

Work Plan / Timeline

Client: MOMS (FCHB)

YEAR 2 - 2020-2021

Novmeber - September



WINDFALL
November 2020

December 2020

January 2021

Meetings

Initial Meeting - November 4

18 ZOOM: Meeting ID: 942 5286 4564

Meeting - December 2

Meeting - December 16

Meeting - January 6

Meeting - January 20

Misc. Important Dates

Colin Out November 23-27

Colin Out December 21 - January 3

Main Project

Campaign Development - January-March Creative

Media Procurement

Timelines Finalized

Campaign Development - January-March Creative

Campaign Development - January-March Creative

Photo/Video Planning

Media Launch - January - March

Secondary Project(s)

Photo/Video Planning

Photo/Video Planning

Campaign Development - April-June Creative

Media Plan Placements

TBD Based on Approval

TBD Based on Approval

TBD Based on Approval

Website Work

Initial work on patient-facing page

Sitemap

Resources

Website Work

Layout options presented

Website Launch

<u>February 2021</u>		<u>March 2021</u>		<u>April 2021</u>		<u>May 2021</u>	
<i>Meeting - February 3</i>		<i>Meeting - March 3</i>		<i>Meeting - April 14</i>		<i>Meeting - May 12</i>	
<i>Meeting - February 17</i>		<i>Meeting - March 17</i>		<i>Meeting - April 28</i>		<i>Meeting - May 26</i>	
		<i>Meeting - March 31</i>					
Campaign Development - April-June Creative		Campaign Development - April-June Creative		Campaign Development - April-June Creative		Photo/Video Work	
Photo/Video Planning		Photo/Video Planning		April - June Media Launch		Campaign Development - July-September Creative	
				Photo/Video Work			
				January - March Performance Reporting			
						<i>Year 3 Planning</i>	
				TBD Based on Approval			
				January - March Performance Reporting			

<u>June 2021</u>		<u>July 2021</u>		<u>August 2021</u>		<u>September 2021</u>	
<i>Meeting - June 9</i>		<i>Meeting - July 7</i>		<i>Meeting - August 4</i>		<i>Meeting - September 1</i>	
<i>Meeting - June 23</i>		<i>Meeting - July 21</i>		<i>Meeting - August 18</i>		<i>Meeting - September 15</i>	
						<i>Meeting - September 29</i>	
Photo/Video Work		Photo/Video Work		Photo/Video Work		July - September Reporting	
Campaign Development - July-September Creative		Campaign Development - July-September Creative					
		Media Launch					
		April - June Performance Reporting					
<i>Year 3 Planning</i>		<i>Year 3 Planning</i>		<i>Year 3 Plan Finalized</i>		<i>Year 3 Campaign Development</i>	
				<i>Year 3 Campaign Development</i>			
		TBD Based on Approval					
<i>Year 3 Planning</i>		April - June Performance Reporting		<i>Year 3 Planning</i>		Reporting	
		<i>Year 3 Planning</i>				<i>Year 3 Planning</i>	