AfterKV
CREATIVE PRODUCTION

From approved KV to finished campaign materials.

CAMPAIGN IMPLEMENTATION FOR AD AGENCIES AND BRANDS.



CREATIVE PRODUCTION · ROLLOUT · MARKET ADAPTATION · ARTWORK · PREPRESS · 3D

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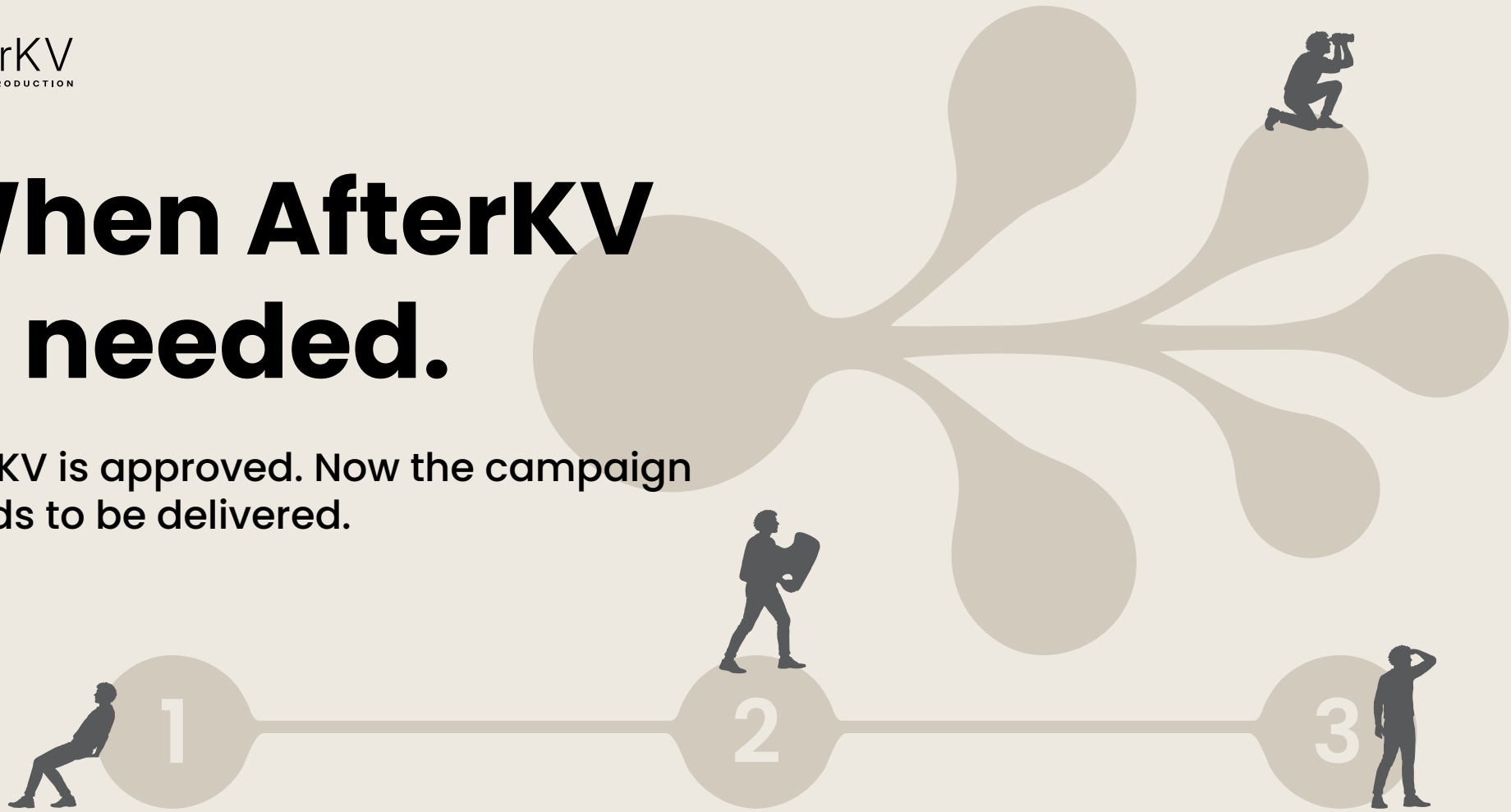
When AfterKV is needed.

The KV is approved. Now the campaign needs to be delivered.



Agencies

Short on time, capacity, or in-house production resources.

Marketing teams

A global or central KV needs local rollout and production preparation.

Brands & manufacturers

Need accurate artwork, visualisations, or technical consultation.

