



# **TEAM CANADA APPROVAL SYSTEM**

CANADIAN OLYMPIC COMMITTEE

USER GUIDE – NOVEMBER 2017

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# INTRODUCTION



Thank you for using the Team Canada Approval System. A significant part of bringing Olympism, the stories of Canadian athletes, and the core values of our brand to life depends on the marketing activations conducted by you, our Partners. This system has been designed to streamline the creative approval process between our Marketing Partners and the Canadian Olympic Committee Account Management team.

In order to protect the investments of our Partners, in addition to the commercial and ethical values of the Olympic brand and of the Canadian Olympic Team, any use of proprietary Marks, Imagery and Terminology must go through the approval process in advance of sending an activation to market. This approval process is now conducted entirely online through the Team Canada Approval System.

Prior to submitting a campaign, please carefully review the COC Partner Guidelines to ensure that your campaign materials comply with the Guidelines. A summary of the key provisions of the Guidelines can be found on the following page. For a full copy of the Guidelines, please visit: <http://approvals.olympic.ca/LogoStyleGuide/MarketingPartnerGuidelines>

This User Guide provides step-by-step instructions for users of the Team Canada Approval System. If you have any questions or experience any difficulties using the system, please contact Emily Wright at [ewright@olympic.ca](mailto:ewright@olympic.ca).

Additionally, please note:

- The home page wall is seen and contributed to by all users
- Submissions are completely private and only the submitter and your COC account team can see what has been submitted
- The approval system is not compatible with internet explorer, you will need to use **Google Chrome or Firefox**

# BEFORE YOU SUBMIT



Prior to submitting activations for approval, Partners should refer to the extended Guidelines. Below is a summary of examples of key criteria used by the COC Account Management team when evaluating submissions.

## Graphic Standards:

- Does the use of the Olympic or COT Mark comply with the graphic standards (i.e. colour, dimension, space, separation line, etc.)
- Is the Designation, which notifies the audience of the nature of the association to the Marks and Terminology, present and accurate?

## Category & Rights Compliance:

- Does Sponsor, Supplier or Licensee have the rights to use this Olympic IP?
- Does the Mark being used fit within the Product/Service category owned by the Partner?
- Does the territory of distribution comply with the marketing rights granted (i.e. Canada only)?

## Third Parties:

- Is any third party association being improperly granted or implied in a way that may dilute exclusivity and/or create market confusion?
- Are retailers being identified in advertising with appropriate “qualifiers” so they are not given implied rights via proximity to Olympic IP?
- Do any products displayed, even as background elements, conflict with Olympic or COT Marketing Partners or Licensees, or are they appropriately unbranded if they do conflict?

## Terminology:

- Are Olympic references and other protected phrases used correctly and in an appropriate context?
- Is the word “Olympic” being improperly used as an adjective to identify a Product and/or Service (i.e. ‘Olympic deal’ or ‘Olympic hat’)?
- Are Games references correct?

## IP Usage:

- Is there any improper implied endorsement of a Product and/or Service being connected to the COC, the COT or athletic performance?
- Are the Marks, Images and protected Terms of the COC being used correctly? Is the activation in relation to the Canadian Olympic Team rather than the Olympic Games?

## Athlete Approval:

- Have athlete rights been properly obtained for use of any athletes name, likeness or image?
- Are athletes identified correctly using correct terminology (i.e. Olympian, Hopeful)?

## Games Time Consideration:

- Is the activation running during the Games period? If so, have Rule 40 Guidelines been considered and planned for?
- Is the activation running during the Games period? If so, has the requirements of Rule 50 been accurately reflected in the creative?

NOTE: The above is a non-exhaustive summary of the Guidelines. Partners must ensure that their campaigns comply with the Guidelines in their entirety.

# SIGNING UP



## OPTION #1:

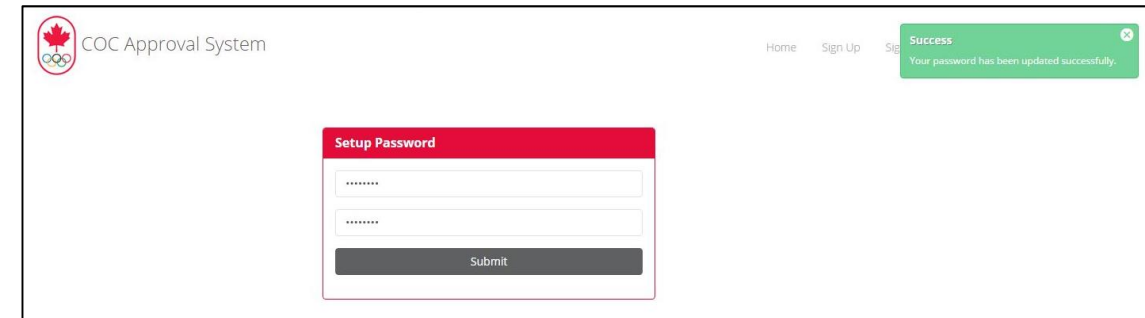
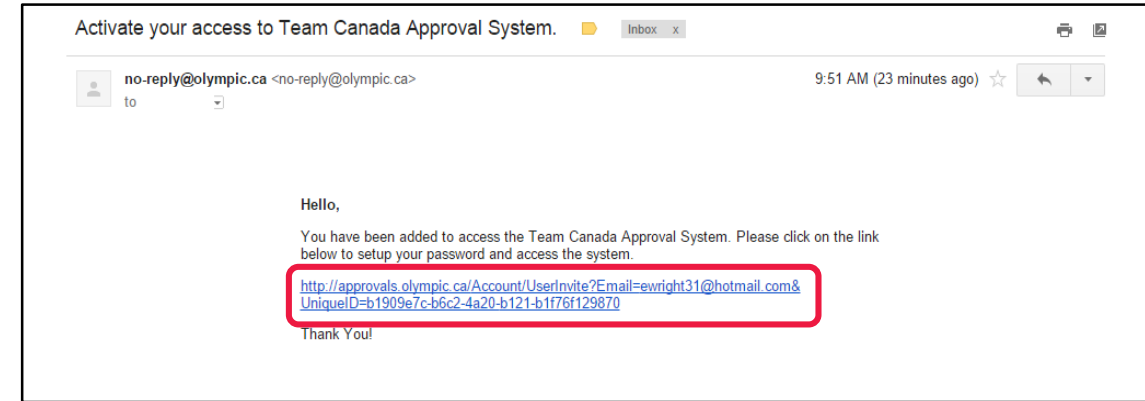
### Step 1:

COC Account team will add you as a user to the Team Canada Approval System and you will receive an email requesting the activation of your account.

