

MARKETING PLAN

Presented by:

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CAMPAIGN OBJECTIVES

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BRAND

Taking into account the identified users, we have chosen these brand identity attributes that will be projected on all promotional materials of the campaign.



Innovation

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Goals

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Transparency

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Equipment

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Responsibility

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Trust

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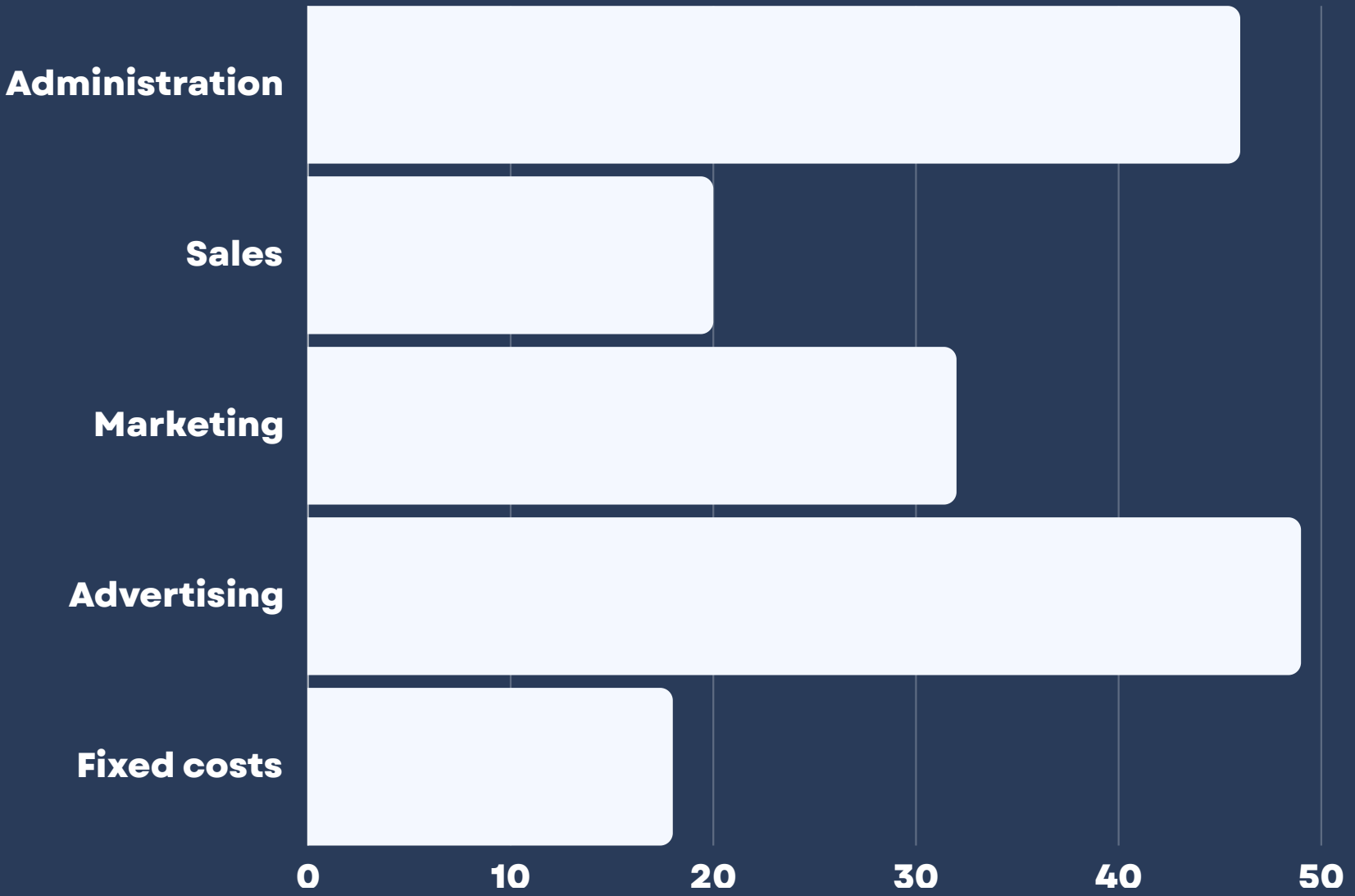


Integrity

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BUDGET

The graph reflects all the expenses associated with the campaign.



MARKETING CHANNELS



Television

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Social photo network

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Social video network

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MARKETING MIX

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Marketed product/service	Price	Place	Promotion

LAUNCH

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CALENDAR AND DEADLINES

January

The budget is approved and the project objectives are outlined.

February

Delivery times are defined and the work schedule is built.

March

A first version is sent to rectify the texts and chosen styles.

Mayo

At this point the entire product is developed and culminates with a deliverable.

July

Final phase where the execution of the campaign begins.



OUR CONTACTS



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RESOURCES PAGE

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