



## Frequently Asked Questions

### What is the CCC?

The CCC is a new exclusive platform that uses creative to help you win new business, get incremental dollars from existing business, and proactively secure business. The CCC is a local direct dollar hunter and a fully loaded production resource.

### How do I get on the CCC?

- The CCC can be accessed via your web browser at **CumulusCreativeConcierge.com** or **CCC.Cumulus.com** —bookmark it now for easy access!
- To sign on to the CCC, use your Cumulus single sign-on (Cumulus\username and password)
- When signing on for the first time only, you'll need to first register
  - Your email and name are auto filled (you may correct your name but email cannot be changed)
  - Select your time zone and your market
  - Click the "register" button

### Can anyone use the CCC?

Yes! But, before using the CCC, you must either attend a webinar during the 2019 rollout, or watch the training video [found here](#).

### What services are included in the CCC and how do I use them?

UNLIMITED SPEC SPOTS WITH COORDINATED DIGITAL:

- From the homepage, either browse the library by category using the dropdown menu for inspiration or use the search box to type in a keyword for a more targeted search
- Listen to as many spec spots as you'd like until you've found the perfect one
- Click on the "customize" button and follow the screen prompts to get it customized with your prospect/client's information
- As you customize, be sure to select which coordinated digital spec you'd like included in your proposal
- To start the digital proposal process with your C-Suite vendor simultaneously, please select your digital vendor to notify them of this spec campaign so they can prepare a proposal.



- You will receive an email from support@cumuluscreativeconcierge.com with a link to the audio spec and/or the digital spec for you to share with your client in the method you choose
- Always share the finished product with the appropriate necessary people in your market

**TIMELINE:**

**Audio Spec:** Same-day delivery for all spec spots requested before 3:30pm ET (by noon ET the following business day otherwise)

**Digital Spec:** Expect digital spec within 2 business days after request

**UNLIMITED PRODUCTION OR VOICING OF PRE-TIMED, PRE-APPROVED SCRIPTS:**

- From the homepage, click on "GET IT PRODUCED" to have your pre-timed and pre-approved script produced, or click on "GET IT VOICED" to have your pre-timed and pre-approved script voiced
- Simply follow the prompts to fill out a short client info form, upload your script (and any applicable audio you wish to use), and submit
- Within **two business days**, you will receive an email from support@cumuluscreativeconcierge.com with an attachment and a link to the audio spot to share with your client however you choose
- ALWAYS share the finished product with the appropriate necessary people in your market

**A LIMITED NUMBER OF COMPLIMENTARY FULLY BRANDED CAMPAIGNS:**

- IMPORTANT NOTE: After submission for one of these campaign requests, an email will be sent to your Market Manager requesting approval before anything moves forward
- From the homepage, click on the "GET A CAMPAIGN" button
- Simply follow the prompts to fill out details about the project, request your assets, which can include an audio and/or digital campaign concept with strategic branding, and click "submit"
- Once approved, expect a proposal with a link to the different assets within five days after the scheduled C N A
- ALWAYS share the finished product with the appropriate necessary people in your market and/or digital vendor

**How do I receive the creative?**

All assets will be emailed as attachments and with a time limited-embedded link within the email body. All assets will also live on the CCC in your profile's "MY CCC" page.

**How does the CCC work with my C-Suite vendor?**



In many cases, in order to develop a complete digital package, you will need a proposal from your C-Suite vendor that explains the appropriate digital assets and program price. The CCC offers an option to notify your C-Suite vendor of this need from within the platform — just follow the prompts and they'll be alerted. If you are pre-CNA and you do not need a digital proposal, simply skip this step.

**What if my ad category is not in there?**

The CCC is committed to growing the creative in the system and if there is no spec audio creative in the current database, the CCC will create new content within three business days.

**I have the creative assets. Now what do I do with them?**

Unless you use the "Build A Campaign" feature, all assets are delivered in non-broadcast and non-online format. Once you download the assets, you can share them however you like. If you're using them to *get* a meeting, you can email the assets to the prospect. If you're sharing the ideas *in* a meeting, you can play the audio via a speaker, or laptop, or directly from your phone. You can also load them right into a Powerpoint along with the coordinated display ads.

**I closed the deal! Now what?**

Congratulations! Once you secure business, go into "MY CCC" on the website to make your final request of revisions (if applicable) and follow the prompts for closed business, which includes adding the amount for which the deal closed.

**When do I receive final spots?**

Once you have inputted your finalized business and the size of the order, the CCC will provide you a "ready-for-air" quality spot with a high-quality mp3 file for you to use on-air and in-stream within the same business day. Deliver your assets to run as you ordinarily would.

**The client liked them, but wants to make more changes. How do we do that?**

**How many changes are allowed?**

There are no revisions to spec spots. But, you can simply resubmit (re-customize) the same spot. Regardless of which CCC sub-service you utilize (whether it's spec customization, voice only, production only, digital, etc.), once you mark a business "sold," you may then request revisions as needed or as the client dictates. You are allowed to make up to two revisions for each ad campaign and each revision will be subject to the same original asset timeline. For example, it will take two business days to receive the full packages of revised digital assets.

**How do I know that my spot won't be used by someone else?**

When a spot from the spec library is marked as sold, it immediately becomes unavailable for use in the market, except to the rep who marked it sold. You will have full management of the spot to modify, revise, update, and control its flight dates. When the flight ends, the CCC will, by default, add another three weeks of hiatus period as a safety buffer.

**How do I know if a spot has already been used elsewhere?**

When the spot becomes available again in the library after the flight ends and the three week hiatus period, it will display the flight history allowing the reps to determine whether it is ok to pitch it or not.

**How do I work with my digital vendor to use this creative?**

Once you have finalized the spec digital creative with the client, you can request and download the fully editable digital PSD files from the CCC to be supplied to your C-Suite vendor. Please work with your DDE/DSM to coordinate the transfer of the finalized digital spec creative to be given to your C-Suite vendor so they can use it as-is or modify it as needed to be a part of an effective companion digital media campaign.

**How do my spots get on air?**

The CCC is not yet integrated with VCreative. In the meantime, every rep is responsible for getting the Broadcast Quality Version to the appropriate people for air.

**Can I use this ad in my stream?**

Absolutely yes! In fact, this is strongly encouraged.

**How do we track the use of the CCC?**

The CCC has built-in tracking of the usage of the platform, and it's required that once the creative is used in a sold campaign, we record the revenue in the CCC.

**What if a client wants to use my creative with a competitor?**

See your Market Manager and/or DOS.

**Do I have to use the CCC?**

This is not mandatory but strongly recommended given the revenue opportunity. If the CCC isn't working for you, let us know!

**Does it cost me anything?**



This service is a 100% company-provided resource. The only consideration is for fully-built campaigns which involve Market Manager or DOS approval. Anything beyond that would be a conversation between the CCC and local management.

**I'm in programming, how does this affect me?**

Only in that your stop sets will begin to sound better and, that, should make all programmers smile!

**I'm in production, how does this affect me?**

This resource is as much for production directors as it is for sellers. The CCC will have a major POSITIVE impact on all local Production staff as it will lighten up the load and allow for more time to work projects with sellers and programming. It is critical production directors are liaisons, consultants and cheerleaders for the CCC to encourage and aid seller participation.