TIME TABLE

STADT BERN | ABFALLTRENNUNG'S KAMPAGNE FABIO STUBER & SAMIRA PULFER



									Abg	gabe	Entg	jültige Abgabe	•																			G Stau	. 50
	16.11.2023						17.11.2023						22.11.2023					23.11.2023								24.11.2023							
TASK TITLE	TASK OWNER	8 9	10	11 13	2 13	14	15 16	17	8 9	10 11 1	2 13	14 15	16 17	8	9 10 11	12	13 14	15 16	17	8	9	10	11 12	2 13	14 15	16 17	8	9	10	11 12	13 14	15 16	17
		0 30 0 30	0 30	0 30 0	30 0 30	0 30 0	30 0 30	0 0 30 0	30 0 30	0 30 0 30 0	30 0 30	0 30 0 30	0 0 30 0 30	0 30	0 30 0 30 0	30 0 30	0 30 0	30 0 30 0	30 0 30	0 30	0 30	0 30 0	30 0	30 0 30	0 30 0 3	0 0 30 0	30 0 30	0 0 30	0 30 0	30 0 30	0 30 0 30	0 30 0 30	0 30
1 Marketingkonzept							444			1 1 1	1 1 1 1		1 1 1 1	1 1			1 1 1 1	1 1 1			1 1	1 1	1 1 1			1 1 1 1		1 1 1	1 1				
1.1.0 Time Table	FS																																
1.2.0 Concept	SP							4																									
1.2.1 Concept Positionierung	SP FS					-																											
1.2.2 Concept Budget 1.2.3 Concept Persona	FS																																
1.2.4 Concept SWOT Analyse	SP																																
1.2.4 Concept SMART Ziel	SP																																
1.3.0 CI/CD	FS																																
1.3.1 CI/CD Farben	FS																																
1.3.2 CI/CD Logo	FS																																
1.3.3 CI/CD Schrift	FS																																
1.3.4 CI/CD Print	FS																																
1.3.5 CI/CD Film	FS						4																										
1.3.6 CI/CD LandingPage	FS																																
2 Konzeptarbeiten für Film, Werb		ngpage					4																										
2.1.0 Film	FS/SP					-																											
2.1.1 Film Concept 2.1.2 Film Sketch	FS/SP FS/SP					-																											
2.2.0 Werbemittel	SP																																
2.2.1 Werbemittel Concept	SP																																
2.2.2 Werbemittel Sketch	SP																																
3.3.0 Landingpage	FS																														-		
2.3.1 Landingpage Concept	FS																																
2.3.2 Landingpage Sketch	FS																																
3 Produkte: Film, Werbemittel, La	ndingpage																																
3.1.0 Film	FS/SP																																
3.1.1 Film Spot suchen	FS/SP																																
3.1.2 Film Framing	FS				ļ																												
3.1.3 Film Pre-cut	FS					-																											
3.1.4 Film Cut 3.1.5 Film Color-grading	FS FS																																
3.1.4 Film Publishing	FS/SP																																
3.1.6 Film Abgabe	FS/SP																																
3.2.0 Werbemittel	SP																																
3.2.1 Werbemittel Design	SP																																
3.2.2 Werbemittel Publishing	FS/SP																																
3.2.3 Werbemittel Abgabe	FS/SP																																
3.3.0 Landingpage	FS																																
3.3.1 Landingpage Programming	FS																																
3.3.2 Landingpage Publishing	FS/SP																																
3.3.4 Landingpage Abgabe	FS/SP																																