MARKETING V	WIP - January 2007		
Job Description	Action/Task	By Whon	ı By
Next WIP Jan 29 / WIP Feb 25			
	-	•	
Torov Evcavato	or Ad Campaign		
	or Au Campaign		
new ad campaign	abata supubu, aanu lavaut davalamaant	Will	
	photography, copy, layout development review/revise campaign concept	Mal/Brad	
	present finished campaign to corporate	Will	
	USA review	Will	
	Submit new art / new ads begin	Will	
	Develop complete campaign	Will	
	Review	Mal/Mitch	/Brad
	USA review		
	Run ads as available		
Telehandler LM	1S Campaign		
Vew Ad			
	New Photgraphy	Will	
	First Draft review	Mal/Mitch	
	Second Draft review	Mal/Mitch	
	Final Approval	Mal/Mitch	
	USA approval	Will	
MC FAO (aditavial/masilan)	begin running new ad	Will	Feb
.MS FAQ (editorial/mailer)	discuss requirements/content with Ian	Will/Ian	Jan
	produce first draft	Will	Feb-25
	First draft review	Mal/Mitch	
	Final review	Mal/Mitch	Feb-29 Mar-14
	USA approval submit to media for release	Will	Mar-17
	produce mailout	Will	Mar-24
	post to mailing list	Will	Mar-27
Used Equipme r	nt Ad		
	Discuss ad requirements and information	Will/Mal	Jan-02
	Produce first draft for review	Will	Feb
	Review first draft	Mal/Mitch	Feb
	Final review	Mal/Mitch	Feb
	USA approval		Feb
	Start running in P&E	Will	Mar
Sales Resource	es de la companya de		
Spec Sheets			
	Finish review, conversion and update	Will	Jan
	review, revise, approve	Brian/Mal	Jan
	Produce CD with updated spec sheets	Will	Jan
	Produce restock kit for branches	Will	Feb
	Ensure all updated sheets on web	Will	Feb
	Liaise with Colour Chiefs to remove outdated s		Feb
	Finalise web interface, test with Jennie	Will	Feb
Dua ma C	Access for all branches for web interface	Will	Feb
Promo Gear	lieb of memoral and formal (1)	NA7:11	
	List of requested gear from Keith	Will	155
	Meet with merchandiser to discuss options	Will	Jan

	List of codes and info to Parts	Will				
	Produce catalog for review	Will				
	First draft review	WIP				
	Final review	Mal/Mitch				
	Distribute PDF to all	Will				
Full Product Line Sales Binder Kit	TS .					
	get Brian's "other stuff"	Will				
	prototype built	Will				
	Approval of layout	Mal	Oct-19			
	All components to collation house	Will	Oct-26			
	Delivery of complete kits to Sales	Will	Nov-09			
Websites						
	Add to web: TC50, TC125, GS3232, Z51	Will				
	Update all brochures to new style PDFs	Will				
	Add News	Will				
	Produce banner ad for HRIA site (and others)	Will				
Trade Show / Event Kit						
	Quote	Will				
	Amend/respec/rethink	Mitch/Will				
	Requote	Will				
	Produce	Will				
	Distribute	Will				
	Send inventory XL spreadsheet to salesmen	Will				
HRIA						
Customer Event Invites	D 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	VA CIII	-			
	Produce invitation puzzle kits	Will	Jan			
	review invite list	Mal	Jan			
	Begin mailout	Will	Jan			
Customer Appreciation Event				Treasure Isle		
	decide theme	IW/III/Mal/Ri	Will/Mal/Brad		9	
	book venue	Will/Mal/B	rad	McLaren's L.		
