



CAMPAIGN ROI

CAMPAIGN STAGES

CAMPAIGN 1	CAMPAIGN 2	CAMPAIGN 3	CAMPAIGN 4
<p>STORY Present the Story of the Campaign. The theme, brand and headlines, hashtags and assets. Create the hype and gather the data. Engage partners if possible Educate and give context to the campaign</p>	<p>REASON TO BELIEVE Give people a reason to believe. - Campaign with us - Use internal (culture) and external campaigns to endorse the principles of the campaign. This include multiple micro campaigns under the one umbrella campaign</p>	<p>REASON TO ENGAGE Give people a reason to engage something to engage with (not your core product) Engage your profile, influencers, partners and drive them to a Halo product to create the spike</p>	<p>SPOTLIGHT Create integrated campaigns to bring the focus onto purpose. Pull the market into focus on purpose through the reach of the foundation, the endorsement of cultural partnerships and High volume diffusion products</p>
METRICS			
Awareness (Community Growth)	Awareness Value Purpose (Community Growth & Partnerships)	Sales Awareness Value Purpose Influence	Legacy Awareness Value Purpose Influence Sales

CAMPAIGN-O-METER



BRAND GROWTH METRICS

COMMERCIAL			CULTURAL		
SALES	AWARENESS	VALUE	PURPOSE	LEGACY	INFLUENCE
Full Product Architecture Leads Conversions Increased Brand Positioning Digital Tools	Engagement Press Coverage Social Reach Increased Followers #Rankings Hero Channel	Increased Commercial Partnerships Commercial Channel Openings Greater Reach - Internationally Increased Equity Value Community Growth (engaged data)	Increased Reach Cultural Channel Openings Brand Culture	Impact: Growth in Foundation Reach Impact: Growth in Foundation Metrics Increased Cultural Partnerships	GOOGLE FAME Growth through personal profile Endorsement opportunities
JANUARY	JANUARY	JANUARY	JANUARY	JANUARY	JANUARY
FEBRUARY	FEBRUARY	FEBRUARY	FEBRUARY	FEBRUARY	FEBRUARY
MARCH	MARCH	MARCH	MARCH	MARCH	MARCH
APRIL	APRIL	APRIL	APRIL	APRIL	APRIL



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COMMERCIAL			CULTURAL		
SALES	AWARENESS	VALUE	PURPOSE	LEGACY	INFLUENCE
MAY	MAY	MAY	MAY	MAY	MAY
JUNE	JUNE	JUNE	JUNE	JUNE	JUNE
JULY	JULY	JULY	JULY	JULY	JULY
AUGUST	AUGUST	AUGUST	AUGUST	AUGUST	AUGUST
SEPTEMBER	SEPTEMBER	SEPTEMBER	SEPTEMBER	SEPTEMBER	SEPTEMBER
OCTOBER	OCTOBER	OCTOBER	OCTOBER	OCTOBER	OCTOBER
NOVEMBER	NOVEMBER	NOVEMBER	NOVEMBER	NOVEMBER	NOVEMBER
DECEMBER	DECEMBER	DECEMBER	DECEMBER	DECEMBER	DECEMBER