### Step 2:

Click the link in the email and you will be redirected to the COC Approval System and prompted to create a password for your account.

- Your login will be your **firstname.lastname**.



# SIGNING UP



## OPTION #2:

### Step 1:

Enter the following URL in your web browser:

<http://approvals.olympic.ca/>

**Step 2:** Click “Sign Up” in the top right corner of the webpage.



### WELCOME TO COC APPROVAL SYSTEM

COC Approval System is a guideline to protect global and domestic partners during the Olympic Games.

[Click here to view the User Guide for the COC Approval System](#)

# SIGNING UP



## OPTION #2:

**Step 3:** Fill in the “Registration” form:

- Enter your Name, Phone Number and Email address.
- Your user login name will be automatically generated using your first and last name.
- Create your password
- Select the COC Partner that you represent
- Enter the verification code
- Click “submit”




Team Canada Approval System

[Home](#)

[Sign Up](#)

[Sign In](#) ▼

### Registration

|                                       |   |
|---------------------------------------|---|
| <b>First Name</b>                     | <b>Last Name</b>  |
| <input type="text"/>                  | <input type="text"/>  |
| <b>Phone Number</b>                   | <b>User Name</b>  |
| <input type="text"/>                  | <input type="text"/>  |
| <b>Password</b>                       | <b>Confirm Password</b>   |
| <input type="text"/>                  | <input type="text"/>  |
| <b>Email</b>                          | <b>What COC Partner do you represent?</b>   |
| <input type="text"/>                  | <input type="text" value="Select Partner"/>   |
| <b>Title</b>                          |  |
|                                       | <b>Verification Code</b>  |
|                                       | <input type="text"/>  |
| <input type="button" value="Submit"/> |   |

# LOGGING IN



**Step 1:** Enter the following URL in your web browser: <http://approvals.olympic.ca/>. We recommend you save this to your favourites.

**Step 2:** Click “Sign In” in the top right hand corner of the webpage. Enter your User Name and Password.

\*your username is your **firstname.lastname**.

**Step 3:** Click on the “Login” button.

The screenshot shows the 'Team Canada Approval System' login interface. At the top left is the Team Canada logo (a red maple leaf with the Olympic rings) and the text 'Team Canada Approval System'. To the right are links for 'Home', 'Sign Up', and a red 'Sign In' button with a dropdown arrow. The main content area features a background image of two small flags on a stand: the Canadian flag and the Team Canada Olympic flag. Overlaid on the right side of this image is a white login form with the following elements: a text input field for 'User Name or Email', a password input field, a 'Forgot password?' link, a 'Remember me?' checkbox, and a dark grey 'Login' button.

## WELCOME TO TEAM CANADA APPROVAL SYSTEM

Team Canada Approval System is a guideline to protect global and domestic partners during the Olympic Games.

[Click here to view the User Guide for the Team Canada Approval System](#)



# SETTING UP YOUR PROFILE



Under the “Profile” tab, you can update your information, add a photo and change your password.

The screenshot shows the 'Team Canada Approval System' interface. At the top, there's a red header with the system name and a 'Marketing Partners' dropdown. A user profile card for 'John Doe' (User) is on the left, featuring a placeholder for a profile picture and a 'Select Image' button. To the right, the 'Update info' section contains form fields for 'User Name' (John.Doe), 'First Name' (John), 'Last Name' (Doe), 'Email' (johndoe@gmail.com), and 'Phone Number' (416-555-5555), with an 'Update' button below. Below this is the 'Change Password' section with fields for 'Old password', 'New password', and 'Confirm new password', also with an 'Update' button. On the far right, a 'Notification Settings' section lists eight notification options, all of which are checked, with an 'Update' button at the bottom. A top navigation bar includes 'Home', 'Profile' (highlighted), 'Wall', 'Questions', and 'Logout'. The user's name 'John Doe' is visible in the top right corner.

Team Canada Approval System

Marketing Partners

Home

John Doe User

Select Image

Update info

User Name \*

John.Doe

First Name \*

John

Last Name

Doe

Email \*

johndoe@gmail.com

Phone Number \*

416-555-5555

Update

Change Password

Old password \*

New password \*

Confirm new password \*

Update

Notification Settings

- ☒ Notify me when COC approvers ask a question
- ☒ Notify me when COC users reply to my question
- ☒ Notify me when COC users review my marketing submission
- ☒ Notify me when COC users update the status on my premium submission
- ☒ Notify me when COC users update the status on my creatives
- ☒ Notify me when a new submission is received by COC
- ☒ Notify me when a new premium approval submission is received by COC
- ☒ Notify me when a new creative submission is received by COC

Update

# NOTIFICATION SETTINGS



**Notification settings:** Here you have the option to choose when you receive notifications. Notifications are important so you know when approvals are submitted and returned to you.

If you choose to change your notification settings we would suggest that you check back regularly to make sure that you do not miss updates on your submitted campaigns.

The screenshot displays the 'Team Canada Approval System' interface. At the top, a red header bar contains the system logo, the text 'Team Canada Approval System', and a user profile icon labeled 'John Doe'. Below the header, a navigation bar shows 'Home' and 'Marketing Partners'. The main content area is divided into three sections: a user profile card for 'John Doe' with a 'Select Image' button; a 'Change Password' form with fields for 'Old password', 'New password', and 'Confirm new password', and an 'Update' button; and a 'Notification Settings' section highlighted with a red border. The 'Notification Settings' section contains a list of eight notification options, all of which are checked, and an 'Update' button at the bottom.

