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ICAR branding project Planning in detail

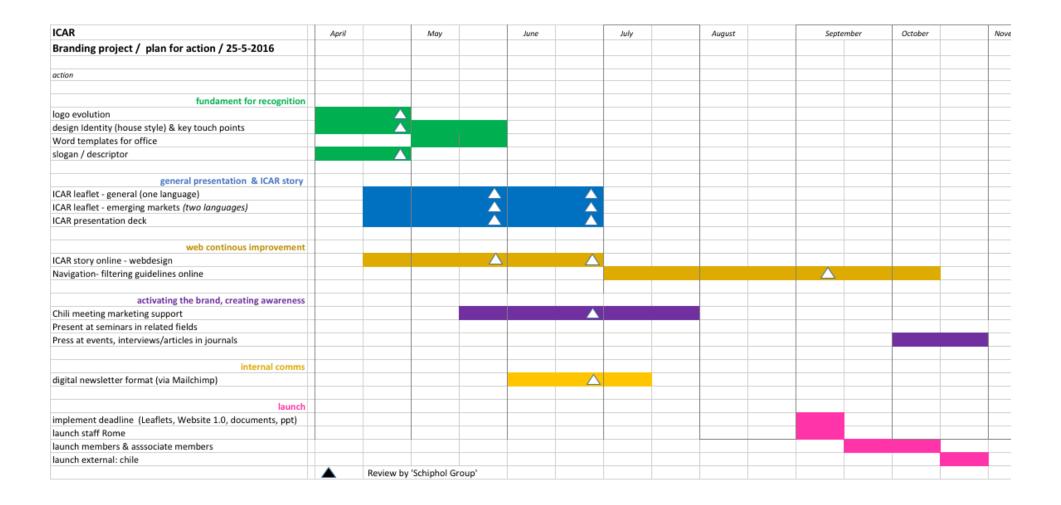
Version 1.0

Joost Mogendorff | 25.05.16

brands communication design



Overall status & planning



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

	What?	Target audience?	When?
•	Meeting Rome	to internal staff before launching to (associate) members	beginning of July
•	Newsletter & official board letter in new design	to (associated) members, wg, sc;'s, all involved in Interbull and Interbeef. 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

	What?	Who?	When?
•	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)	VA	26 May
•	Approval	ICAR	26 May
•	Prepare design document	VA	7 June
•	Align in Skype meeting	all	7 June
•	Web 2.0		
•	Scenario web 2.0 for discussion	VA& Joost	26 May
•	Decide on way forward	ICAR	tbd
•	Next steps and deadlines		tbd

Planning miscellaneous

	What?	Who?	When?
•	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

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Thanks!

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