

Campaign Timetable

- June 08 Commence re-tendering of both advertising and PR
- June 08 Question and answer sessions with the competing companies
- July 08 Submission presenting possible campaign work
- July 08 Appoint PR agency
- July 08 Appoint communications agency
- July 08 Creative research to test the competing campaign work
- Aug 08 Creative research debrief
- Aug 08 Appoint advertising agency
- Sept 08 Finalise new campaign
- Oct/Nov 08 First running of the new campaign