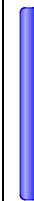
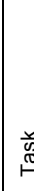
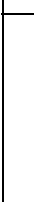

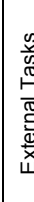
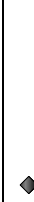
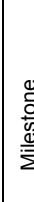
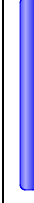
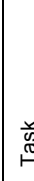


ID	Task Name	Duration	Start	Finish	Predecessors
0	<b>Marketing Campaign Planning</b>	<b>205 days?</b>	<b>Mon 1/1/07</b>	<b>Fri 10/12/07</b>	
1	<b>Review Business Strategy Landscape</b>	<b>27 days?</b>	<b>Mon 1/1/07</b>	<b>Tue 2/6/07</b>	
2	Identify service/product gaps and opportunities	5 days?	Mon 1/1/07	Fri 1/5/07	
3	Complete SWOT analysis	5 days?	Mon 1/8/07	Fri 1/12/07 2	
4	Review business model	1 day?	Mon 1/15/07	Mon 1/15/07 3	
5	Review organizational marketing strategy	3 days?	Tue 1/16/07	Thu 1/18/07 4	
6	Review local marketing strategy	1 day?	Fri 1/19/07	Fri 1/19/07 5	
7	Review global marketing strategy	1 day?	Mon 1/22/07	Mon 1/22/07 6	
8	Review marketing plan for campaign budget	1 day?	Tue 1/23/07	Tue 1/23/07 7	
9	Establish go-to-markets for organization	1 day?	Wed 1/24/07	Wed 1/24/07 8	
10	Evaluate alignment to corporate strategy goals	2 days?	Thu 1/25/07	Fri 1/26/07 9	
11	Evaluate competitive advantages	3 days?	Mon 1/29/07	Wed 1/31/07 10	
12	Review product and service margins	3 days?	Thu 2/1/07	Mon 2/5/07 11	
13	Review previous campaign performance	1 day?	Tue 2/6/07	Tue 2/6/07 12	
14	Business Strategy Landscape Review Complete	0 days	Tue 2/6/07	Tue 2/6/07 13	
15	<b>Develop Campaign Concepts</b>	<b>49 days?</b>	<b>Wed 2/7/07</b>	<b>Mon 4/16/07</b>	
16	Create process for qualifying ideas	5 days?	Wed 2/7/07	Tue 2/13/07 14	
17	Establish process for idea sharing	5 days?	Wed 2/14/07	Tue 2/20/07 16	
18	Gather ideas	1 day?	Wed 2/21/07	Wed 2/21/07 17	
19	Final shaping and development of ideas	5 days?	Thu 2/22/07	Wed 2/28/07 18	
20	Research market environment	5 days?	Thu 3/1/07	Wed 3/7/07 19	
21	Develop preliminary campaign concepts	5 days?	Thu 3/8/07	Wed 3/14/07 20	
22	Identify campaign targets	2 days?	Thu 3/15/07	Fri 3/16/07 21	
23	Develop campaign success metrics	2 days?	Mon 3/19/07	Tue 3/20/07 22	
24	Develop campaign tracking and analysis process	3 days?	Wed 3/21/07	Fri 3/23/07 23	
25	Validate concepts through test groups and market research	5 days?	Mon 3/26/07	Fri 3/30/07 24	
26	Establish campaign focus list	1 day?	Mon 4/2/07	Mon 4/2/07 25	
27	Establish campaign categories	1 day?	Tue 4/3/07	Tue 4/3/07 26	
28	Develop public relations strategy	3 days?	Wed 4/4/07	Fri 4/6/07 27	
29	Establish preliminary ideal campaign timing for promotion	1 day?	Mon 4/9/07	Mon 4/9/07 28	
30	Determine organization regional campaigns	5 days?	Tue 4/3/07	Mon 4/9/07 26	
31	Determine organization global campaigns	5 days?	Tue 4/3/07	Mon 4/9/07 26	
32	Determine organization country campaigns	5 days?	Tue 4/3/07	Mon 4/9/07 26	
33	Identify localization requirements	5 days?	Tue 4/10/07	Mon 4/16/07 30,31,32	
34	Campaign Concepts Complete	0 days	Mon 4/16/07	Mon 4/16/07 33,29	
35	<b>Create Localization Strategy</b>	<b>18 days?</b>	<b>Tue 4/17/07</b>	<b>Thu 5/10/07</b>	
36	Review corporate sales objectives	1 day?	Tue 4/17/07	Tue 4/17/07 34	
37	Review regional business models	1 day?	Tue 4/17/07	Tue 4/17/07 34	

 Task  
 Split  
 Progress

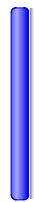


 Milestone  
 Summary  
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
 External Tasks  
 External Milestone  
 Deadline




Project: Marketing Campaign Planning  
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ID	Task Name	Duration	Start	Finish	Predecessors
38	Review global/country business models	1 day?	Tue 4/17/07	Tue 4/17/07 34	
39	Review marketing objectives	1 day?	Tue 4/17/07	Tue 4/17/07 34	
40	Review marketing plan	1 day?	Tue 4/17/07	Tue 4/17/07 34	
41	Establish campaign opportunities	3 days?	Wed 4/18/07	Fri 4/20/07 36,37,38,39,40	
42	Review services and product mix and forecast	3 days?	Mon 4/23/07	Wed 4/25/07 41	
43	Review product release cycles	3 days?	Thu 4/26/07	Mon 4/30/07 42	
44	Determine campaign mix for each region	3 days?	Thu 4/26/07	Mon 4/30/07 42	
45	Determine campaign success measures for each region	3 days?	Tue 5/1/07	Thu 5/3/07 44	
46	Determine tracking mechanism	3 days?	Fri 5/4/07	Tue 5/8/07 45	
47	Create localization strategy	2 days?	Wed 5/9/07	Thu 5/10/07 46,44,43	
48	Localization Strategy Complete	0 days	Thu 5/10/07	Thu 5/10/07 47	
49	<b>Communicate and Train Internal Organization</b>	<b>24 days?</b>	<b>Fri 5/11/07</b>	<b>Wed 6/13/07</b>	
50	Establish corporate internal communications process	3 days?	Fri 5/11/07	Tue 5/15/07 48	
51	Determine regional and country division communications p	5 days?	Wed 5/16/07	Tue 5/22/07 50	
52	Plan communications methods, logistics, and timing	4 days?	Wed 5/23/07	Mon 5/28/07 51	
53	Regional and country communications to sales, marketing,	5 days?	Tue 5/29/07	Mon 6/4/07 52	
54	Determine internal systems to respond to campaign	5 days?	Tue 6/5/07	Mon 6/11/07 53	
55	Create communications plan	2 days?	Tue 6/12/07	Wed 6/13/07 54	
56	Identify internal training requirements	1 day?	Fri 5/11/07	Fri 5/11/07 48	
57	Develop internal training	3 days?	Mon 5/14/07	Wed 5/16/07 56	
58	Organization Internal Communications and Training Compl	0 days	Wed 6/13/07	Wed 6/13/07 55,57	
59	<b>Customer Relationship Management</b>	<b>16 days?</b>	<b>Fri 5/11/07</b>	<b>Fri 6/1/07</b>	
60	Review customer data and feedback	3 days?	Fri 5/11/07	Tue 5/15/07 48	
61	Review company segments and channels	3 days?	Fri 5/11/07	Tue 5/15/07 48	
62	Identify targets for each campaign	3 days?	Wed 5/16/07	Fri 5/18/07 60,61	
63	Segment data for each campaign	5 days?	Mon 5/21/07	Fri 5/25/07 62	
64	Prepare/procure lists for each campaign	5 days?	Mon 5/28/07	Fri 6/1/07 63	
65	Customer Relationship Management Complete	0 days	Fri 6/1/07	Fri 6/1/07 64	
66	<b>Analyze Regional/Global/Country Business Models</b>	<b>9 days?</b>	<b>Fri 5/11/07</b>	<b>Wed 5/23/07</b>	
67	Establish target regions	1 day?	Fri 5/11/07	Fri 5/11/07 48	
68	Determine local gaps	2 days?	Mon 5/14/07	Tue 5/15/07 67	
69	Review local competition	3 days?	Wed 5/16/07	Fri 5/18/07 68	
70	Develop competitive advantage	2 days?	Mon 5/21/07	Tue 5/22/07 69	
71	Identify go-to partners	1 day?	Wed 5/23/07	Wed 5/23/07 70	
72	Regional/Global/Country Business Models Complete	0 days	Wed 5/23/07	Wed 5/23/07 71	
73	<b>Develop Campaign</b>	<b>14 days?</b>	<b>Thu 6/14/07</b>	<b>Tue 7/3/07</b>	
74	Review campaign concepts	2 days?	Thu 6/14/07	Fri 6/15/07 58,65,72	
75	Create campaign list	1 day?	Mon 6/18/07	Mon 6/18/07 74	

