Area	Component	Total Items	Items Completed	Weight	Component Score (%)	Weighted Score	Item Description	Date Completed
Campaign Management	**Product Identification**	1	1	5%	100%	5.0%	Product name/s (F&V, F&S, WHS)	
	Audience Definition	1	1	5%	100%	5.0%	Audience/s	
	Campaign Objective	1	1	5%	100%	5.0%	Campaign Objective	
	Messaging Development	2	2	5%	100%	5.0%	Overview, Awareness Level	
	Overview	1	1				Brief overview of the messaging	
	Awareness Level	1	1				unaware, problem aware, solution aware, product aware, most aware	
	Requests	140	140	20%	100%	20.0%		
Design Team	Facebook/Instagram Static Ads (Fruits & Veggies)	15	15				Design static ads with school logos and products, promoting March Gladness and a 40% discount.	2/10/2025
	Facebook/Instagram Static Ads (Fiber & Spice)	15	15					2/10/2025
	MNTN Display Ads	105	105				Create display ads featuring school logos and products with March Gladness themes in various sizes.	2/10/2025
	Landing Page Elements (Hero Image, Pop-up)	10	10				Design hero images and pop-ups with school branding and 40% discount messaging.	2/5/2025
Digital Sales Department	Landing Pages	5	5			10.0%	Develop school-specific landing pages integrating campaign visuals and conversion tracking.	2/5/2025
Copywriting Team	Social Media Copy (Fruits & Veggies)	5	5				Write school-specific copy promoting Fruits & Veggies with emotional appeal and 40% discount.	2/5/2025
	Social Media Copy (Fiber & Spice)	5	5				Create school-specific copy for Fiber & Spice, emphasizing emotional connection and 40% discount.	2/5/2025
Paul (Contractor)	MNTN Connected TV Motion Graphics (Intro Graphic, CTA Graphic)	10	10				Design motion graphics featuring school logos, March Gladness themes, and promotional messaging.	
	Offer And Discount Code	2	2	10%	100%	10.0%	Digital Sales Creates the Landing Page	
	Offer Approval	1	1				Offer needs approval (40% OFF Your First Set)	
	Code on Shopify	1	1				Discount Code created on Shopify (Code: School Specific)	
	Critical Dates Scheduled	3	3	15%	100%	15.0%	Added to calendar and set up notifications for key persons	
	Critical Dates: Request-by Date	1	1				The date creative needs to be requested in order to complete on time	
	Critical Dates: EAS Submission Date	1	1				The final date creative can be given to EAS to arrive on time for the run date	
	Critical Dates: Campaign Run Date	1	1				The day everything in the campaign will launch	
	Stakeholder Buy-In	1	1	10%	100%	10.0%	All stakeholders have approved this to run. Sam, Robert, EC, etc.	
	Communication Log	3	3	15%	100%	15.0%		
	Communication Log: Creative Managers Buy-In	1	1				Tel, Mickelle, and Andrea understand creative assignments and agree to deadlines	
	Communication Log: Sam Approves	1	1					
	Communication Log: Creative Dept. Briefed	1	1				Loom, email, in-person, to explain new campaigns to creatives	
	Preparedness Score	**334**				**100%**		

Offer Schedule		
Offer	Start	End
40% Off your first order as a preferred customer	03/01/2025	03/31/2025