	book venue entertainment	Will/Mal/Bi Will/Mal/Bi	rad March			
	book venue	Will/Mal/B	rad March			
	book venue entertainment	Will/Mal/Bi Will/Mal/Bi	rad March			
	book venue entertainment	Will/Mal/Bi Will/Mal/Bi	rad March			
Blue News April	book venue entertainment Extras	Will/Mal/Bi Will/Mal/Bi	rad March			
Blue News April	book venue entertainment Extras Edition	Will/Mal/Bi Will/Mal/Bi Will/Mal/Bi	March March			
Blue News April	book venue entertainment Extras Edition Submission of articles for inclusion	Will/Mal/Bi Will/Mal/Bi Will/Mal/Bi	March March March	Rum		
Blue News April	book venue entertainment Extras Edition Submission of articles for inclusion Compile and produce first draft	Will/Mal/Bi Will/Mal/Bi Will/Mal/Bi	March March March Feb-16 Feb-25	Rum		
Blue News April	book venue entertainment Extras Edition Submission of articles for inclusion Compile and produce first draft First draft review	Will/Mal/Bi Will/Mal/Bi Will/Mal/Bi ALL Will Mal/Mitch/	March March Feb-16 Feb-25 Feb-25	Rum		
Blue News April	book venue entertainment Extras Edition Submission of articles for inclusion Compile and produce first draft First draft review Second draft review	Will/Mal/Bi Will/Mal/Bi Will/Mal/Bi Will/Mal/Bi ALL Will Mal/Mitch/	Feb-16 Feb-25 Feb-29	Rum		
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AL6000 spec sheets					
	photography	Will			
	Review specs	Mitch		ĺ	
	First draft review	Brian			
	Final changes	Will			
	Final approval	Mal/Mitch			
	Print and distribute to branches	Will			
	Put on web	Will			
AL8000 spec sheets	Tac on web	1 ******			
THEODOG SPEC SHEELS	photography	Will			
	Review specs	Mitch			
	First draft review	Brian			
	Final changes	Will			
	Final approval	Mal/Mitch			
	Print and distribute to branches	Will			
	Put on web	Will			
OHS editorial for aluminium	Put on web	IVVIII			
OHS editorial for aluminium	Discuss content with Jim Bashia	JAZ:II	<u> </u>		
	Discuss content with Jim Begbie	Will	-		
	Produce first draft	Will			
	First draft review	WIP	-		
	Final review	Mal/Mitch			
Genie Contact S	heet				
	Request to all state managers for details & photos	Mal			
	Managers comply with request	Will/Mans			
	QLD	Will/Mans			
		WIP			
	Itirct draft for roviow				
	first draft for review				
	final review	Mal/Mitch			
	final review Produce PDF and email to all				
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MARKETING W	/IP (SIMPLE) 2	5_03_08	
Current Projects	Status	Notes	
Spec Sheets	Mat reviewing	?	
HRIA Show: Event	in progress	girls, entertainment, gifts, tasting	
HRIA Show: Stand	in progress	need final machine list; waiting for Skyline design	
HRIA Show: YouBoom	in progress	need to organise A/V requirements, care of Tommy	
Show planning	in progress	NTX Shows (QLD, SA, VIC)	
AL6000/AL8000	spec sheets with Mitch	photog done	
Sales Compendiums	Awaiting spec sheets		
Full Line CDs	Awaiting spec sheets		
Websites update	Awaiting spec sheets	? USA has started work on 'regional' sites	
Promo gear catalog	in production	how to manage giveaway quantities, charge?	
LMS FAQ	Awaiting direction from Ian	Have spoken to Ian 3 times, still wanted?	
Used Equip Ad (P&E)		mock-up ad, take to P Delaforce for machines	
Concept Civil NSW	USA review	chased 11_03, 19_03	
Event Power Light VIC	USA review	chased 11_03, 19_03	
AL6000 spec sheet	working on first draft	received from Mitch 14_03	
AL8000 spec sheet	working on first draft	received from Mitch 14_03	
Parts Marketing Mailer	Draft 1 for review	need a few final pics from Mitch	
Blue News April	FC working	sent 2 articles 07_03; Brad due 14_03	
GTH DL brochure	Draft 1 for review		
Excavator DL brochure	Waiting for GTH DL	same as GTH, Terex branded - for sales	
New Terex ads	FC working	FC travel to NSW, VIC, WA ?	
Genie Corporate Doc	Draft 1 for review	working draft due by March 28	
AL6000 story	Mitch reviewing	19_03	
Pipe rack story	Mitch reviewing	19_03	
New GTH ad	Awaiting direction	direction needed from Mitch & Ian	
Trade Show Event Kit	flags?		
OHS editorial for Alum	need to talk to Jim Begbie		
Genie Contact Sheet	need to do QLD	bring camera and do headshots	
GTH new ad	running		
Terex Ad Campaign	USA review	draft sent 19_03, 26_03	
HRIA invite (small)	producing addt'l 150	to be mailed by Thurs	