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Task  Milestone  External Tasks 




Split  Summary  External Milestone 




Progress  Project Summary  Deadline 

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ID	Task Name	Duration	Start	Finish	Predecessors
76	Identify campaign leads	1 day?	Tue 6/19/07	Tue 6/19/07	75
77	Develop individual campaigns	1 day?	Wed 6/20/07	Wed 6/20/07	76
78	Develop campaign schedules	2 days?	Thu 6/21/07	Fri 6/22/07	77
79	Determine calls to action	2 days?	Mon 6/25/07	Tue 6/26/07	78
80	Determine advertising/promotion methods and mix	5 days?	Wed 6/27/07	Tue 7/3/07	79
81	Campaign Development Complete	0 days	Tue 7/3/07	Tue 7/3/07	80
82	<b>Develop Campaign Creative and Testing</b>	<b>30 days?</b>	<b>Wed 7/4/07</b>	<b>Tue 8/14/07</b>	
83	Select vendor for creative	1 day?	Wed 7/4/07	Wed 7/4/07	81
84	Determine campaign voice/messaging style	3 days?	Thu 7/5/07	Mon 7/9/07	83
85	Develop concepts and comps	5 days?	Tue 7/10/07	Mon 7/16/07	84
86	Select creative for campaign	5 days?	Tue 7/17/07	Mon 7/23/07	85
87	Prepare pretest materials	5 days?	Tue 7/24/07	Mon 7/30/07	86
88	Pretest campaign	5 days?	Tue 7/31/07	Mon 8/6/07	87
89	Determine if pretest creative achieves objectives	1 day?	Tue 8/7/07	Tue 8/7/07	88
90	Improve creative based on pretest results	5 days?	Wed 8/8/07	Tue 8/14/07	89
91	Campaign Creative and Testing Complete	0 days	Tue 8/14/07	Tue 8/14/07	90
92	<b>Develop Strategy for External Promotions</b>	<b>9 days?</b>	<b>Wed 8/15/07</b>	<b>Mon 8/27/07</b>	
93	Develop promotion strategy	2 days?	Wed 8/15/07	Thu 8/16/07	91
94	Develop press releases	4 days?	Fri 8/17/07	Wed 8/22/07	93
95	Develop announcements	4 days?	Fri 8/17/07	Wed 8/22/07	93
96	Provide pre-release information to analysts	3 days?	Thu 8/23/07	Mon 8/27/07	94,95
97	Generate 'buzz'	5 days?	Fri 8/17/07	Thu 8/23/07	93
98	Execute publicity strategy	5 days?	Wed 8/15/07	Tue 8/21/07	91
99	Promotion - External Complete	0 days	Mon 8/27/07	Mon 8/27/07	98,96,97
100	<b>Production</b>	<b>14 days?</b>	<b>Tue 8/28/07</b>	<b>Fri 9/14/07</b>	
101	Submit campaign material for broadcast publications	3 days?	Tue 8/28/07	Thu 8/30/07	99
102	Select vendor for appropriate production methods	1 day?	Fri 8/31/07	Fri 8/31/07	101
103	Production of materials	5 days?	Mon 9/3/07	Fri 9/7/07	102
104	Dissemination of materials	5 days?	Mon 9/10/07	Fri 9/14/07	103
105	Production Complete	0 days	Fri 9/14/07	Fri 9/14/07	104
106	<b>Campaign Release</b>	<b>13 days?</b>	<b>Fri 8/31/07</b>	<b>Tue 9/18/07</b>	
107	Develop campaign release schedules	2 days?	Fri 8/31/07	Mon 9/3/07	101
108	Determine release teams	1 day?	Tue 9/4/07	Tue 9/4/07	107
109	Perform inside sales calls	5 days?	Wed 9/5/07	Tue 9/11/07	108
110	Execute campaign	5 days?	Wed 9/12/07	Tue 9/18/07	109
111	Campaign Release Complete	0 days	Tue 9/18/07	Tue 9/18/07	110
112	<b>Campaign Effectiveness</b>	<b>18 days?</b>	<b>Wed 9/19/07</b>	<b>Fri 10/12/07</b>	
113	Evaluate campaign effectiveness	3 days?	Wed 9/19/07	Fri 9/21/07	111