Team Canada Approval System

Marketing Partners

Home

John Doe User

Select Image

Update info

User Name \*  
John.Doe

First Name \*  
John

Last Name  
Doe

Email \*  
john.doe@gmail.com

Phone Number \*  
416-555-5555

Update

Change Password

Old password \*  
New password \*  
Confirm new password \*

Update

Notification Settings

- ☒ Notify me when COC approvers ask a question
- ☒ Notify me when COC users reply to my question
- ☒ Notify me when COC users review my marketing submission
- ☒ Notify me when COC users update the status on my premium submission
- ☒ Notify me when COC users update the status on my creatives
- ☒ Notify me when a new submission is received by COC
- ☒ Notify me when a new premium approval submission is received by COC
- ☒ Notify me when a new creative submission is received by COC

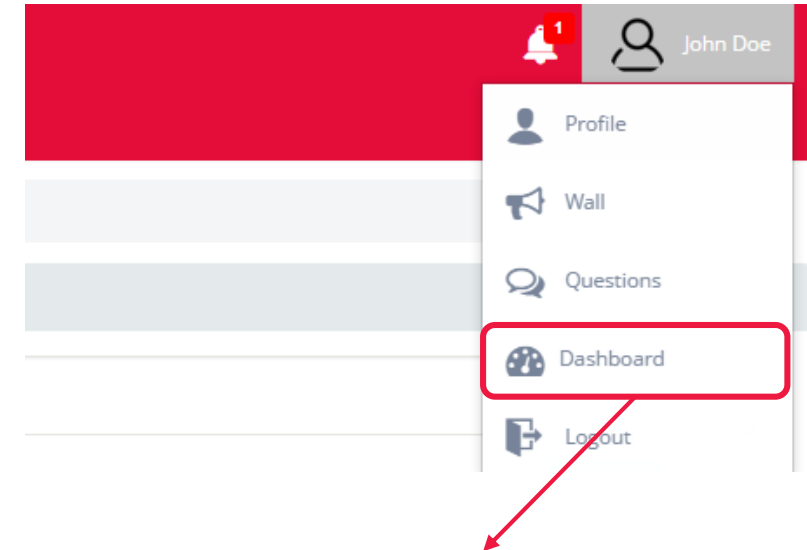
Update

# USER DASHBOARD




Select “Dashboard” from the drop down menu under your name. You can also select the notification bell adjacent to your name which will also redirect you to your dashboard.

Here you will be able view all your submitted campaigns and more specifically any feedback, questions or comments from your COC account team to any of your submitted campaigns or creative.



[Home](#)

**Dashboard**

 Reviewed and Rejected Creatives 1

50 records per page

| Submission   | Creative  | Dates in Market       |
|--|---|-----------------------|
| Name : <a href="#">Partner X: Rio 2016</a><br>Submitted Date : 03/04/2016<br>Status : Pending Review | Name : Christine Sinclair. Partner X.jpg<br>Submitted by : John.Doe | 03/28/2016-08/31/2016 |

