with The Sumner Group





Working with a full turnkey agency like us is a collaboration.

We pride ourselves on working together with you to develop materials that are 1) visually stunning and 2) effective at meeting your objectives.

For the collaboration to accomplish these objectives, both parties have their part to play. This guide will help you learn how we can work together to ensure the best end product possible.

Present us with a problem to solve.

Our creative team is, by nature, a group of problem solvers. In fact, they're extremely well-versed and much more experienced at approaching visual problem solving than the average person. It's simply what they do. By playing to this strength, you can get the best result.

The thing not to do is present solutions, such as: "make it bigger," or "make that blue." Presenting such arbitrary suggestions is actually a hindrance to effective design. This is because all design elements are related. If one thing is made bigger or blue, everything else must change accordingly.

So, instead of grabbing the reins of the creative process, let the professionals handle it. What you can do to help them is make suggestions that fit into the creative process. For instance, instead of "make that blue," you can ask for something that "feels more calm and relaxing." Our creatives will figure out the best solution from there.

Who knows? Maybe a cool green is the answer.

the
sumnergroup
since 1987

Remember your objectives.

In the end, your objectives (in one form or another) are to satisfy your clients and help your business grow. Your energy should be expended on accomplishing those things, not on micromanaging the details of the design.

Thus, when presented with a design solution, ask yourself: “How will my clients respond to this solution, and will this solution meet my business objectives?” Then, if the solution does not, present suggestions in terms of problems we can solve to get the solution where it needs to be.



Don't be afraid to overrule personal biases.

Design is a very subjective arena. Every individual has their own personal biases when it comes to a design solution. However, when all is said and done, regardless of your personal biases, the question to ask is whether your clientele will be best served by the design.

Remember: while it is important for your aesthetic sensibilities to be satisfied by the design solution, those sensibilities should not drive the design.

Test the design, but do so carefully.

If you find yourself doubting the direction of the design, test it. Let different individuals see where things are headed, and see what feedback emerges. However, you must be careful with this approach.

Avoid showing anyone the design without proper context. You and our creative team likely will have spent quite some time talking in-depth about the approach taken with the design. The greatest disservice you can do to yourself is to present the design to others without providing the context you already have. Make sure you brief anyone who sees the design on why and how the solution has arrived at its current stage.

Also, avoid showing too many people the design. This can result in design-by-committee, which is the worst kind of approach, due to the subjective nature of design. Keep the number of people you test the design with to a minimum, and canvas their opinions individually to avoid being counterproductive.

Finally, when receiving feedback, always ask why. Often, you will find there are underlying reasons that drives feedback, reasons that can be presented as problems for our creatives to solve.