

Agency: PRIOR MEDIA



**TIMELINE of the Campaign on the dedicated bus lines for "Move It Like Lublin" initiative**

TASK	2022													
	July			August				September				October		
	28	29	30	31	32	33	34	35	36	37	38	39	40	41
Signing Contract														
Development of detailed methodology and detailed work plan for the assignment														
Presentation and approval of the Inception Report														
Development of the creative concepts														
Presentation and Approval of the creative strategy and scenarios														
Production process for video, printed, digital and social media														
Presentation of the Interim Report														
Presentation of the first drafts of the creative materials and its approval														
Corrections and modifications of the creative materials														
Final approval of all creative materials for the campaign														
Development of the INTEGRATED media strategy, incl. monitorina and measuring tools														
Presentation and approval of the INTEGRATED media strategy														
Development of the media plans for the traditional media														
Development of the media plans for the digital media and SMM														
Development of the PR and moving OOH plans														
Presentation and Approval of the Media Plans														
Presentation and approval of the Interim Report														
Media buying process														
Press-conference and PR coverage in traditional and online outlets														
PR coverage in traditional and digital media														
Campaign (both in Traditional and Digital media) is running on-air														
SMM and influencers campaign is running in social media networks (Facebook, Instagram, TikTok)														
Presentation of the draft of the Final Report														
Presentation and approval of the Final Report														

Approved by Client:  
 Approved by PRIOR MEDIA: