

Action plan for rebrand and launch

Week	05-Feb-18	12-Feb-18	30-Apr-18	07-May-18	14-May-18	21-May-18	28-May-18	04-Jun-18	11-Jun-18	18-Jun-18	25-Jun-18	02-Jul-18	09-Jul-18	16-Jul-18	23-Jul-18	30-Jul-18	06-Aug-18	
Hours	April			May				June										
<i>School/Holidays</i>																		
Action																		
Marketing Audit - completion	4	X																
Marketing Audit - Review & Further Questions	7	X																
Brand - prepare briefing document	3	X																
Design - agencies work on brief																		
Design - review of designs with Iw/FHHC	5		X		X	X												
Web Pages - Rework text of webpage	7			X	X	X												
Web Pages - Approval of pages	2						X											
Web Pages - Changes to website	3																	
Web Pages - Site LIVE	2						LIVE LIVE											
Information Booklet - Writing of new copy	7						X											
Information Booklet - Approving copy	4						X											
Information Booklet - Print Run	2								X									
Promotion - Order Uniform/TableCloth	2								X									
Promotion - Uniform/TableCloth - Ready to use	1									X								
Digital - Brief RH	4		X															
Digital - recommendations approved	2																	
Digital - Social Media Starts	1						LIVE LIVE											
E-News - compile list o all partnerships	7						X											
E-News - finalise list	2						X											
E-News - Approve list with review for next quarter	2																	
E-News - Live - 1st Distribution of news with brand	2						X											
Media - discussions with press	4						LIVE LIVE											
Media - source a plan for awareness & events	4						X											
Digital - Regular Facebook feeds Events/News/Myth	8						X											
Digital - share relevant news from partners	4						LIVE LIVE											
Events - create a score based on efficiency values	2						LIVE											
Events - Confirmed	2	1	4	4	4	4												
News for Council wide staff	2						LIVE											
Visual - Prepare photography/Video brief	2																	
Visual - source 3 x photographers	1																	
Visual - Send out courtesy email to foster carers etc	2						X											
Promotion - Seek contact with Council's fleet organiser	2						X											
Promotion - Confirm meeting with stakeholders on fleet	1						X											
Media - Poster Audit for across the Island paid & free	4																	
Digital - Create Scheduled Posts each month & New Co	6						X											
Visual - Planned Photo Shoot	16																	
Visual - Planned Film Shoot	16																	
Visual - Approve Photography	2						X											
Visual - Implementation of new photography/film	4						X											