Showing 1 to 1 of 1 entries

# COC GUIDELINES & ASSETS

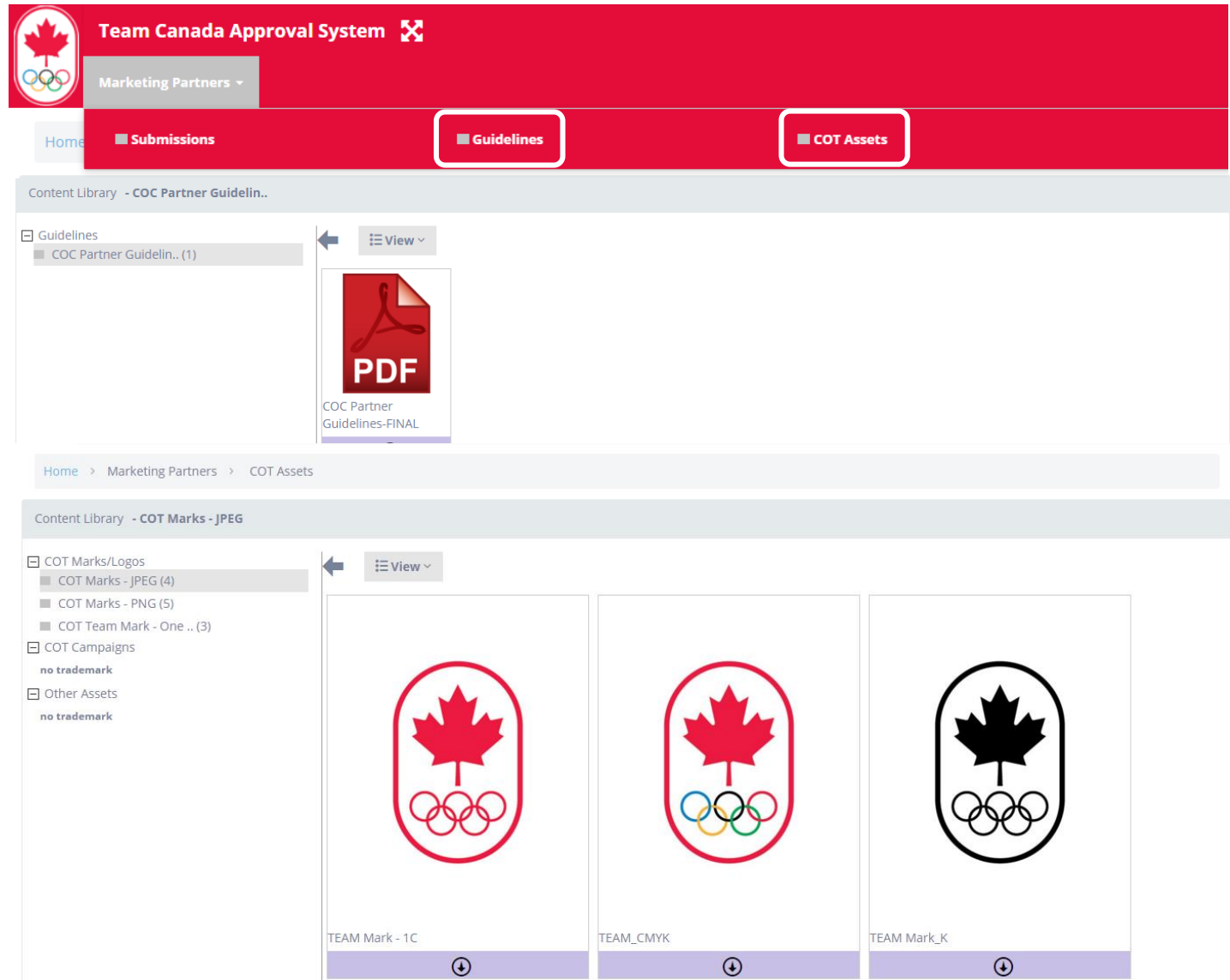


## Guidelines:

On the top navigation bar under “Guidelines”, you will find the COC Partner Guidelines. Prior to submitting a campaign, please carefully review the COC Partner Guidelines to ensure that your campaign materials comply with the Guidelines

## COT Assets:

On the top navigation bar, under “COT Assets” you will find jpg & png files of the Team Canada Mark, any current campaigns, or additional assets that you have access to use.



# ADDING A CAMPAIGN



## Step 1:

Under “Marketing Partners” select “Submissions” on the top navigation bar.

## Step 2:

Click the “Add a Campaign” button.

The screenshot displays the 'Team Canada Approval System' interface. At the top, there is a red header bar with the system name and a user profile icon for 'John Doe'. Below the header, a navigation bar contains links for 'Home', 'Submissions' (highlighted with a red box), 'Guidelines', and 'COT Assets'. The main content area is titled 'Submissions' and features a table with columns: Status, Submitted Date, Submitter, Submission Name, Rule 40, Market, Files, Dates in Market, and Tagline. Above the table, there is a search bar and a pagination control showing '50 records per page' and 'All' results. A blue button labeled 'Add Campaign' is highlighted with a red box. The table currently shows 'Showing 0 to 0 of 0 entries'.

# ADDING A CAMPAIGN



## Step 3: Fill out the required fields

- **Campaign Name:** The name of the campaign
- **Advertising Market:** Select “National”, “Provincial”, or “Regional”
- **Start Date:** Enter the start date of the campaign
- **End Date:** Enter the end date of the campaign
- **Tagline:** If there is one (i.e. “We Were Made For This”)
- **Does this campaign include and athlete?:** if so, please check the box.
- **Athlete:** indicate the name of the athlete that will be featured in the campaign by typing their name in the “Athlete” field.
- **Games:** from the drop down menu please select either “N/A”, “Rio 2016”, “PeyongChang 2018”, “YOG”, “Pan Am” or “other”

Campaign Name \*

Advertising Market

National

Start Date \*

End Date \*

Tagline

Does this campaign include athlete?

☐

Do you have athlete approval/consent?

☐

Games

N/A

Does this campaign require Rule 40 waiver?

☐

(Rule 40 of the Olympic charter governs how athletes can be featured in advertising during the Games Time window. If the campaign features competing athletes and will run during the Games Time window please check this box and a Rule 40 waiver will be granted)

Description

Comments

☐ No creative at this time

Add/Tag Users

Upload Creative

Title

Files ?

Description

+ x

Submit

# ADDING A CAMPAIGN CONTINUED



## Step 3: Fill out the required fields continued

- **Does this campaign require a Rule 40 waiver?:** if so, please check the box.
- **Description:** Provide a brief description of what the campaign is all about.
- **Comments:** is there anything else you want your COC account team to know about the campaign?
- **Add/Tag Users:** You can add or tag a specific COC team member or fellow co- worker to this specific campaign so they to have access
- **No creative at this time:** If you are submitting a campaign but have not yet developed any creative elements, please click this box. You will have the opportunity to upload creative to this campaign after it has been submitted.

Campaign Name \*

Advertising Market

National

Start Date \*

End Date \*

Tagline

Does this campaign include athlete?

☐

Do you have athlete approval/consent?

☐

Games

N/A

Does this campaign require Rule 40 waiver?

☐

(Rule 40 of the Olympic charter governs how athletes can be featured in advertising during the Games Time window. If the campaign features competing athletes and will run during the Games Time window please check this box and a Rule 40 waiver will be granted)

Description

Comments

☐ No creative at this time

Add/Tag Users

Upload Creative

Title

Files ?

Description

+ x

Submit

# ADDING CREATIVE



After you have filled out the submission details, it is now time to upload creative. You will be able to add creative to any given campaign even after it has been submitted.

## Step 1:

- **Title:** Enter title of creative
- **Description:** Enter the description of the creative
- **Add a File:** Click the upload file icon and attach the creative.

## Step 2:

- **Select Medium:** “OOH”, “TV”, “Print”, “POS”, “Social”, “Digital”, “Other”.
- If your creative falls under the “other” category please indicate it’s medium.

Note: Max file size is 250MB. Files accepted for upload: JPG, PNG, GIF, PDF, .XLS, .XLSX, .DOC, .DOCX, .PPT, .PPTX, .MOV, .MP3, .MP4, .WMV, .SWF, .BMP, .CSV.