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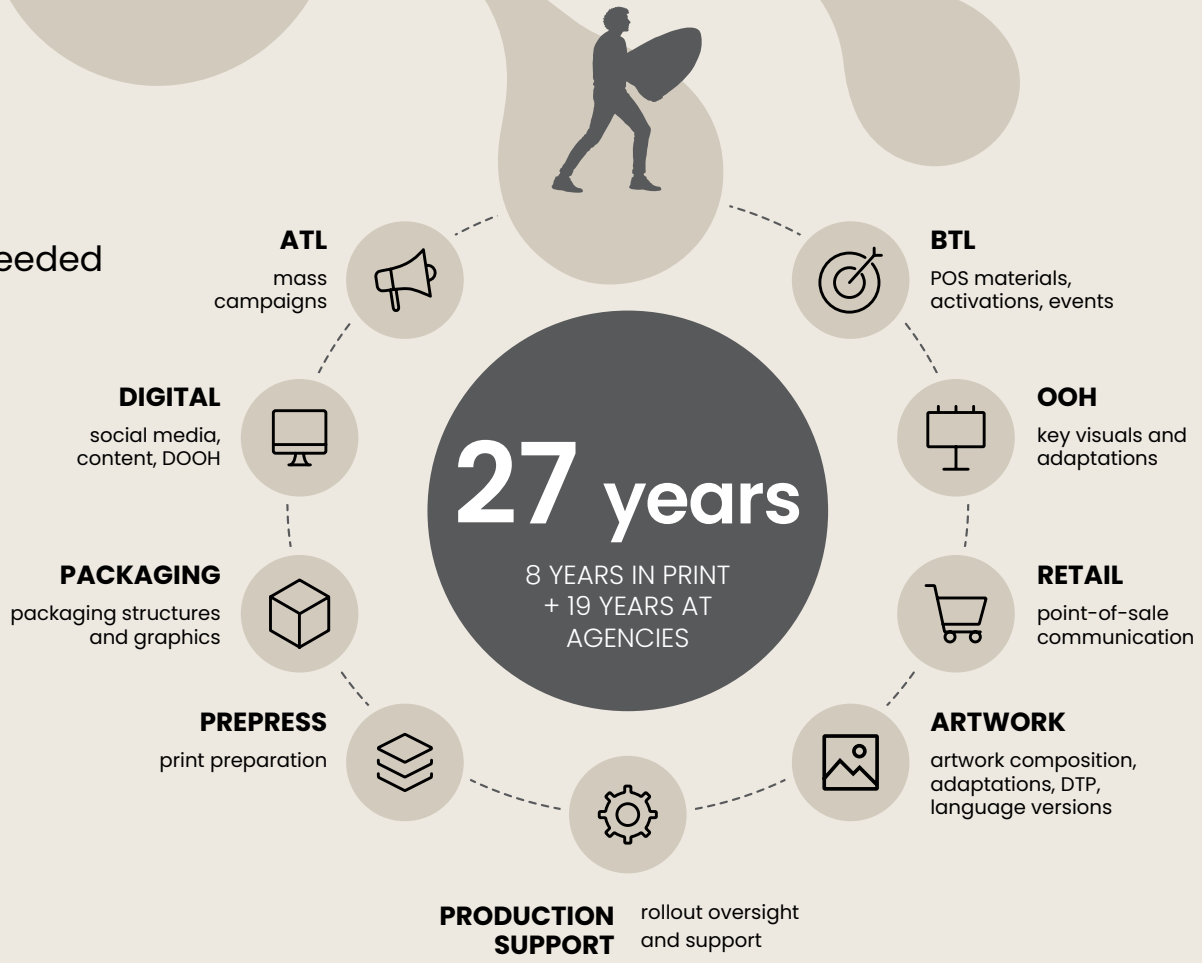
Who’s behind it.

One person accountable for the files. From brief to production.

- Adobe InDesign, Photoshop, Illustrator, Cinema 4D
- Available to work evenings and weekends when needed
- Highly responsive — I typically reply within an hour

Industries I’ve worked in: FMCG & food · beverages & HoReCa · beauty · retail & POS · automotive & lifestyle · health & pharma.

Different industries, the same quality and understanding of the Client’s needs.



Scope of collaboration.



A clear division of roles. Fewer revisions.

AfterKV:

- hi-res master
- adaptations and market variants
- print, POS and OOH
- digital and landing pages
- 3D and mockups
- prepress and final files
- liaison with the production vendor

Client or agency:

- strategy
- creative idea
- copy and content proofreading
- rights to images, fonts and materials
- approvals
- marketing decisions

AfterKV picks up after the KV and is responsible for rollout. It doesn’t replace strategy or creative.

With agencies, I work on a white-label basis: the agency’s account team handles contact with the Client.
With brands, I work directly. I don’t contact the agency’s Client without its consent.

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How it works.



Two starting points, one process.

Path A: you already have a hi-res KV → I start directly at step 3.
Path B: you have a KV design → I start at step 1, build it in hi-res following the supplied brand manual, you approve it, then step 3.

1. KV and guidelines handover
2. CI and brand book check
3. Hi-res master and approval (the KV is treated as final)
4. Adaptations: reformatting, media, language versions
5. Final files: naming, export, specifications
6. Rollout support: liaison with the production vendor and technical corrections

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Collaboration models.

I can join a project at different stages, from adaptation to full rollout.

