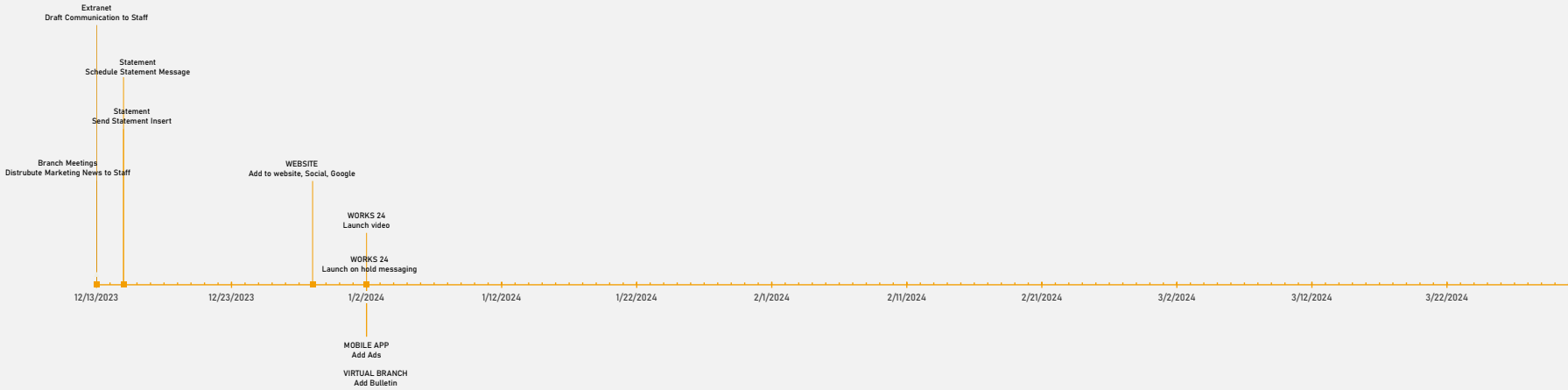


Bal Tran 2024 Launch



PROJECT TIMELINE

DATE	MILESTONE	CHANNEL	POSITION
#####	Draft Communication to Staff	Extranet	25
#####	Distribute Marketing News to Staff	Branch Meetings	10
#####	Schedule Statement Message	Statement	20
#####	Send Statement Insert	Statement	15
#####	Add to website, Social, Google	WEBSITE	10
#####	Launch video	WORKS 24	5
#####	Launch on hold messaging	WORKS 24	0
#####	Add Bulletin	VIRTUAL BRANCH	-5
#####	Add Ads	MOBILE APP	-5
#####	Kick off email	Email	-5
#####	email #2	Email	0
#####	email #3	Email	0
#####	Hurry, Tomorrow is the last day!	Email	0
#####	Remove Bulletin	VIRTUAL BRANCH	0
#####	Remove assets	All	10

NOTES

Share Certificate Renewals, Desktop Display & Cross Sell in play
 Digital Assets = email, social media, website
 Print Assets = flyer, posters, teller cards