SAMPLE — WEEKLY REPORTING

Sample Project Status Dashboard

PHASE 1 — UNCOVER		PHASE 2 — DESIGN	
Audit Collect and Examine	●	Mockup Rounds	◑
Assumptions Document	●	Link to Final Assets	○
Core Story Development	◑	**PHASE 3 — SHARE**	○
Final Core Story Assets	◔	Core Story Guidebook	○

Legend

Not Started	Initiated	Executing / Underway	Review/Analysis	Completed
○	◔	◑	◕	●

Notes About Custom Project Dashboard

Each area with a pie above will be outlined in your Scope of Work Agreement, to understand exactly what you can expect. Each of these areas will have detailed notes we deliver in weekly check-in meetings. You can always track our progress online.

For example:

Audit Collect and Examine: Milestone complete. Approved by Justin X. Ample. July 30, 2016. We have all the previous marketing materials in a Google share folder to examine and access to view analytics. Next steps: Continue to look at more stuff and think about it deeper to uncover core stories that will resonate. Preparing assumption document for approval on weekly check in.

Core Story 12-Week Development Calendar

Enclosed Is a Sample Timeline

We build schedules for approval, custom to your needs, once the project scope is determined. Actual timelines and schedules vary based on the needs and internal approval processes of our clients. We are flexible and we always hit our agreed upon timelines through effective communication. Our preference is to be proactive, connecting with clients several times weekly throughout the project.

Key Milestones
- Project launch
- Assumptions presentation
- Core Story document delivery
- Link to final assets shared
- Core Story guidebook delivered

Work-plan

We engage, educate, and finally empower fans to take action with consistent, integrated messaging in each marketing channel. The solutions should be simple, lightweight, with sticky content that attracts and builds evangelists. We can make it easy for fans to understand the advantages of our story and to take action. The Core Story should be flexible, for testing and for making changes easily.

In addition to account and project management, these are the general services provided in each phase on our process:

1. Phase 1 — UNCOVER — Strategy, research, planning
2. Phase 2 — CREATE — Creative direction, art direction, scripting
3. Phase 3 — SHARE — Production, graphic design, copywriting, coding

See the next page for a 12-Week Schedule.

Sample Timeline

PHASE	ACTUAL ON LIVE GOOGLE SHARE DOC WITH UPDATES LINK AVAILABLE IN WEEKLY STATUS REPORT	WEEK #
I	UNCOVER Core Story	
1.1	Internal kickoff based on approved scope and defined needs from our Scope of Work Agreement. Project setup: Schedule weekly check-ins, manage online tools for sharing files and tracking in Google, Dropbox, Basecamp. Determine Subject Matter Experts (SME) for audit questions.	1
1.2	Collect and examine all available content to assess every channel with current brand, study all marketing results and analysis already performed, along with industry, marketplace and competitors.	1-2
1.3	Deliver strategic communications assessment and authentic-story assumptions presentation for direction.	3
1.4	Provide Log-Line style direction for potential stories for approval.	4
1.5	Study, test, focus on one Core Story with 3 approval rounds.	5-6
1.6	Final Core Story document for development of Story Assets.	6
II	CREATE Story Assets	
2.1	Based on the Scope of Work Agreement, provide mockups, storyboards and sketches for all assets to be created.	7
2.2	Mockups round 1 delivery & feedback	8
2.3	Mockups round 2 delivery & feedback	8-9
2.4	Final pre-assets delivered	9
2.5	Pre-assets formalized, sized for applications, versioned by design, based on needs for horizontal and vertical formats.	9-10
2.6	Link to online files with versions for each Story Asset	10
III	SHARE Marketing Communications	
3.1	Build new schedules based on approved scope of deliverables for distribution, can include plans for broadcast, digital, print, events, outdoor. May extend calendar to additional 8-12 week cycle for Websites and animation.	10
3.2	Provide mockup rounds	10-11
3.3	Provide final art files based on scope	12
3.4	Core Story Guidebook final delivered	12
3.5	Connect with key stakeholders to ensure proper handoff of assets	12
3.6	Training and metrics from testing, based on Scope of Work Agreement	12

Sample Character Set with Cultural Competency

We can envision a community of characters, their demographics, psychographics, and situations. Character sets are cast based on the client's specific needs. Here are 15 sample character profiles we developed as brand ambassadors when cultural competency was especially important to showcase diversity in the community.

Here are the steps to deliver a final set of illustrated characters:

1. Profile approval
2. Rough sketch approval
3. Revisions & approvals
4. Shading & texture
5. Coloring & final art

Sample Character Set

#	Character Profile	Sex	Age	Nationality	Style
1	Hipster musician	M	36	White	Authentic Cool
2	Hiker active outdoors	F	42	White	Active Outdoors
3	Young Invincible	M	29	White	Snowboarder
4	Latino Dad	M	35	Latino	Latino Family
5	Latina Mom	F	32	Latino	Latino Family
6	Latino Son	M	6	Latino	Latino Family
7	Latina Daughter	F	3	Latino	Latino Family
8	Healthy Boomer Ma	F	60	White	Rancher/ Cowboy
9	Healthy Boomer Pa	M	62	White	Rancher/ Cowboy
10	A Woman – Gay couple	F	34	White	Gay healthy lifestyle
11	B Woman – Gay couple	F	35	White	Gay healthy lifestyle
12	Young Business Mom	F	29	Asian	Family
13	Baby to mom	M	6mo's	Asian	Family
14	Techie Software	M	33	Black	Business Owner
15	Angler	M	52	Black	Weekend Warrior