Full rollout: taking over the campaign after the KV

Selected stage: only a selected stage (OOH, POS, AW, 3D, digital, market adaptation)

White-label: working under the agency's brand

Overflow: extra capacity for large rollouts and tight deadlines

Local implementation: global KV → Polish market → production

Production rescue: sorting out files and delivering materials in a crunch

Campaign rollout.

One KV, multiple touchpoints.



Ferrero Rocher, Golden Autumn. KV: agency. AfterKV: market variants, POS, digital, 3D visualisations.

Materials shown for portfolio purposes. Trademarks belong to their respective owners.

OOH and print.

One KV, multiple formats.

From billboards and citylights to press and printed materials.



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Maybelline. KV. agency. AfterKV. OOH, CLP, POS.

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Retail POS.

One graphic system, multiple constructions.

A flat KV becomes a family of media: archway displays, stands, pallet displays, small POS, wobblers. Production files prepared for specific dielines, including 3D visualisations and, where needed, stocked-shelf renders.



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Nutella Biscuits / Kinder Cards. KV: agency. AfterKV: POS, 3D visualisations.

Market adaptations and multi-market.

A global KV adapted to the local market, language and real-world media.



Wilkinson. KV: agency. AfterKV: OOH, CLP.

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AW, prepress and final files.

Print technology, brand book and production requirements in a single file.



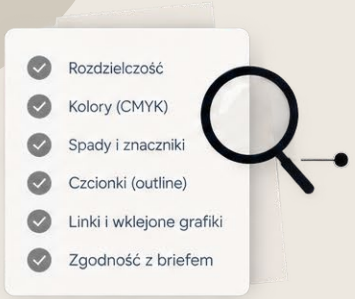
Artwork

Preparing final creative versions in line with the approved KV.



Specification

Adapting to technical requirements: formats, bleeds, colours, profiles, crop marks, language versions.



Preflight / check

Detailed check of file correctness and spec compliance. Lower risk of errors.



Final files

Export of production and rollout packages in the required formats. Clear file structure and naming.

AfterKV is responsible for technical errors (bleeds, missing objects, colour profiles, file completeness).
I know the basic industry requirements — for example for pharma and HoReCa (warnings, text size and legibility) — and apply them technically. Content and legal compliance of the materials is the Client's responsibility.

Unilever Knorr. KV: agency. AfterKV: hi-res KV composition, reformats.

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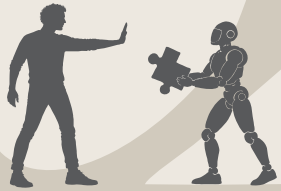

3D and AI usage policy.

Missing an element in the hi-res? I'll produce it the fastest way that's safe for the brand.

3D

When the element can be built: packshot, mockup, POS construction, stocked-shelf visualisation, a missing object in a scene.



AI

When 3D isn't needed or doesn't make sense: background, framing, scene variant, retouching, frame extension. Also as a route that skips 3D entirely.



Approved tools

are set by the Client or agency. I work only from the approved list.

Prohibited tools

are flagged at project kickoff and are never used at any stage, including drafts.

AI ban

if the brand doesn't allow AI, the project is delivered using classic and 3D methods only. This is noted in the brief and in file naming.

Every AI-generated element

is flagged, with the tool and prompt recorded in the project documentation.

Materials shown for portfolio purposes. Trademarks belong to their respective owners. The scope of rights to AI-generated elements depends on the licence of the tool used. Free generators typically don't convey rights to generated images. With paid tools under a commercial licence, I pass on whatever rights the licence grants. The tool and its licence are recorded in the project documentation.

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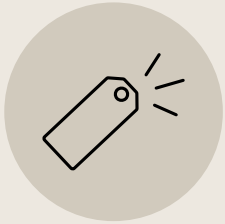
Terms of collaboration.

Simple and agreed upfront.



Pricing

Hourly billing. After receiving the KV and list of formats, I send an hours estimate before starting, and flag it if we approach the limit. Price depends on complexity: reformatting a KV with a photo is different from a sales campaign with mechanics and promotions.



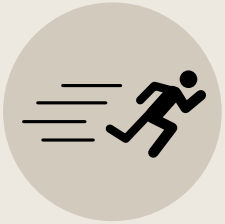
Revisions

Changes limited to reformatting are included in the hours estimate (up to 2 rounds). A change to the approved KV after materials are prepared is quoted separately.



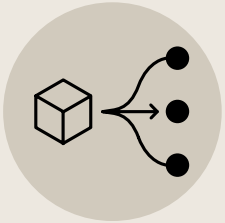
Confidentiality & files

Ready to sign an NDA before materials are shared. Files kept on a local server with authorised access, shared with named people for a set period. Archiving is the Client's responsibility; retention period agreed individually.



Response time

I usually reply to enquiries within an hour.



Trial project

You supply a ready hi-res KV, I deliver 3 formats. Flat, symbolic rate: 100 PLN net. If the 3 formats are very complex, you'll get an estimate upfront.



Contact.

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kontakt@afterkv.pl

www.afterkv.com

Send your KV and list of formats. I'll come back with an hours estimate.