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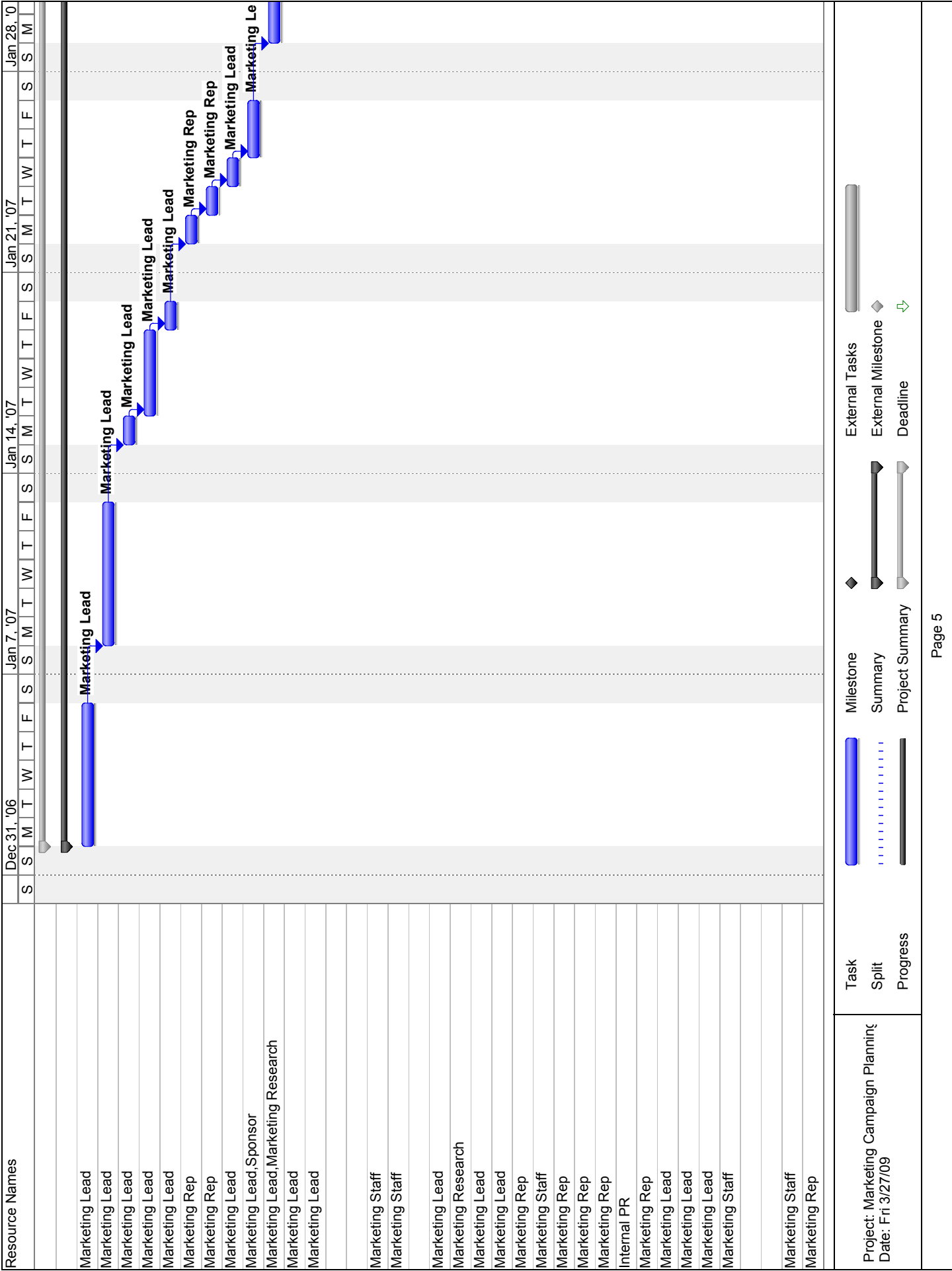
ID	Task Name	Duration	Start	Finish	Predecessors
114	Review regional sales	1 day?	Wed 9/19/07	Wed 9/19/07	111
115	Review global sales	1 day?	Thu 9/20/07	Thu 9/20/07	114
116	Review customer data and feedback	1 day?	Fri 9/21/07	Fri 9/21/07	115
117	Perform market analysis	3 days?	Mon 9/24/07	Wed 9/26/07	116
118	Review success measures	3 days?	Thu 9/27/07	Mon 10/1/07	113,114,115,116,117
119	Measure campaign effectiveness	3 days?	Tue 10/2/07	Thu 10/4/07	118
120	Identify any gaps	1 day?	Fri 10/5/07	Fri 10/5/07	119
121	Develop future campaign ideas	5 days?	Mon 10/8/07	Fri 10/12/07	120
122	Campaign Effectiveness	0 days	Fri 10/12/07	Fri 10/12/07	121
123	Marketing Campaign Planning Complete	0 days	Fri 10/12/07	Fri 10/12/07	122

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Resource Names		Dec 31, '06	Jan 7, '07	Jan 14, '07	Jan 21, '07	Jan 28, '07
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Marketing Rep						
Marketing Rep						
Marketing Lead						
Marketing Lead						
Marketing Lead, Marketing Rep						
Marketing Lead, Creative						
Creative						
Marketing Lead, Corporate Sponsor						
Marketing Rep						
Marketing Rep						
Marketing Rep						
Creative						
Marketing Lead, Internal PR						
Internal PR, PR Company						
Internal PR, PR Company						
Internal PR, PR Company						
Internal PR, PR Company						
Internal PR, PR Company						
Marketing Rep						
Marketing Staff						
Vendor						
Vendor						
Marketing Rep						
Marketing Lead						
Marketing Lead, Inside Sales						
Marketing Lead						
Marketing Lead						
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Resource Names	Dec 31, '06			Jan 7, '07			Jan 14, '07			Jan 21, '07			Jan 28, '07								
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Marketing Lead, Sales																					
Marketing Lead, Sales																					
Marketing Staff, Marketing Rep																					
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Marketing Lead																					
Marketing Lead																					
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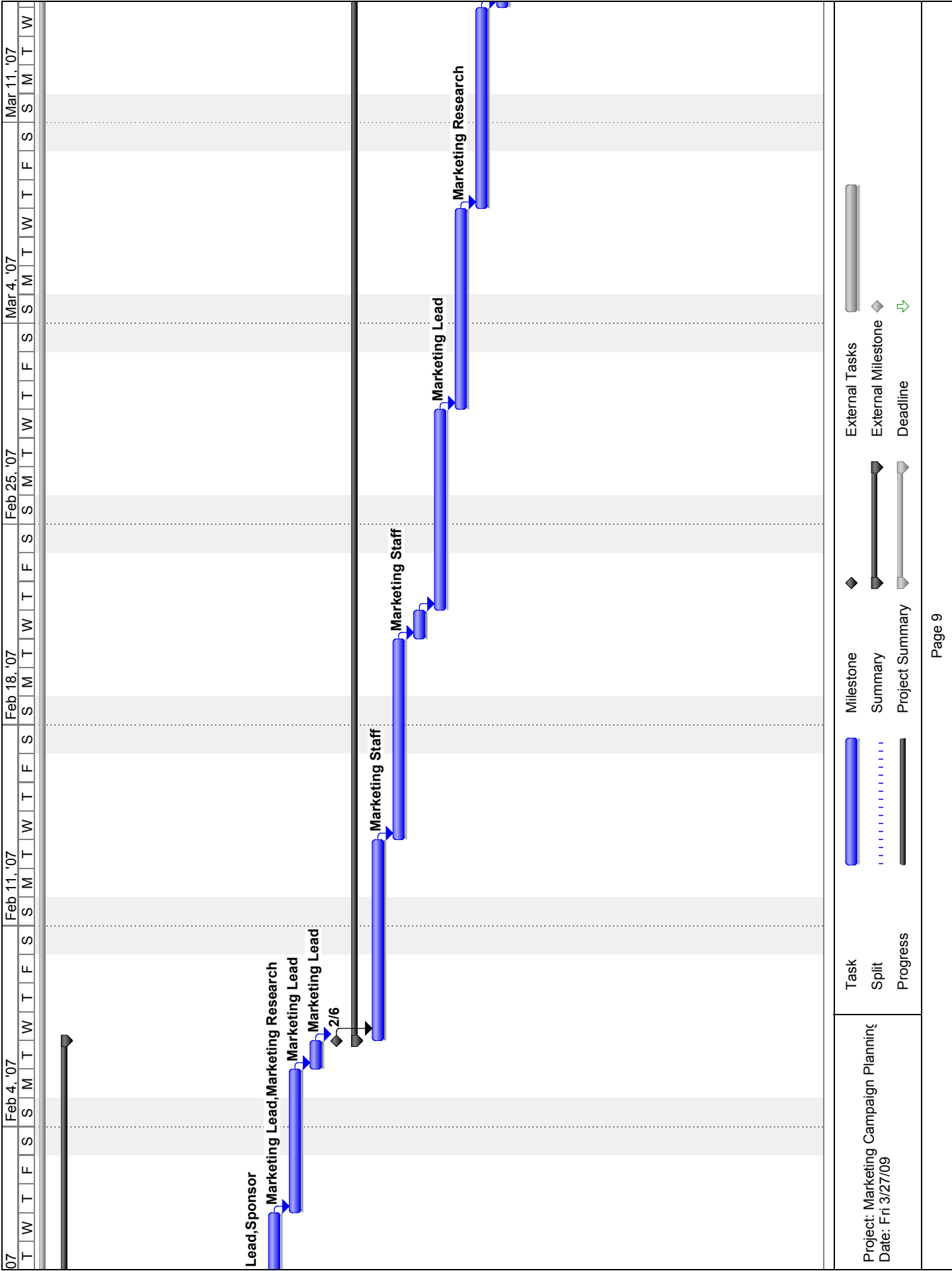
External Tasks