The screenshot displays the 'Add Campaign' form with the following details:

- Campaign Name:** Partner X: Olympic Games 2044
- Start Date:** 01/01/2044
- Advertising Market:** National
- End Date:** 04/04/2044
- Tagline:** Impossible is Nothing
- Does this campaign include athlete?** ☒
- Athlete:** Alexandre Bilodeau, Adam van Koeverden, Rosie MacLennan, Charles Hamelin, Clara Hughes
- Games:** Other
- Other:** Olympic Games 2044
- Description:** This campaign supports Partners X partnership with the Canadian Olympic Team.
- Do you have athlete approval/consent?** ☒
- Does this campaign require Rule 40 waiver?** ☐  
(Rule 40 of the Olympic charter governs how athletes can be featured in advertising during the Games Time window. If the campaign features competing athletes and will run during the Games Time window please check this box and a Rule 40 waiver will be granted)
- Comments:** Just an idea we have.
- Add/Tag Users:** Timothy Ritcey

A red box highlights the creative upload modal at the bottom, which includes:

- Title:** Partner X Olympic Games 2044 Concept #1
- Description:** Concept #1 featuring Adam
- Files:** Adam.jpg (97.63 KB)
- Medium Selection:** A dropdown menu with options: OOH, TV, Print, POS, Social, Digital, Other. 'OOH' is currently selected.
- Priority:** High Priority
- Submit Button:** Submit
- Cancel Button:** Cancel



# ADDING CREATIVE



## Step 3:

- **High priority:** Please use this button only if you would like this approval to be prioritized over other approvals you have in queue.

## Step 4:

- **Dates of Creative in Market:** Please include the dates of creative in market if known at the time of submission

## Step 5:

- **Submit:**
- Once you have submitted your campaign, a notification will appear on the screen indicating that your campaign has been submitted for approval.
- You will then receive a notification email from the COC confirming your submission. The COC will review your submission and get back to you within **10 business days** or sooner.

Home > Marketing Partners > Submissions

### Add Campaign

**Campaign Name \*** Partner X: Olympic Games 2044

**Start Date \*** 01/01/2044

**Advertising Market** National

**End Date \*** 04/04/2044

**Tagline** Impossible is Nothing

**Does this campaign include athlete?** ☒

**Athlete \*** Alexandre Bilodeau x Adam van Koeverden x Rosie MacLennan x Charles Hamelin x Clara Hughes x

**Games** Other

**Other \*** Olympic Games 2044

**Description** This campaign supports Partners X partnership with the Canadian Olympic Team.

☐ No creative at this time

**Does this campaign require Rule 40 waiver?** ☐  
(Rule 40 of the Olympic charter governs how athletes can be featured in advertising during the Games Time window. If the campaign features competing athletes and will run during the Games Time window please check this box and a Rule 40 waiver will be granted)

**Comments** Just an idea we have.




**Add/Tag Users**

---

**Title** Partner X Olympic Games 44 Concept #1

**Files ?**

**Description** Concept #1 Featuring Adam  
Concept #2 Featuring Alex

|  |             |                                       |           |   |   |                                       |
|--|-------------|---------------------------------------|-----------|---|---|---------------------------------------|
|   | Adam.jpg    | <input type="text" value="x Social"/> | 97.63 KB  | <input checked="" type="checkbox"/> High Priority | <input type="text" value="Jan-Apr 2044"/> | <input type="button" value="Cancel"/> |
| <input type="checkbox"/> Do you have athlete consent or does this creative fall under collective use (5 athletes from 5 sports)? |             |                                       |           |   |   |                                       |
|   | Alex.jpg    | <input type="text" value="x Print"/>  | 110.24 KB | <input type="checkbox"/> High Priority            | <input type="text" value="Jan-Apr 2044"/> | <input type="button" value="Cancel"/> |
| <input type="checkbox"/> Do you have athlete consent or does this creative fall under collective use (5 athletes from 5 sports)? |             |                                       |           |   |   |                                       |
|   | Charles.jpg | <input type="text" value="x Social"/> | 102.72 KB | <input checked="" type="checkbox"/> High Priority | <input type="text" value="Jan-Apr 2044"/> | <input type="button" value="Cancel"/> |
| <input type="checkbox"/> Do you have athlete consent or does this creative fall under collective use (5 athletes from 5 sports)? |             |                                       |           |   |   |                                       |

# ADDING CREATIVE TO SUBMITTED CAMPAIGNS



If you have already submitted a campaign, but are now ready to submit creative, please follow these steps:

**Step 1:** Select the “Submissions” on the top navigation bar

**Step 2:** Select the campaign you would like to add creative to.

**Step 3:** Click the “Add More Creative” icon in the top right hand corner and a pop-up window will appear.

**Step 4:** Fill out the required fields

**Step 5:** Click “Submit”

Once submitted, you will receive a notification email from the COC confirming your submission. The COC will review your submission and get back to you within **10 business days** or sooner.

The screenshot displays the 'Submissions' page in the COC Marketing Partners system. The top navigation bar includes 'Home', 'Marketing Partners', and 'Submissions'. The 'Submissions' table lists campaigns with columns for Status, Submitted Date, Submitter, Campaign Name, Rule 40, Market, Files, and Due Date. The campaign 'Partner X: Olympic Games 2044' is highlighted. The 'Add More Creative' button is visible in the top right corner. The 'Add More Creative' pop-up window is shown, allowing users to upload a file, enter a title, description, and select a medium and priority. The 'Submit' button is at the bottom of the pop-up. Below the pop-up, the 'Creative Details' section shows a list of submitted creatives with their titles, dates, and feedback due dates.

| Status    | Submitted Date | Submitter             | Campaign Name   | Rule 40 | Market   | Files    | Due Date   |
|-----------|----------------|-----------------------|---|---------|----------|----------|------------|
| Submitted | 03/04/2016     | John.Doe<br>Partner X | Partner X: Olympic Games 2044<br>All Creatives Approval Pending | Yes     | National | 3 - .jpg | 11/30/2017 |

Showing 1 to 1 of 1 entries

Home > Marketing Partners > Submissions

Campaign Details

Campaign Name: Partner X: Olympic Games 2044  
Advertising Market: National  
Start Date: 01/01/2044  
Status: Pending Review  
Submitter: Jordan Stewart  
Description: This campaign is for the Olympic Games 2044.  
Athletes: Alexandre Bilodeau  
Require Rule 40 waiver: Yes  
Athlete Approval/Consent: Yes

Add More Creative

Title: Emily Overholt 2  
Description:   
Select Files  
EmilyOverholt\_Partner X.jpg  
Select Medium  
7.02 KB  
High Priority  
Dates of Creative in market  
Cancel  
Submit

