**Provisional Marketing Activity Plan**

|  |  |  |
| --- | --- | --- |
| **Week Commencing** | **Actions** | **Who** |
| **02/03/15** | **02/03/15-**  **Poster/ Production Images finalised**  **02/03/15-**  **Use images created for Poster to distribute and tease the show** | **Tom, Mark, Sophie**  **Company** |
| **09/03/15** | **09/03/15-**  **Continue to tease out material using images and social media.** | **Company** |
| **16/03/15** | **16/03/15-**  **Posters/ Flyers Ordered**  **Release Teaser trailer**  **Marketing Resource Pack to LPAC**  **20/03/15-**  **Posters/Flyers Distributed** | **Tom**  **(Company to distribute as per the Event Plan)** |
| **30/03/15** | **30/03/15-**  **Organise interviews with Local Press** | **Tom** |
| **06/04/15** | **06/04/15-**  **Release a photo each Monday until performance week via Social Media (tease content of the show)** | **Mark** |
| **13/04/15** | **13/04/15-**  **Launch #WhenYouSeeIt competition – Ask target audience to tweet or tag images. Best image chosen by Company to win 2x tickets.**  **17/04/15-**  **Press Release** | **Mark (Company to promote)** |

Completed By Tom Hitchen, Marketing Manager