External Milestone

Deadline










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Progress		Project Summary		Deadline	





07	Feb 4, '07	Feb 11, '07	Feb 18, '07	Feb 25, '07	Mar 4, '07	Mar 11, '07
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Project: Marketing Campaign Planning  
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
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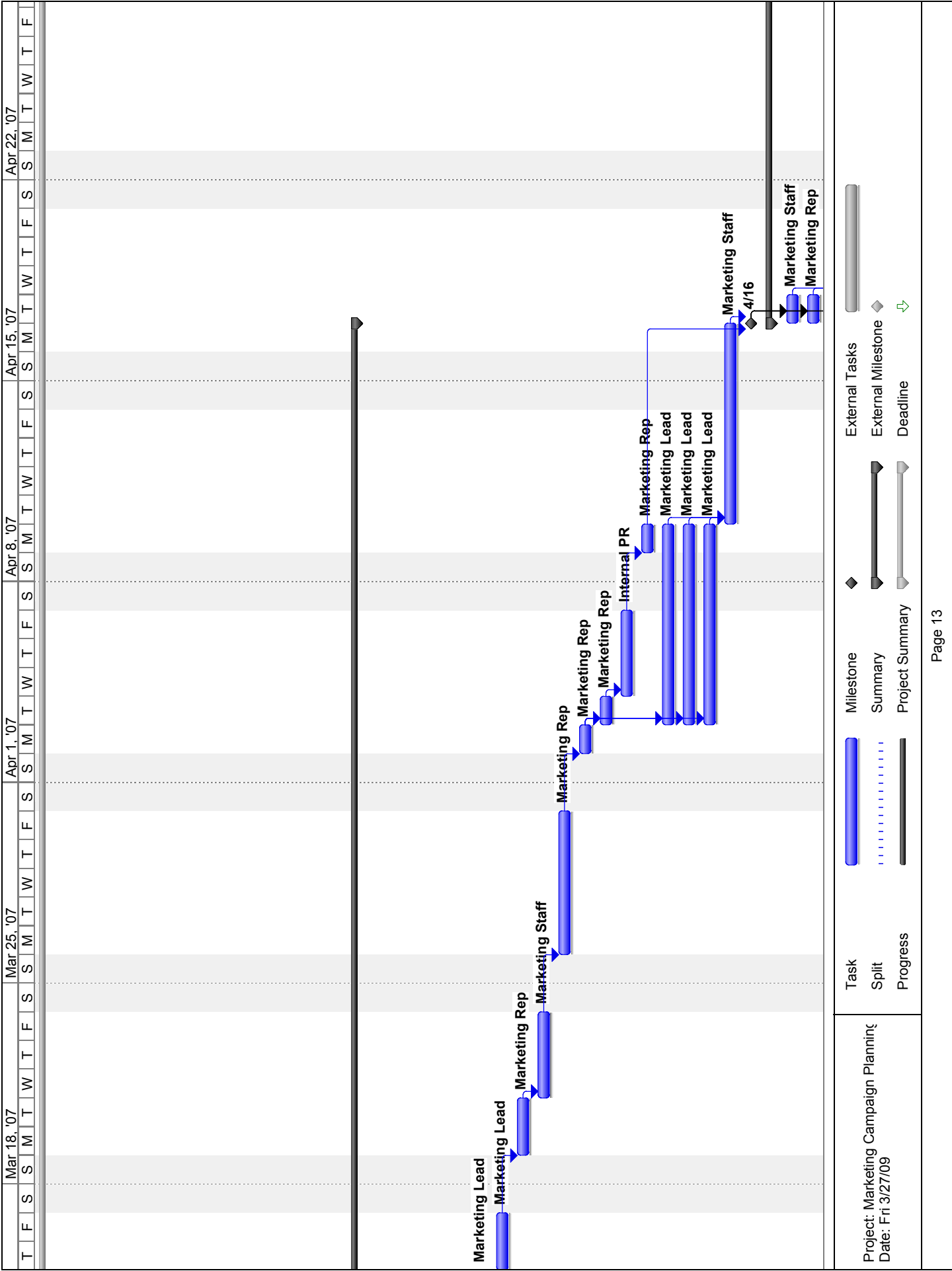
Summary 

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External Tasks 

External Milestone 

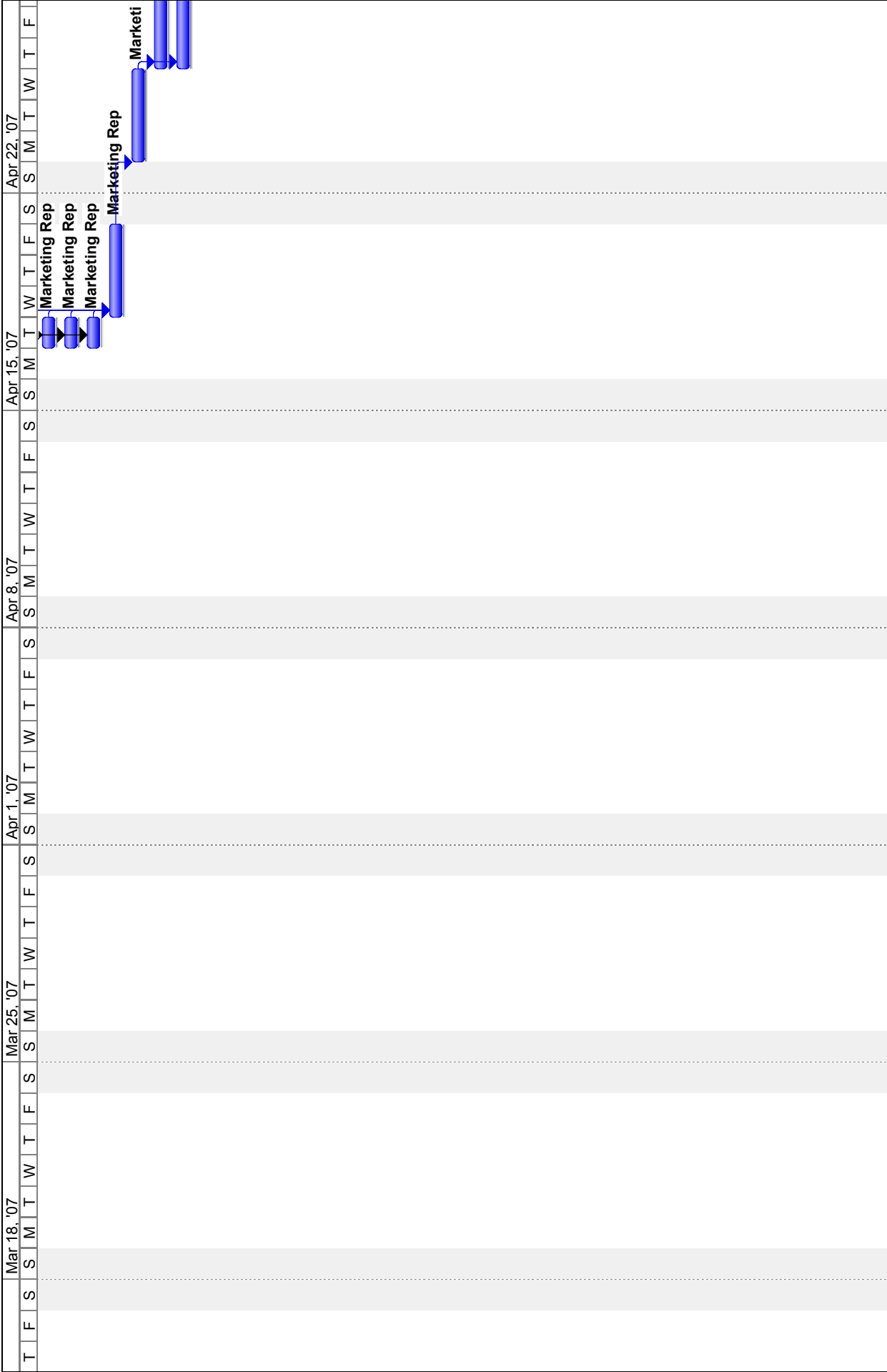
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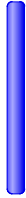








