

## füdi – Agency Work Plan for December 2015

*\*items are subject to change*

PROJECT COMPLETION DATE	ITEM	PROGRESS	DESCRIPTION	STATUS
<b>Week of November 30 through December 4<sup>th</sup>, 2015</b>	Social Media Contest	In Progress (50%)	<ul style="list-style-type: none"> <li>Finalized blogger contest pitch for 10 top Toronto food bloggers/Instagrammers to test Fudi products and submit images of entrees. Winner get a month's supply.</li> <li>Put together release agreement, contest details, social media connections and sample package design</li> <li>Send Maurizio final blogger lists for review and approval</li> <li>Follow up on pitches to Tonic Toronto, Canadian Grocer, Rogers Daytime TV</li> <li>EPK Design and Layout of Maurizio ( Founder Fudi)</li> <li>Extended services contract for review delivered to Maurizio (Lowell)</li> <li>Outreach to furniture/appliance companies (Sub-Zero, LG, Miele, Home Depot, Lowes, etc) for partnership opportunities – (secondary - task)</li> </ul>	<ul style="list-style-type: none"> <li>In progress</li> </ul>
<b>Week of December 7<sup>th</sup> through 11<sup>th</sup>, 2015</b>	Campaign roll-out and social media management	Not Started (0%)	<ul style="list-style-type: none"> <li>Approved fudi – Maurizio EPK firmed for ongoing use – Jan – Feb 2016 thoughts brainstormed (Waleed, Lowell and other team members...)</li> <li>Begin outreach to bloggers and deliver sample packages including 1 available and 1 soon-to-come SKU</li> <li>Work with <b>Rod Ponce</b> and <b>Carl Schubert</b> to get contest promoted through website and social media channels</li> <li>On Dec 11 provide Maurizio with status report on campaign roll-out</li> <li>Push Rogers Daytime TV appearance for Dec 14-18</li> </ul>	<ul style="list-style-type: none"> <li>Not started</li> </ul>

<b>Week of December 14<sup>th</sup> through 18<sup>th</sup>, 2015</b>	Campaign follow up and mid-point	Not Started (0%)	<ul style="list-style-type: none"> <li>Follow up with bloggers and ensure all photo entries are received by December 18 so they can go live for voting on social media and <a href="http://www.fudi.ca">www.fudi.ca</a></li> <li>Outreach with Beretta Farms, Foodland, Whole Foods through social media for engagement and follower penetration</li> </ul>	<ul style="list-style-type: none"> <li>Not started</li> </ul>
<b>Week of December 21<sup>st</sup> through to 25<sup>th</sup>, 2015</b>	Contest Voting Period	Not Started (0%)	<ul style="list-style-type: none"> <li>Push voting daily through blogger social media, Fudi social media and other channels.</li> <li>Digital and social media content around easy meal preparations during the holidays and meals for singles/students</li> </ul>	<ul style="list-style-type: none"> <li>Not started</li> </ul>
<b>Week of December 28<sup>th</sup> through January 1, 2016</b>	Final report and prep for TV appearances	To develop (0%)	<ul style="list-style-type: none"> <li>Deliver final voting results and winning images to Maurizio. Connect with winning photographer/blogger for photo op and deliver month's supply of Fudi products.</li> <li>Begin development work on outreach – media relations B2B and Consumer for new fudi SKUs. To be timed with other developments for fudi</li> </ul>	<ul style="list-style-type: none"> <li>Not started</li> </ul>

**Other Important Details to Note :**

Social Media Image Contest Timeline:

- Campaign to run December 7 to January 4
  - December 2 EOD – Full list of bloggers & Instagrammers + Release Agreement delivered to Client for review
  - December 7 BOD – Launch campaign pending receipt of all approvals from Client
  - December 11 EOD – Initial Campaign Status Report due to Client
  - December 18 EOD – Deadline for all contest entries
  - December 21 BOD – Voting begins on [www.fudi.ca](http://www.fudi.ca) and Fudi Facebook page. Voting closes EOD Sunday Dec 27
  - December 28 EOD – Delivery of final images and name of the winner to Client.
  - January 4 TBD – Photo Op with winning photographer and delivery of prize
  - January 6 EOD – Final Campaign Report due to Client

