

MARKETING WIP - January 2007

Job Description	Action/Task	By Whom	By
Next WIP Jan 29 / WIP Feb 25			

Terex Excavator Ad Campaign

new ad campaign			
	photography, copy, layout development	Will	
	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 LMS Campaign

New Ad			
	New Photography	Will	
	First Draft review	Mal/Mitch	
	Second Draft review	Mal/Mitch	
	Final Approval	Mal/Mitch	
	USA approval	Will	
	begin running new ad	Will	Feb
LMS FAQ (editorial/mailer)			
	discuss requirements/content with Ian	Will/Ian	Jan
	produce first draft	Will	Feb-25
	First draft review	Mal/Mitch	Feb-25
	Final review	Mal/Mitch	Feb-29
	USA approval		Mar-14
	submit to media for release	Will	Mar-17
	produce mailout	Will	Mar-24
	post to mailing list	Will	Mar-27

Used Equipment 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 Resources

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	Liaise with Colour Chiefs to remove outdated sheets	Will	Feb
	Finalise web interface, test with Jennie	Will	Feb
	Access for all branches for web interface	Will	Feb
Promo Gear			
	List of requested gear from Keith	Will	
	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 Kits						
	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						
	Produce invitation puzzle kits	Will	Jan			
	review invite list	Mal	Jan			
	Begin mailout	Will	Jan			
Customer Appreciation Event						
	decide theme	Will/Mal/Brad		Treasure Isle		
	book venue	Will/Mal/Brad		McLaren's L.		
	entertainment	Will/Mal/Br	March			
	Extras	Will/Mal/Br	March	Rum		
Blue News April Edition						
	Submission of articles for inclusion	ALL	Feb-16			
	Compile and produce first draft	Will	Feb-25			
	First draft review	Mal/Mitch/	Feb-25			
	Second draft review	Mal/Mitch	Feb-29			
	Final art approval	Mal/Mitch	Mar-07			
	Art to Printer	Will	Mar-11			
	Deliver printed newsletters to branches	Will	Mar-18			
	Deliver printed newsletters to mailing list	Will	discuss			
Portables Promo						
AL4000 urban/mine spec sheets						
	1st draft to Mitch	Will				
	1st draft changes to Will	Mitch				
	2nd draft to Mitch	Will		inclusions?		
	Finished art final approval	Mitch				
	Spec sheets to print	Will				
	Spec sheet PDF sent to salesmen	Will				
	Add spec sheet to website	Will				

Mal/Mitch

MARKETING WIP (SIMPLE) 25_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		