Task: Milestone: External Tasks:

Split: Summary: External Milestone:

Progress: Project Summary: Deadline:



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 Split  Summary  External Milestone   
 Progress  Project Summary  Deadline 

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Mar 18, '07			Mar 25, '07			Apr 1, '07			Apr 8, '07			Apr 15, '07			Apr 22, '07		
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External Tasks  
 External Milestone  
 Deadline

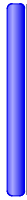
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Mar 18, '07		Mar 25, '07			Apr 1, '07			Apr 8, '07			Apr 15, '07			Apr 22, '07																
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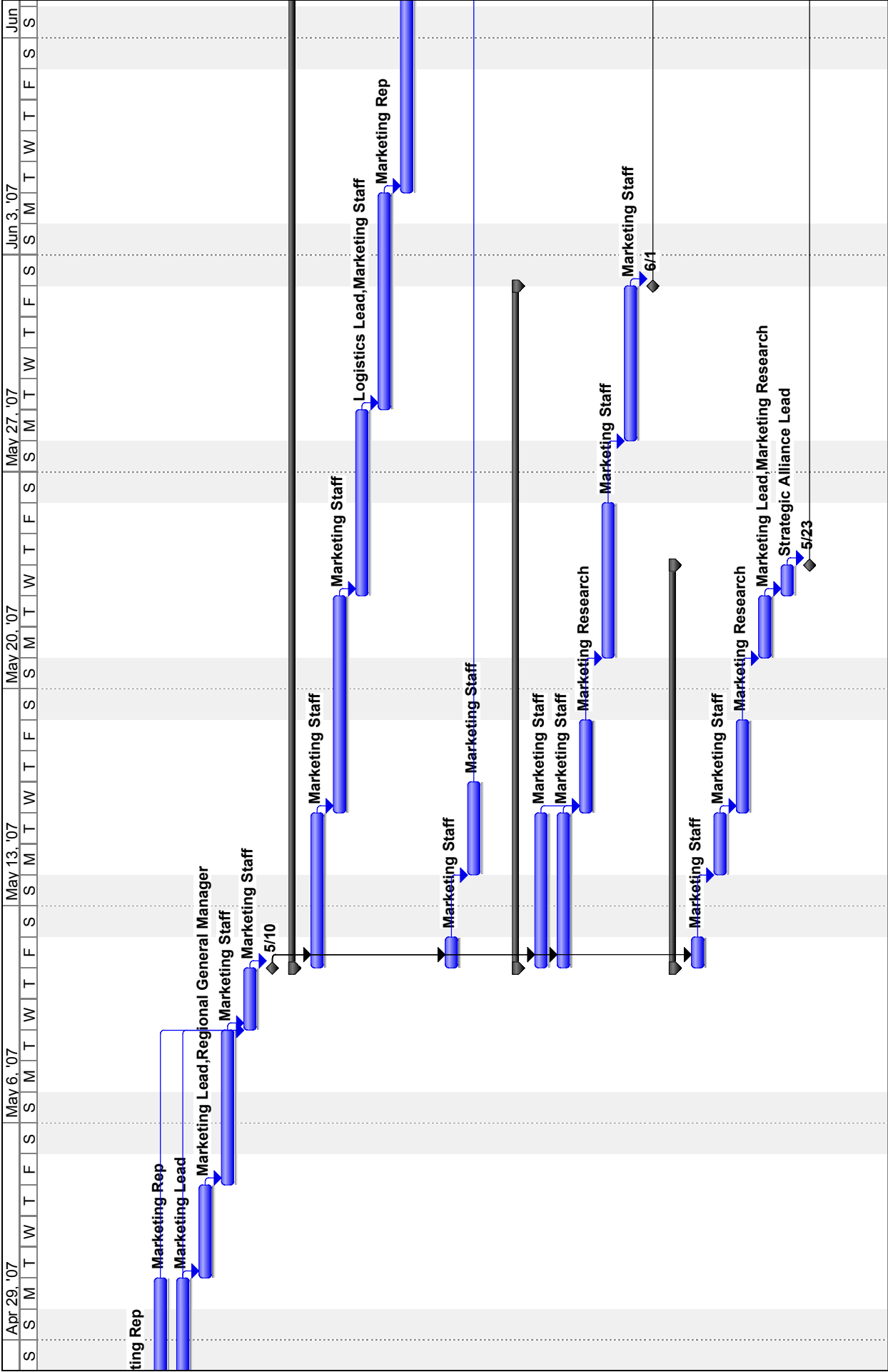
Deadline 



Apr 29, '07			May 6, '07			May 13, '07			May 20, '07			May 27, '07			Jun 3, '07			Jun 10, '07											
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Task		Milestone		External Tasks	
Split		Summary		External Milestone	
Progress		Project Summary		Deadline	

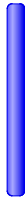


Project: Marketing Campaign Planning  
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Project: Marketing Campaign Planning Date: Fri 3/27/09	<ul style="list-style-type: none"> <li>Task: Blue bar with arrow</li> <li>Split: Dotted line</li> <li>Progress: Solid black bar</li> <li>Milestone: Diamond</li> <li>Summary: Thick black bar</li> <li>Project Summary: Thin grey bar</li> <li>External Tasks: Grey bar with arrow</li> <li>External Milestone: Diamond</li> <li>Deadline: Green arrow</li> </ul>
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Apr 29, '07	May 6, '07	May 13, '07	May 20, '07	May 27, '07	Jun 3, '07	Jun
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T	T	T	T	T	T	T
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Split:  Summary:  External Milestone: 



Progress:  Project Summary:  Deadline: 



Apr 29, '07	May 6, '07	May 13, '07	May 20, '07	May 27, '07	Jun 3, '07	Jun 10, '07
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W	W	W	W	W	W	W
T	T	T	T	T	T	T
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Task  Milestone 