Creative Details

| Creative Title   | Date               | Priority      | Feedback Due |
|------------------|--------------------|---------------|--------------|
| Emily Overholt 2 | 11/17/2017 1:35 PM | High Priority | 11/27/2017   |
| Emily Overholt 2 | 11/17/2017 1:35 PM | High Priority | 11/27/2017   |
| Emily Overholt 2 | 11/17/2017 1:35 PM | High Priority | 11/27/2017   |
| Emily Overholt 2 | 11/17/2017 1:35 PM | High Priority | 11/27/2017   |



# EDITING SUBMITTED CAMPAIGNS

If you have already submitted a campaign, but would like to edit or add additional information, please follow these steps:

**Step 1:** Select the “Submissions” on the top navigation bar

**Step 2:** Select the campaign you would like to add creative to.

**Step 3:** Click the “Edit Campaign” icon in the top right hand corner and a pop-up window will appear.

**Step 4:** Fill out the required fields

**Step 5:** Click “Submit”

Once submitted, you will receive a notification email from the COC confirming your submission. The COC will review your submission and get back to you within **10 business days** or sooner.

The screenshot shows the 'Edit Campaign' pop-up window. The background interface includes a top navigation bar with 'Home', 'Marketing Partners', and 'Submissions'. Below this is a 'Campaign Details' section with a sidebar on the left containing 'Start Date', 'Status', 'Submitter', 'Description', 'Athletes', 'Require Rule 40 waiver', and 'Athlete Approval/Consent'. The main area of the background interface shows 'Campaign Name' as 'Partner X: Olympic Games 2044' and 'Advertising Market' as 'National'. The 'Edit Campaign' pop-up window has a dark blue header and contains the following fields: 'Campaign Name' (text input), 'Advertising Market' (dropdown menu), 'Start Date' (text input), 'End Date' (text input), 'Tagline' (text input), 'Does this campaign include athlete?' (checkbox), 'Athlete' (multi-select dropdown), 'Games' (dropdown menu), 'Other' (text input), 'Description' (text input), 'Comments' (text input), 'Does this campaign require Rule 40 waiver?' (checkbox), and an 'Update' button. The bottom of the background interface shows a table with columns for 'Dates of Creative in market', 'Feedback due by', and 'Media Type' (Social, Digital, Print).

# ASK A QUESTION ABOUT A CAMPAIGN



If you have already submitted a campaign, but would like to ask a question to COC account team, please follow these steps:

**Step 1:** Select the “Submissions” on the top navigation bar

**Step 2:** Select the campaign you would like to ask a question about.

**Step 3:** Click the “?” icon in the top right hand corner and a pop-up window will appear.

**Step 4:** Enter you message or question

**Step 5:** Click “Post”

Once sent, you will receive a notification email from the COC confirming the receipt of your message/question. The COC will review and get back to you as soon as possible.

The screenshot displays the 'Submissions' page in the COC account. The top navigation bar includes 'Home', 'Marketing Partners', and 'Submissions'. The 'Campaign Details' section shows information for 'Partner X: Olympic Games 2044', including start and end dates, status, submitter, and description. A 'Questions' pop-up window is overlaid on the campaign details, prompting the user to 'Enter a message' and providing a 'Post' button. The 'Creative Details' section below shows a grid of creative assets, each with a 'High Priority' tag and a 'Feedback due by' date of 11/27/2017.

| Campaign Details         |  |                    |  |
|--------------------------|--|--------------------|--|
| Campaign Name            | Partner X: Olympic Games 2044                  | Advertising Market | National   |
| Start Date               | 01/01/2044                                     | End Date           | 04/04/2044   |
| Status                   | Pending Review                                 | Submitted Date     | 11/17/2017   |
| Submitter                | Jordan Stewart                                 | Comments           | Just an idea we have. Please let us know what you think. |
| Description              | This campaign supports the Olympic Games 2044. |                    |  |
| Athletes                 | Alexandre Bilodeau                             |                    |  |
| Require Rule 40 waiver   | Yes  |                    |  |
| Athlete Approval/Consent | Yes  |                    |  |

**Questions**

Enter a message

Post

**Creative Details**

Switch to Slide view

| Creative        | 1          | 2          | 3          | 4          |
|-----------------|------------|------------|------------|------------|
| Image           |            |            |            |            |
| High Priority   | Yes        | Yes        | Yes        | Yes        |
| Feedback due by | 11/27/2017 | 11/27/2017 | 11/27/2017 | 11/27/2017 |
| Category        | Social     | Digital    | Social     | Print      |

# CAMPAIGN FEEDBACK

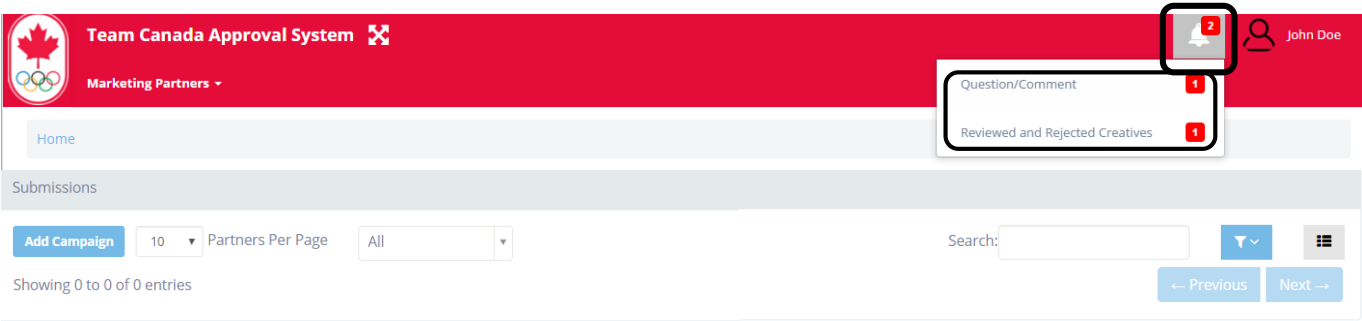


From the home screen to view campaign status and feedback you can either click on “Submissions” and go into your Campaign details, or view notifications on your dashboard.

