



ICAR branding project

Planning in detail

Version 1.0

Joost Mogendorff | 25.05.16

**brands
communication
design**

2

launching

- Main goal: present 'revamped' ICAR in Chile. 24-28 October 2016
- Minimum requirements to launch:
 - Leaflets
 - Website 1.0
 - Newsletter
 - Letterheads (office tools) in new design/look and feel

Timeline & Components soft launch

<i>What?</i>	<i>Target audience?</i>	<i>When?</i>
• Meeting Rome	to <i>internal staff</i> before launching to (associate) members	beginning of July
• Newsletter & official board letter in new design	to <i>(associated) members, wg, sc;'s, all involved in Interbull and Interbeef.</i> E.g share brand story.	Mid July
• Small booth EAAP Belfast	all attendants	29 Augst – 2 sept.
• Start externally using office tools in new design	By 'Rome' staff	1 October
• Launch website (paint job)	all visitors of ICAR.org	1 October
• 'Official ' launch 'revamped' ICAR in Chile.	all attendants seminar (new brand only)	24-28 October

Planning Word template & document design

What?

Who?

When?

- | | | |
|--|------|-------------------|
| • Word template and document design | | |
| • Briefing/program of requirements | ICAR | 3 June |
| • First concept proposals | VA | 15 June |
| • Comments on design / content | VA | 22 June |
| • Final proposals design | ICAR | 30 June |
| • After ICAR's approval: built templates | VA | mid july |
| • Implement in Rome | ICAR | mid/end september |

Planning powerpoint deck

What?

Who?

When?

- | | | |
|---------------------------------------|-----------|---------|
| • PPT | | |
| • Design concept content in sheets | VA | 1 June |
| • Comments on design / content/ texts | ICAR | 8 June |
| • Final proposal powerpoint deck | VA& Joost | 13 June |

Planning Leaflets general & emerging markets

<i>What?</i>	<i>Who?</i>	<i>When?</i>
• Leaflets general and Emerging markets		
• Design and content concept content	VA	25 May
• Comments on design / content/ final texts	ICAR	15 July
• Final proposal leaflets	VA& Joost	30 July
• Printing		mid August

Planning online/web

What?

Who?

When?

- **web project paint job current site**
- Paint job design concept (web 1.0)
- Approval
- Prepare design document
- Align in Skype meeting

VA
ICAR
VA
all

26 May
26 May
7 June
7 June

- **Web 2.0**
- Scenario web 2.0 for discussion
- Decide on way forward
- Next steps and deadlines

VA& Joost
ICAR

26 May
tbd
tbd

Planning miscellaneous

<i>What?</i>	<i>Who?</i>	<i>When?</i>
• logo-versions		
• Finish logo versions and specs document	VA	1 June
• Send to organizers Chile	ICAR	1 June
• Start up mid june via Skype call		
• digital newsletter	All	tbd
• launch plan		tbd
• start up Chile marketing material	All	tbd
• Interbeef & Interbull:		
• - upgrade/implement design in 2017		



Thanks!

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