Split  Summary 

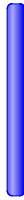








Progress  Project Summary 

External Tasks  External Milestone 

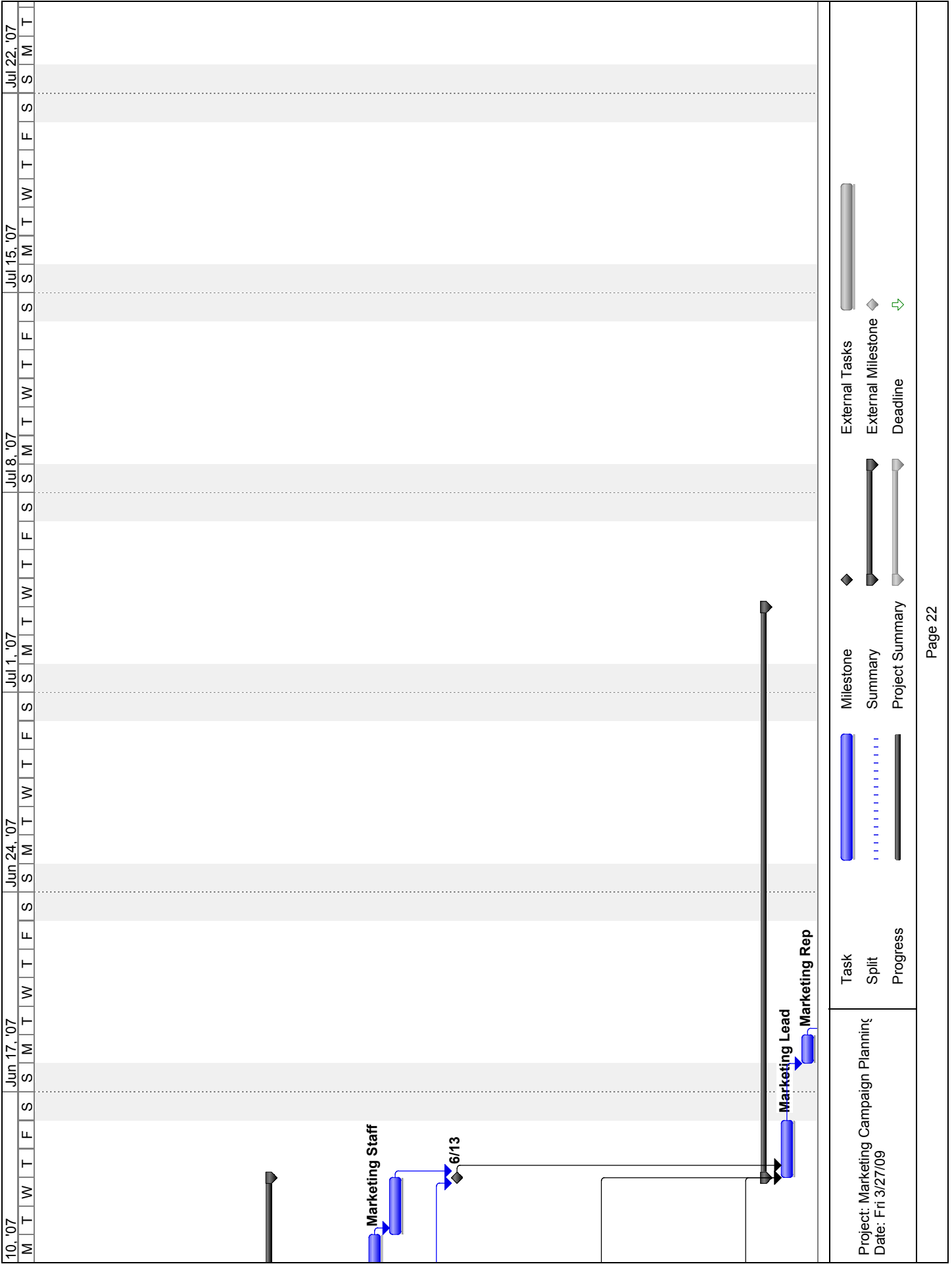
Deadline 

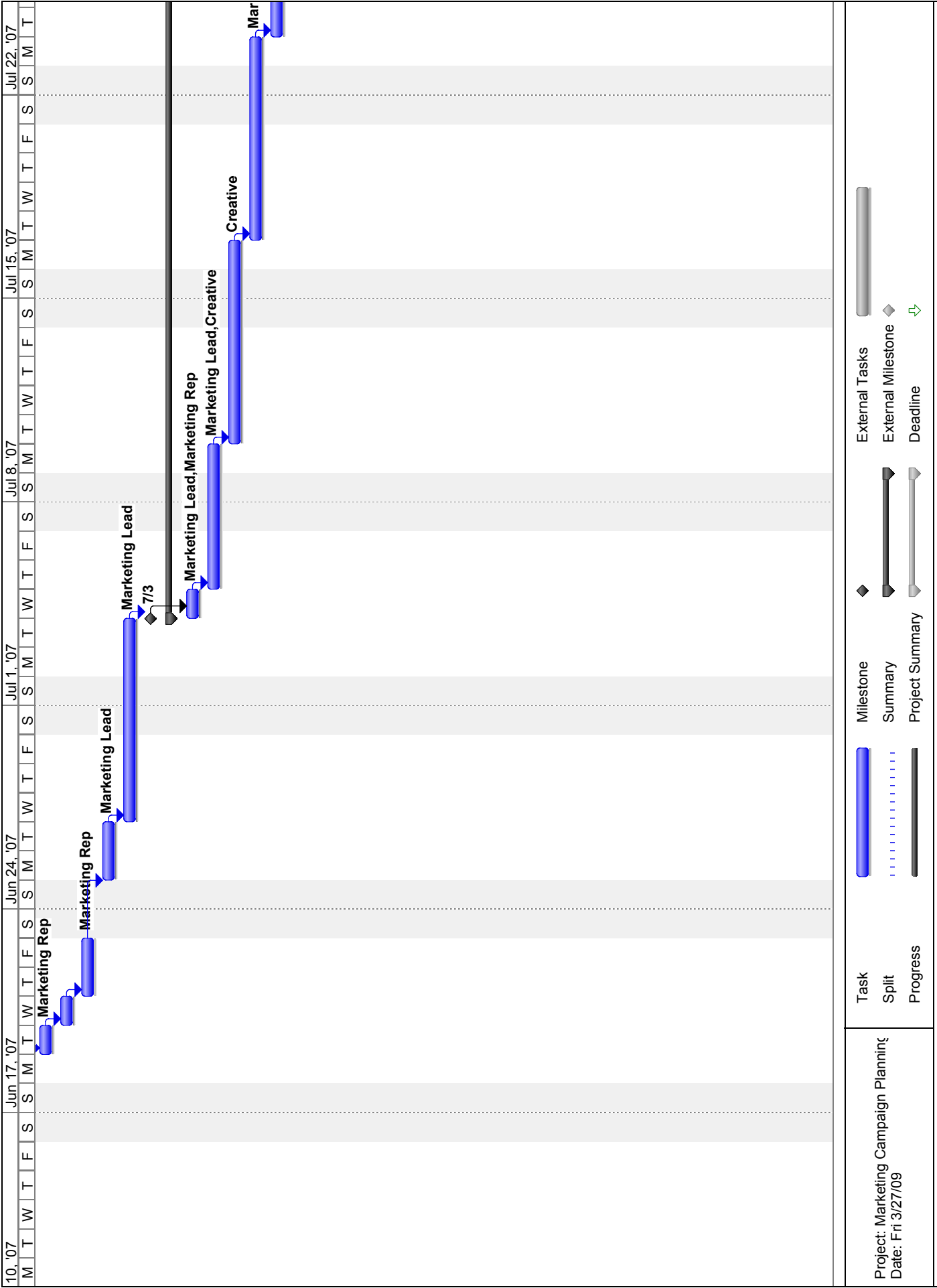
10. '07	Jun 17, '07	Jun 24, '07	Jul 1, '07	Jul 8, '07	Jul 15, '07	Jul 22, '07
M T W T F S S	M T W T F S S	M T W T F S S	M T W T F S S	M T W T F S S	M T W T F S S	M T W T F S S