In “Submissions” is where you will receive notification of any comments/questions from the COC relating to your campaign, as well as notification of any approvals, requests to revise and resubmit or rejections of your creative.

Each creative related to your campaign will be labeled “Pending Review” until reviewed by the COC.

The COC will review and either approve, reject or ask you to revise and resubmit each piece of creative related to your campaign. You will receive an email from the COC notifying you of the above.



Home

>

Marketing Partners

>

Submissions

Submissions

Advanced Search

Add Campaign

50

records per page

All

Search:

| Status                                       | Submitted Date | Submitter             | Campaign Name                                      | Rule 40 | Market   | Files   | Due Date   |
|--|----------------|-----------------------|--|---------|----------|---------|------------|
| <div><div></div><div></div><div></div></div> | 11/30/2017     | John.Doe<br>Partner X | Partner X: Olympic Games 2044<br>Creative Approved | Yes     | National | 3 - JPG | 11/30/2017 |

Showing 1 to 1 of 1 entries

Previous

1





Next

# CAMPAIGN FEEDBACK – STATUS



In “Submissions” you will receive notification of any comments/questions from the COC relating to your campaign, as well as notification of any approvals, requests to revise and resubmit or rejections of your creative.

By placing your cursor over the coloured boxes under “Status” you will be able to see the status of your campaign

-  - Pending Review
-  - Revise and Resubmit
-  - Approved
-  - Rejected




Add Campaign

50▼ records per page

All▼

| Status  | Submitted Date | Submitter             | Campaign Name                                      |
|---|----------------|-----------------------|--|
| <div><div></div><div></div><div></div><div></div></div> | 11/30/2017     | John.Doe<br>Partner X | Partner X: Olympic Games 2044<br>Creative Approved |

Showing 1 to 1 of 1 entries

| Submissions   |                |                       |  |         |          |         |            |  |  | Advanced Search ▼            |
|---|----------------|-----------------------|--|---------|----------|---------|------------|--|--|------------------------------|
|   |                |                       |  |         |          |         |            |  |  | Search: <input type="text"/> |
|   |                |                       |  |         |          |         |            |  |  | records per page All ▼       |
| Status  | Submitted Date | Submitter             | Campaign Name                                      | Rule 40 | Market   | Files   | Due Date   |  |  |                              |
|    | 11/30/2017     | John.Doe<br>Partner X | Partner X: Olympic Games 2044<br>Creative Approved | Yes     | National | 3 - JPG | 11/30/2017 |  |  |                              |
| Showing 1 to 1 of 1 entries   |                |                       |  |         |          |         |            |  |  | ← Previous 1 Next →          |

High Priority - Christine Sinclair. Partner X.jpg - Revise And Resubmit on 03/09/2016

# CAMPAIGN FEEDBACK – STATUS




To check on the status of your campaign at any time, login to the system and click on the “Campaigns” tab on the left navigation bar and select the relevant campaign.

On the “Campaign Details” screen, you can view the status of your submitted creative:

Home > Marketing Partners > Submissions

| Campaign Details         |  |                    |  | <a href="#">Add More Creative</a> <a href="#">Edit Campaign</a> |  |
|--------------------------|--|--------------------|--|---|--|
| Campaign Name            | Partner X: Olympic Games 2044  | Advertising Market | National   |   |  |
| Start Date               | 01/01/2044   | End Date           | 04/04/2044   |   |  |
| Status                   | Pending Review   | Submitted Date     | 11/17/2017   |   |  |
| Submitter                | Jordan Stewart   | Comments           | Just an idea we have. Please let us know what you think. |   |  |
| Description              | This campaign supports Partners X partnership with the Canadian Olympic Team.          | Tagline            | Impossible is Nothing                                    |   |  |
| Athletes                 | Alexandre Bilodeau, Adam van Koeverden, Rosie MacLennan, Charles Hamelin, Clara Hughes | Games              | Other-Olympic Games 2044                                 |   |  |
| Require Rule 40 waiver   | Yes  | Due Date           | 11/27/2017   |   |  |
| Athlete Approval/Consent | Yes  | Tagged Users       | Timothy Ritcey   |   |  |

Creative Details [Switch to Slide view](#)




11/17/2017 1:35 PM

Dates of Creative in market : Jan-Apr 2044  
Feedback due by : 11/27/2017

Social

Athlete Consent/Collective Use : No

Pending Review




11/17/2017 1:35 PM

Dates of Creative in market : Jan-Apr 2044  
Feedback due by : 11/27/2017

Digital

Athlete Consent/Collective Use : No

Pending Review




11/17/2017 1:35 PM

Dates of Creative in market : Jan-Apr 2044  
Feedback due by : 11/27/2017

Social

Athlete Consent/Collective Use : No

Pending Review




11/17/2017 1:35 PM

Dates of Creative in market : Jan-Apr 2044  
Feedback due by : 11/27/2017

Print

Athlete Consent/Collective Use : No

Approved by Emily Wright on 03-09-2016  
Looks good!



