

YAHOO CAMPAIGN TIMETABLE

	1/17	1/19	1/21	1/24	1/26	1/28	1/31	2/2	2/4	2/7	2/9	2/11	2/14	2/16	2/18	2/21	2/23	2/25	2/28	3/2	3/4	3/7	3/9	3/11	3/14	3/16	3/18	3/21	3/23	3/25	3/28	3/30					
IMMERSION																																					
Information Gathering																																					
RESEARCH																																					
Information Summary																																					
Review of Simmons Data																																					
Identify any Needs																																					
Information Presentation																																					
Create Target Profile																																					
Write Target Profile																																					
Conduct supplemental research																																					
Set up concept testing																																					
Conduct concept test																																					
CREATIVE																																					
Brief/Assignment																																					
Exploratory																																					
Review																																					
Revised Brief																																					
Exploratory																																					
Review																																					
Concepts for testing																																					
Campaign Selected																																					
Execute Campaign																																					
MEDIA																																					
Assignment																																					
Draft Media Strategy																																					
Gathering Information																																					
Plan/Budget Outline																																					
Draft Plan																																					
Review																																					
Final Plan																																					
IMC																																					
Brief/Assignment																																					
Develop Promotional Ideas																																					
Review																																					
Revised Ideas																																					
Review																																					
Integrate with Plan																																					
Costing																																					
Final Plan																																					
PRODUCTION																																					
Draft Book Design																																					
Book Design Finalized																																					
Assembly																																					
Proofreading																																					
To Printer																																					
Complete -- Mail to AAF																																					
Contact the Printer																																					
PRESENTATION																																					

Key

- To Do
- Due Date
- Priority Date