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Task		Milestone		External Tasks	
Split		Summary		External Milestone	
Progress		Project Summary		Deadline	


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10. '07	Jun 17, '07	Jun 24, '07	Jul 1, '07	Jul 8, '07	Jul 15, '07	Jul 22, '07
M T W T F S S	S M T W T F S S	S M T W T F S S	S M T W T F S S	S M T W T F S S	S M T W T F S S	S M T W T F S S


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Task 


Split 


Progress 


Milestone 

Summary 

Project Summary 

External Tasks 

External Milestone 

Deadline 



Jul 29, '07			Aug 5, '07			Aug 12, '07			Aug 19, '07			Aug 26, '07			Sep 2, '07																		
W	T	F	S	M	T	S	M	T	F	S	S	M	T	W	T	F	S	M	T	W	T	F	S	M	T	W	T						

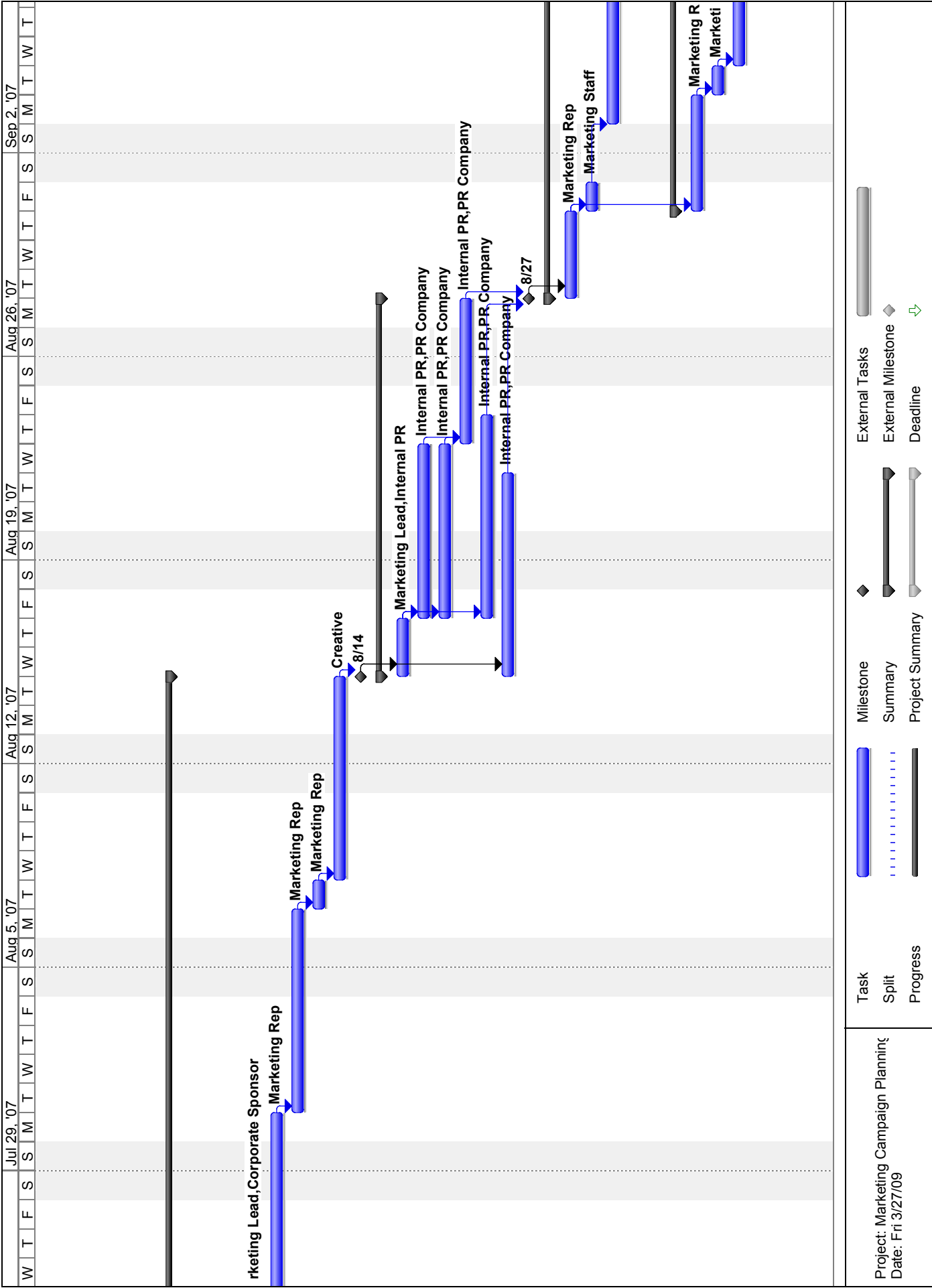
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	Split		Summary		External Milestone
	Progress		Project Summary		Deadline

Project: Marketing Campaign Planning  
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Jul 29, '07			Aug 5, '07			Aug 12, '07			Aug 19, '07			Aug 26, '07			Sep 2, '07								
W	T	F	S	M	T	S	M	T	F	S	S	M	T	W	T	F	S	M	T	W	T	F	S

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**Date:** Fri 3/27/09

<p><b>Task</b>  <b>Split</b>  </p>	<p><b>Milestone</b>  <b>Summary</b>  </p>	<p><b>External Tasks</b>    <b>External Milestone</b>    <b>Deadline</b>  </p>
<p><b>Progress</b>  </p>		



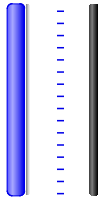
█ Task  
⋮ Split  
▬ Progress  
█ Milestone  
▬ Summary  
▬ Project Summary  
◆ External Tasks  
◆ External Milestone  
▬ Deadline

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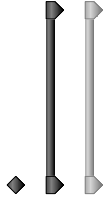
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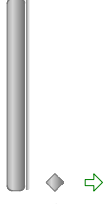
Task  
Split  
Progress



Milestone  
Summary  
Project Summary

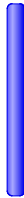










External Tasks  
External Milestone  
Deadline



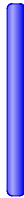








Sep 9, '07							Sep 16, '07							Sep 23, '07							Sep 30, '07							Oct 7, '07							Oct 14, '07						
F	S	S	M	T	W	T	F	S	S	S	M	T	W	T	F	S	S	S	M	T	W	T	F	S	S	S	M	T	W	T	F	S	S	S	M	T	W	T	F	S	

