

Key:		Aug-2022												Sep-2022												Oct-2022												Nov-2022												Dec-2022												Jan-2023												Feb-2023												Mar-2023												Apr-2023												May-2023												Jun-2023												Jul-2023												Aug-2023												Sep-2023												Oct-2023												Nov-2023												Dec-2023												Jan-2024												Feb-2024												Mar-2024												Apr-2024												May-2024												Jun-2024												Jul-2024											
Phase	Activity	01/08/2022	08/08/2022	15/08/2022	22/08/2022	29/08/2022	05/09/2022	12/09/2022	19/09/2022	26/09/2022	03/10/2022	10/10/2022	17/10/2022	24/10/2022	31/10/2022	07/11/2022	14/11/2022	21/11/2022	28/11/2022	05/12/2022	12/12/2022	19/12/2022	26/12/2022	02/01/2023	09/01/2023	16/01/2023	23/01/2023	30/01/2023	06/02/2023	13/02/2023	20/02/2023	27/02/2023	06/03/2023	13/03/2023	20/03/2023	27/03/2023	03/04/2023	10/04/2023	17/04/2023	24/04/2023	01/05/2023	08/05/2023	15/05/2023	22/05/2023	29/05/2023	05/06/2023	12/06/2023	19/06/2023	26/06/2023	03/07/2023	10/07/2023	17/07/2023	24/07/2023	31/07/2023	07/08/2023	14/08/2023	21/08/2023	28/08/2023	04/09/2023	11/09/2023	18/09/2023	25/09/2023	02/10/2023	09/10/2023	16/10/2023	23/10/2023	30/10/2023	06/11/2023	13/11/2023	20/11/2023	27/11/2023	04/12/2023	11/12/2023	18/12/2023	25/12/2023	01/01/2024	08/01/2024	15/01/2024	22/01/2024	29/01/2024	05/02/2024	12/02/2024	19/02/2024	26/02/2024	04/03/2024	11/03/2024	18/03/2024	25/03/2024	01/04/2024	08/04/2024	15/04/2024	22/04/2024	29/04/2024	06/05/2024	13/05/2024	20/05/2024	27/05/2024	03/06/2024	10/06/2024	17/06/2024	24/06/2024	01/07/2024	08/07/2024	15/07/2024	22/07/2024	29/07/2024	05/08/2024																																																																																																																																																																																						
PD	Overall Timeline for Phase																																																																																																																																																																																																																																																																																																
	Confirmed Timeline for Activity																																																																																																																																																																																																																																																																																																
	Client sign off required																																																																																																																																																																																																																																																																																																
PD	Project Deliverable																																																																																																																																																																																																																																																																																																
Welsh Government - 20mph Campaign																																																																																																																																																																																																																																																																																																	
PD	Hyperlocal Media: PR, Interviews, photo opps																																																																																																																																																																																																																																																																																																
5.3	Shared Media																																																																																																																																																																																																																																																																																																
	Campaign Partners share their campaign assets and commitment to 20mph																																																																																																																																																																																																																																																																																																
5.4	Owned Media																																																																																																																																																																																																																																																																																																
	Social & internal: Own channel content activated																																																																																																																																																																																																																																																																																																
Phase 6 - Campaign Evaluation																																																																																																																																																																																																																																																																																																	
6.1	Campaign Monitoring																																																																																																																																																																																																																																																																																																
	Ongoing evaluation: monitoring results, KPIs and reporting on learnings																																																																																																																																																																																																																																																																																																
6.2	Post Campaign Analysis																																																																																																																																																																																																																																																																																																
PD	Post campaign analysis completed and presented to client.																																																																																																																																																																																																																																																																																																