Mardi Gras Digital Promotion Project Tin	neline	v1.0 11/2	0/2	201	4													
Task Name	Hours	Firm Due	N	ove	mbe	r		Dec	cem	ber		Janı	ıarv	•	F	ebr	uary	$\overline{}$
				-	17		1			22	29				2		16	
Phase 1: Messaging	10 hours									ı								
Updated Key Messaging																		
Draft 1 - delivered 12/9/14																		
Final direction from client - requested by 12/12/14																		
Final Draft delivered by 12/18/14																		
Phase 2: Print/Paid Media	25 hours																	
January Ads - Alive, Sauce, Feast																		
Draft 1 Half Page Ad (outline) - 11/25/14																		
Client feedback delivered - asap (11/26/14)																		
Final Check & Delivery - Alive		11/28/2014																
Final Check & Delivery - Sauce		12/10/2014																
Final Check & Delivery - Feast		12/12/2014																
Februrary Ads - Alive, Sauce, Feast																		
Draft 1 Full Page Ad (outline) - 11/28/14																		
Client feedback delivered - 12/5/14																		
Designed Draft 2 - 12/9/14																		
Final Check & Delivery - Alive		12/18/2014																
Final Check & Delivery - Sauce		1/10/2015																
Final Check & Delivery - Feast		1/16/2015																
E-Blast/Digital Ads - Sauce, Feast																		
Text-based Ad - 3																		
Banner/Visual Ad - 3																		
2 rounds of revisions																		
Final approval																		

Mardi Gras Digital Promotion Project Tin	neline	v1.0 11/2	0/2	201 ₋	4														
Task Name	Hours	Firm Due	November				December					January				F	uary		
			3	10	17 2	4	1	8	15	22	29		12	_		2	-	16 2	23
Final Check & Delivery - Sauce		TBD																	
Final Check & Delivery - Feast		TBD																	
Phase 3: Social Media	120 hours																		
Social Media Strategic Messaging (incl. Taste of Soul	ard, Wine/E	Beer/Whiskey	/ Ta	astin	ıg, Ca	ju	n C	ook	-Off	, Ma	ardi	Gra	as)						
Stategic Social Media Campaigns Calendar (Quarterly	y)																		
(Incl. recommended platforms: Facebook, Twitter, I	Instagram)																		
Client Approval of Quarterly Calendar																			
Monthly Calendar for each campaign																			
January Calendar delivered to client for approval - >	(4																		
Client approval of monthly calendars																			
February Calendar delivered to client for approval -	x4																		
Client approval of monthly calendars																			
- TOKY execution of social media campaigns																			
- TOKY monitoring of social media interactions																			
Microblogging via Facebook																			
Concepts for Micro Stories - 10																			
Client approves concepts																			
- TOKY execution of micro stories and associated so	cial media																		
Paid Facebook Ads																			
Targeted within the St. Louis Metro Area																			
- Beer, Wine, & Whiskey Tasting (25%)		1/30/2015																	
- Cajun Cook-Off (25%)		1/31/2015																	
- Taste of Soulard (25%)		2/7-8/2015																	
Targeted throughout the Midwest						İ													

Task Name	Hours	Firm Due	November					De	cen	nber	-	January				February			
			3	10	17	7 24	1	8	15	5 22	29	$\overline{}$			26				
- Mardi Gras (25% incl. MGI associated events not ite	mized)																		
Promoted Posts - Facebook, Twitter, Instagram																			
Targeted within the St. Louis Metro Area																			
- Beer, Wine, & Whiskey Tasting (25%)		1/30/2015																	
- Cajun Cook-Off (25%)		1/31/2015																	
- Taste of Soulard (25%)		2/7-8/2015																	
Targeted throughout the Midwest																			
- Mardi Gras (25% incl. MGI associated events not ite	mized)																		
Contests																			
Concepts presented																			
Concepts approved																			
Execution of Contests (via Woobox)																			
- Cajun Cook-Off & Beer/Wine/Whiskey Tasting Pack	age																		
- Taste of Soulard Package																			
Phase 4: Editorial & Digital	20 hours																		
Story Pitches - 5																			
Draft 1 (outline) - delivered																			
Client feedback delivered																			
Draft 2																			
Client Approval																			
Delivery to Client for Media Distribution																			
Delivery of targeted regional food/bev bloggers list																			
Newsletters - 5																			
Using existing templates, pulling pre-approved conte	ent from so	ocial and mess	agi	ng															

Mardi Gras Digital Promotion Project Timeline v1.0 11/20/2014																			
Task Name	Hours	Firm Due	November			er	December						Janı	Jary	,	February			 У
			3	10	17	24	1	8	15	22	29	5	12	19	26	2	9	16	23
Newsletter #1																			
Newsletter #2																			
Newsletter #3																			
Newsletter #4																			
Newsletter #5																			