

Guidelines for Marketing Asset Types

	New	Rebrand to New Standards	Replacement	Correction/Update	Additional Brand or Translations
Type description	New item, new content, new lit code, new InMotion job number	Update layout for same basic content, new lit code, new InMotion job number	New/updated content, major changes, new lit code, new InMotion job number	Same basic content: minor changes/corrections, same lit code, same InMotion job number. Can also include changes to MAP form: i.e., different applications, new hierarchy locations or a change from POD to Shelf.	Same content as previous item, but in different brand (MK/MS) or language
Lit code	New use same base code* for all brand designators	New use same base code for all brand designators	New use same base code for all brand designators	Same can include version number (on PDF) if desired	Same base code, different brand designator and/or language code
Already in MAM, MLC, and/or eLit?	No	Yes or No	Yes or No	Yes	No
Additional information requirements	—	If Yes, identify what job number, lit code is being replaced; and if it should be deleted and/or archived in Comments	If yes, identify what job number, lit code is being replaced; and if it should be deleted and/or archived in Comments	Verify updated item's content, description, lit code, etc. matches item being replaced; include comments if appropriate	
MAP Action	Create New	Create New	Create New	Edit	Copy the Form
Action Definition	Start from a blank form	Start from a blank form	Start from a blank form	Allows editing of existing form. Submit will send the request to all parties again for action.	This will carry forward most asset details and only require the user to input the variable information: brand, language, MAM/eLit/MLC, etc.
Helpful Notes*	<p>One MAP submission per brand version. Indicate by comment if another version is pending, but not available. Additional submissions required for additional languages because language code will change.</p> <p>MK_FL1234EN-2.0: MK is an example of brand designators; FL1234 is the base code; EN is an example of language codes; -2.0 is an example of variation of that asset, but within the same base code (i.e., multiple promo discounts); this is not from the generator, but done manually by designer with your input.</p>				