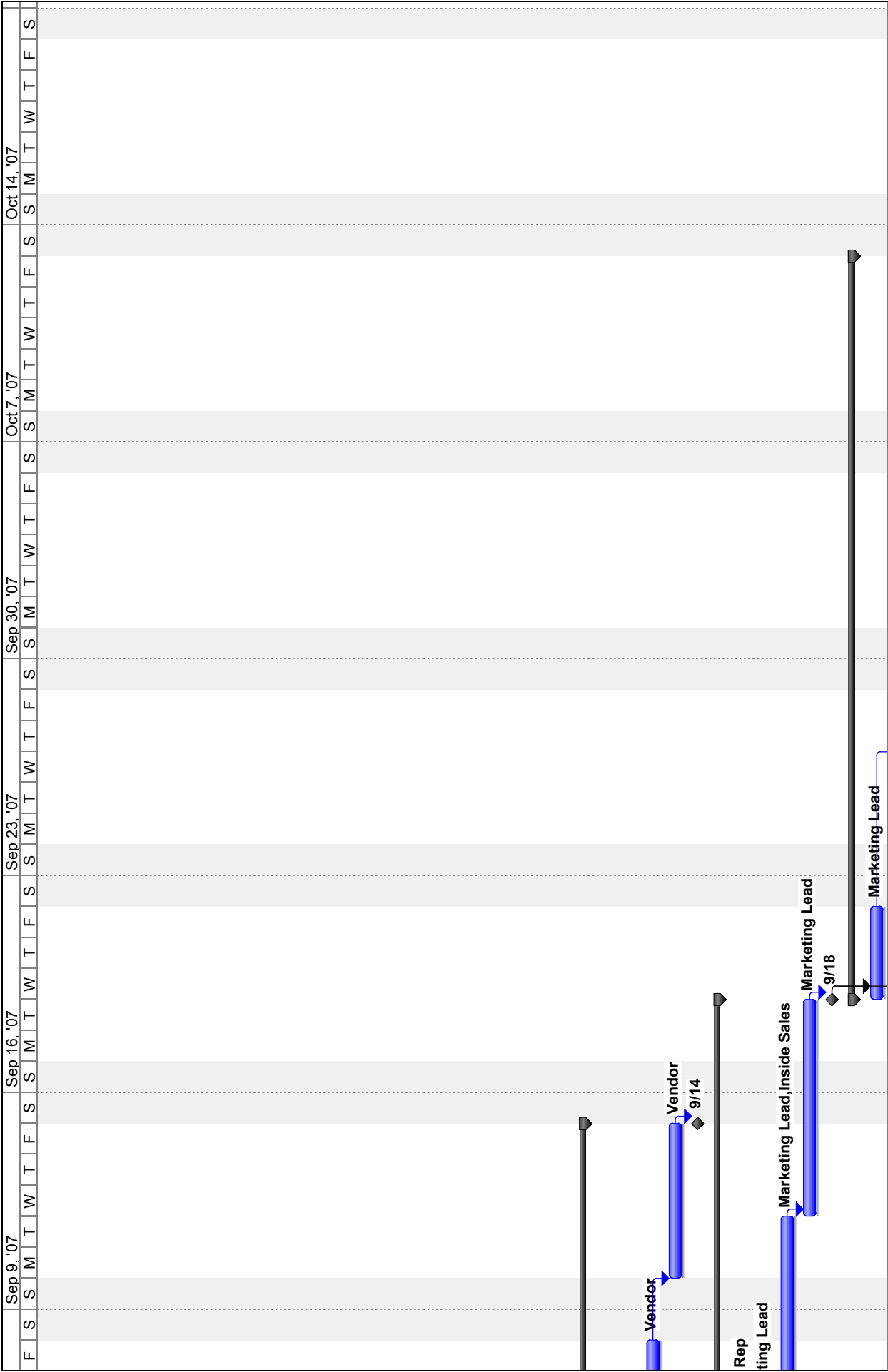
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Task		Milestone		External Tasks	
Split		Summary		External Milestone	
Progress		Project Summary		Deadline	

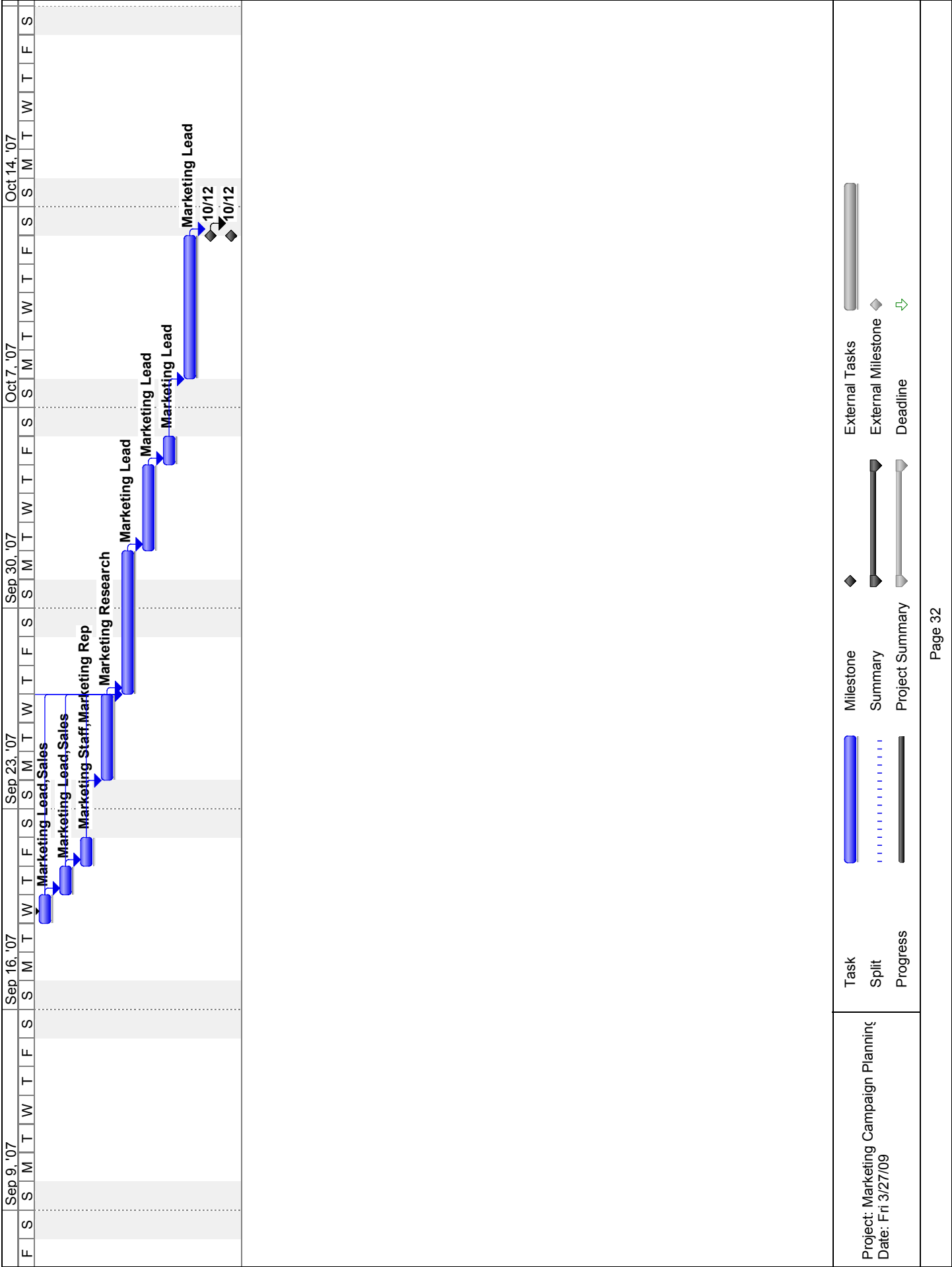
Sep 9, '07							Sep 16, '07							Sep 23, '07							Sep 30, '07							Oct 7, '07							Oct 14, '07								
F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
[Empty Gantt Chart Area]																																											

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Task		Milestone		External Tasks	
Split		Summary		External Milestone	
Progress		Project Summary		Deadline	



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