11/17/2017 1:35 PM

Dates of Creative in market : Jan-Apr 2044  
Feedback due by : 11/27/2017

Print

Athlete Consent/Collective Use : No


Pending Review


# CAMPAIGN FEEDBACK – REVISE & RESUBMIT



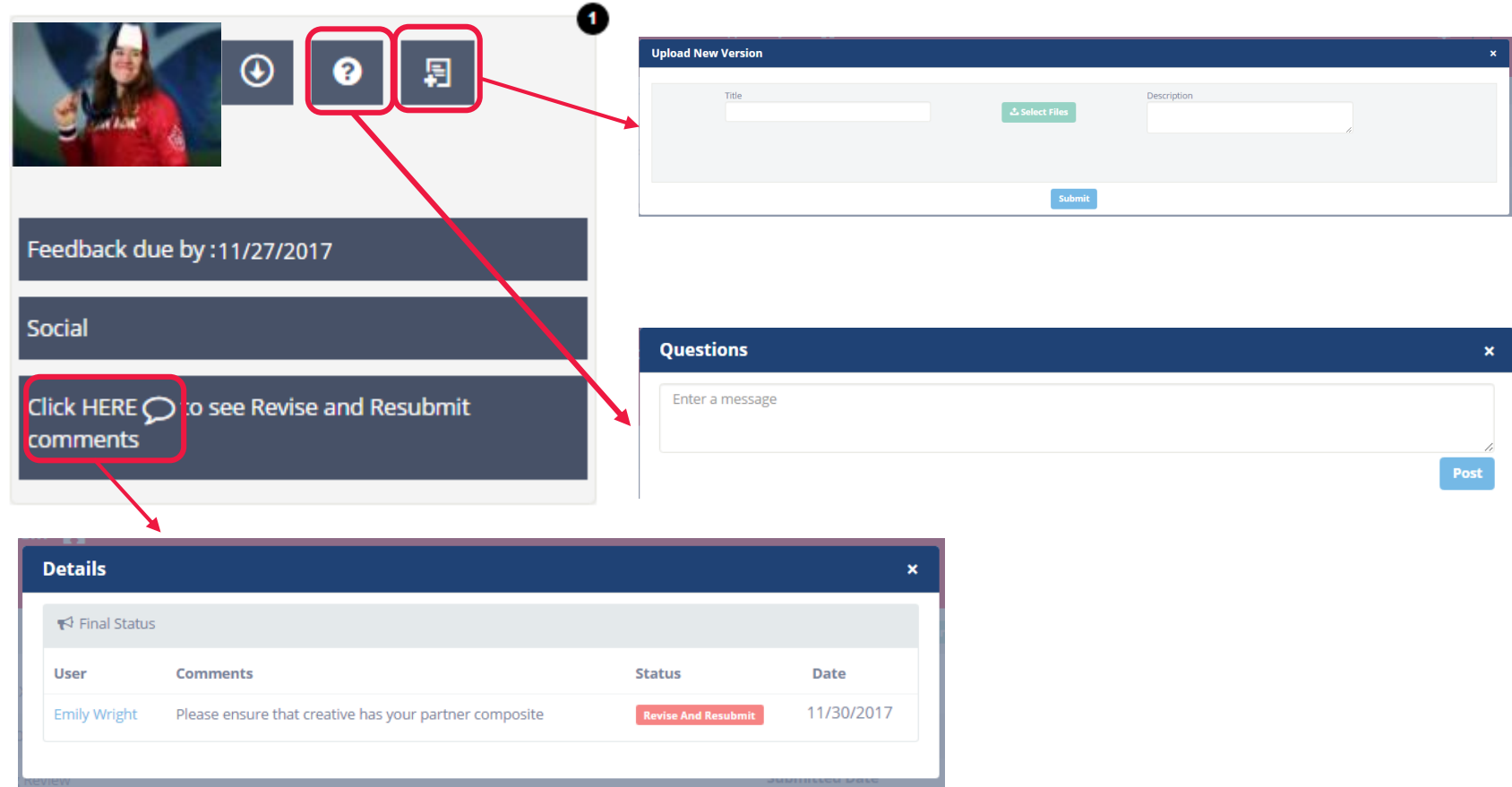
If the COC has requested revisions to any of your creative:

**Step 1:** Select the “Click HERE” icon to review the COC’s comments. A “Details” pop-up window with the COC’s comments will appear.

**Step 2:** If you have any questions for the COC, click the “Questions” icon .

**Step 3:** Select the “Upload New Version” icon  to upload a new version of the creative.

**Step 4:** Press “Submit” to resubmit your creative to the COC.



The main dashboard shows a creative image, a download icon, a question mark icon (labeled 1), and an upload icon. Below the image is a 'Feedback due by :11/27/2017' bar, a 'Social' bar, and a 'Click HERE to see Revise and Resubmit comments' button. Red arrows point from the question mark icon to the 'Upload New Version' window, from the upload icon to the 'Questions' window, and from the 'Click HERE' button to the 'Details' window.

**Upload New Version**

Title   Description

**Questions**

Enter a message

**Details**

Final Status

| User         | Comments   | Status              | Date       |
|--------------|--|---------------------|------------|
| Emily Wright | Please ensure that creative has your partner composite | Revise And Resubmit | 11/30/2017 |



# CAMPAIGN FEEDBACK – APPROVALS



If the COC has approved your campaign (including all related creative):

- You will receive an email from the COC confirming the approval;
- The status of your campaign will be “Approved”;
- and
- Please note that the COC can approve each individual piece of creative

**NOTE:** The overall campaign and each related creative element must be approved in order to run in market.

The screenshot displays the 'Submissions' page in a web application. At the top, there's a breadcrumb trail: Home > Marketing Partners > Submissions. Below this is a table of submissions. The first row is highlighted with a red box and contains the following data:

| Submitted Date | Submitter             | Campaign Name                                      | Rule 40 | Market   | Files    | Due Date   |
|----------------|-----------------------|--|---------|----------|----------|------------|
| 11/20/2017     | John.Doe<br>Partner X | Partner X: Olympic Games 2044<br>Process Completed | Yes     | National | 3 - .JPG | 11/30/2017 |

Below the table, it says 'Showing 1 to 1 of 1 entries'. To the right of the table is a search bar and a dropdown for 'records per page' set to 'All'. A tooltip is visible over the first row, showing 'Mark de Jonge, Partner X.jpg - Approved on 03/09/2016'. Below the table is a pagination bar with 'Previous', '1', and 'Next' buttons.

Below the table is a detailed view of the submission. It features a thumbnail image of a person in a red jacket, a download icon, and a help icon. A dark blue bar indicates 'Feedback due by :03-14-2016'. Below this is a 'Social' section. At the bottom, a red box highlights a dark blue bar with the text 'Approved by Emily Wright on 03-09-2016' and a speech bubble icon, followed by 'Looks good!' with a thumbs-up icon.

