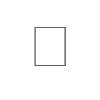
**Transcript**

17 April 2025, 01:58pm

 **Lia West** started transcription

 **Lia West** 0:21  
Right. So hello everyone.  
Thanks everyone for joining.  
We have got three weeks everything together for this campaign, so today we need to align on deliverables and get everything done assigned properly.  
So let's start with creative assets. Jamie, where are we with visuals?

 **Jamie Smith** 0:46  
I've mocked up some concepts for the home page banner and a few Instagram stories. Once I have the final copy and theme knocked down, I can finalize the designs.

 **Nia Williams** 1:03  
I'm working on the core message and initial social copy drafts.  
I can have those ready by tomorrow.  
So Jimmy can plug them in.

 **Lia West** 1:13  
Perfect.  
Yeah, Jamie, in, in addition to the main visuals, can you build out a set of reusable templates for?  
Posts I want us to stay consistent across formats.

 **Jamie Smith** 1:31  
Yeah, that's a good idea.  
I'll design a few base layouts that we can use for different content types.

 **Lia West** 1:38  
Right, great.  
That's great.  
Tom, you mentioned doing short trades for the campaign, right?

 **Tom Thompson** 1:47  
Yes, I'm thinking a series of animated teasers, something fast-paced and visually engaging Instagram and maybe YouTube shorts.

 **Lia West** 1:58  
Alright, so did you need any footage or are we sticking to animation?

 **Tom Thompson** 2:05  
I think we'll keep it all animated.  
It's faster to produce and the brand style supports it.  
I can storyboard by Friday and get going on the animations next week.

 **Lia West** 2:16  
Sounds good.  
NIA, once your your copy is is ready. So can you include like I'll text and accessibility captions? We'll need that for compliance and inclusivity.

 **Nia Williams** 2:33  
Absolutely. I'll include all that in the current doc.

 **Lia West** 2:38  
That's great.  
One more thing we need to get ad placements confirmed.  
I can handle coordination with external vendors unless someone else is up for it.

 **Jamie Smith** 2:52  
If you're already connected with them from the last campaign, it makes sense for you to own that.

 **Lia West** 2:57  
All right, I'll take that on and aim to wrap vendor outreach by Monday.  
And yeah, that's it.

 **Tom Thompson** 3:09  
Also Jamie, can I use your templates as a reference for my animation visuals?

 **Jamie Smith** 3:16  
For sure I'll send you layered files once they're ready.

 **Lia West** 3:22  
Perfect. So here's what I'm capturing Sonia is delivering the copy and acce tomorrow.  
Jamie is finalizing visuals and reusable templates by Tuesday.  
Tom will storyboard the Reus by Friday.  
I'll coordinate with the vendors and aim for Monday delivery. Anything missing?

 **Nia Williams** 3:49  
Covers me.

 **Tom Thompson** 3:51  
Yep, all clear.

 **Jamie Smith** 3:52  
Book.  
Was it on my into. Sorry Tom.

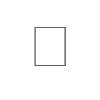
 **Lia West** 3:57  
Yeah, that's great. Thank you very much.  
Great. I will use the full task list and plug everything into planner.  
So you will all get reminders. Thanks everyone.  
Let's make this great campaign over this campaign great again.  
Thank you very much everyone and thank you for joining us today. Thank you.

 **Jamie Smith** 4:16  
Thanks Leo.

 **Lia West** 4:18  
Have a good one. Bye bye.

 **Tom Thompson** 4:19  
Thanks, Leah.  
Thanks everyone.

 **Jamie Smith** 4:21  
Bye.

 **Lia West** stopped transcription