



STRATEGY + PRODUCTION + DELIVERY

90-Day Fashion Content Retainer Planner

A practical planning workbook for fashion brands building an ongoing content production system around launches, channels and measurable business needs.

USE THIS PLANNER TO DEFINE

- Quarterly priorities and launch moments
- Channel, format and variation requirements
- Production cadence and deliverable architecture
- Licensing, approvals, ownership and review metrics

PHIL HALFMANN

Photography Planned Like Media.

PHILHALFMANN.COM

START HERE

Before You Commit

A retainer is useful only when recurring demand justifies a recurring system. Mark the statements that describe your brand today.

- ☐ We launch products, collections or campaigns several times each year.
- ☐ Paid media needs fresh creative variations on a recurring basis.
- ☐ Website, email, social, PR or retail teams compete for limited assets.
- ☐ Visual consistency changes noticeably from one production to the next.
- ☐ Shoots are repeatedly commissioned under deadline pressure.
- ☐ Our team spends too much time searching for, adapting or reshooting content.
- ☐ We already commission multiple productions each quarter.

Decision rule

If four or more statements apply, an ongoing partnership deserves serious evaluation. This is not a purchase trigger. Confirm that your internal team can brief, approve and deploy content before increasing production capacity.

PRIMARY REASON FOR CONSIDERING A RETAINER

WHAT MUST BE DIFFERENT AFTER 90 DAYS?



QUARTERLY STRATEGY

Map the Next 90 Days

PRIMARY COMMERCIAL OBJECTIVE

PRIORITY AUDIENCE

PRIMARY OFFER OR COLLECTION

13-WEEK LAUNCH AND CONTENT CALENDAR

Week	Business event / launch	Content required	Owner / deadline
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			
13			

Planning prompt

Separate time-sensitive launch assets from evergreen brand content. A production window should exist because a defined marketing need exists - not because another billing cycle has started.



ASSET DEMAND

Channel and Format Map

Define where the content must work before deciding how many images or clips to request.

Channel	Business role	Required formats	Variations / volume	Due date
Website / landing pages				
E-commerce / product pages				
Paid social / display				
Organic social				
Email / CRM				
PR / retail / wholesale				

NON-NEGOTIABLE COVERAGE

USEFUL BUT OPTIONAL COVERAGE

Cadence and Scope Planner

Choose a rhythm that follows the launch calendar. Capacity may be concentrated, split or moved between months if the agreement allows it.

DAYS 1-30

Foundation

Strategy, visual rules, asset map and first production priorities.

DAYS 31-60

Fill the gaps

Deploy early assets, identify missing coverage and produce the next block.

DAYS 61-90

Refresh and learn

Create new variations, review utilization and plan the next quarter.

PLANNED PRODUCTION WINDOWS

Window	Purpose	Products / looks	Team / location	Approval date
Production 1				
Production 2				
Production 3				
Contingency / pickup				

SCOPE BOUNDARIES

Included production capacity: _____

How unused capacity is handled: _____

How additional work is approved: _____

DELIVERABLES

Build an Asset Architecture

Do not begin with a total file count. Define the creative roles and variations the brand needs, then scope the production required to cover them.

Asset family	Purpose	Core frames	Required variations	Delivery formats
Campaign heroes	Lead the collection story			
Product-led imagery	Support product decisions			
Lifestyle support	Create context and range			
Paid-media creative	Enable testing and acquisition			
Owned-channel support	Website, email and social			
PR / partner assets	Press, retail and wholesale			

Count variations honestly

A crop, resize or alternate export is not the same as a distinct creative frame. Both can be valuable, but the proposal should separate creative options from technical derivatives.

DELIVERY STANDARD

☐ File naming convention agreed

☐ Color profile and resolution agreed

☐ Archive responsibility agreed

☐ Folder structure agreed

☐ Select and revision rounds agreed

☐ Delivery and publication owners assigned

GOVERNANCE

Licensing, Costs and Approvals

USAGE RIGHTS TO DEFINE

- | | | |
|---|---|--------------------------------------|
| ☐ Owned website | ☐ Organic social | ☐ Paid social |
| ☐ Display / search | ☐ Email | ☐ Print |
| ☐ Retailer use | ☐ PR | ☐ Territory |
| ☐ Duration | ☐ Exclusivity | ☐ Renewals |

THIRD-PARTY AND VARIABLE COSTS

Cost area	Included	Separate approval	Budget / cap	Owner
Models / usage				
Styling / wardrobe				
Hair / makeup				
Studio / location / permits				
Travel / equipment / props				
Advanced retouching / motion				

APPROVAL WORKFLOW

Decision	Responsible	Approver	Deadline / SLA
Quarterly roadmap			
Creative concept			
Casting / styling / location			
Selects / retouching			
Final distribution			

REVIEW

Measure, Learn and Decide

Judge the system by coverage, usability and learning - not only by the number of files delivered.

Metric	Baseline	90-day target	Owner	Data source
Asset utilization				
Channel / launch coverage				
On-time launch readiness				
Reuse across placements				
Avoided reshoots / resets				
Creative performance signal				

DAY 30

What is already usable? What is missing?

DAY 60

What did teams publish, adapt or ignore?

DAY 90

What should continue, change or stop?

90-DAY DECISION

- ☐ Continue as scoped
- ☐ Continue with revised scope
- ☐ Pause and fix internal workflow
- ☐ Return to project-based production

Need an external view?

A Free Visual Audit can help identify content gaps, underused assets and production friction before you commit to more output. Visit philhalfmann.com/contact/

This planner supports production scoping and internal discussion. It is not a contract, licensing agreement, legal opinion or guarantee of campaign performance.