

# JESTER KING MARKETING WIP 03/2010

Job Description	Action/Task	Whom	Due
Next WIP date: 00/00			

## JK Corporate ID

### Style Manual

	discuss goals, uses for logo, artwork concepts, palette	ALL	
	write style manual for designers to refer to	WS	

### Logo

	Set budget/deadlines	ALL	
	choose graphic artist		
	brief to artist (concept, colors, uses)	WS	
	First Draft review	ALL	
	Second Draft review	ALL	
	Final art approval	ALL	

### Business Cards

	Set budget/deadlines	ALL	
	brief to artist	WS	
	First Draft review	ALL	
	Second Draft review	ALL	
	Final art approval	ALL	
	Deliver Printed Cards	WS	

### Website

	choose developer		
	set tasks: redesign, SEO, fb, twitter, blog, calendar	ALL	
	brief to developer	WS	
	First Draft review	ALL	
	Second Draft review	ALL	
	Final Approval	ALL	
	New site online		
	Promote new site (use email list)		

## Launch Buildup

### Posters (bars, misc shops – promoting launch party, maybe some beer info?)

	Set budget/owner/deadlines/prerequisites (ent, food, camping...)		
	choose artist		
	First Draft review	ALL	
	Second Draft review	ALL	
	Final Approval	ALL	
	Deliver printed posters	WS	

### Invite cards (biz cards with launch party info. Redeemable for drink, sticker, ?, register on website for...?)

	Set budget/owner/deadlines		
	choose artist		
	First Draft review	ALL	
	Second Draft review	ALL	
	Final Approval	ALL	
	Deliver Printed Cards	WS	
	Distribute cards to Heralds, businesses		

**JK Heralds: promotion via JK subjects – arm with biz card invites to launch, stickers?**  
**Incentive: private tasting party event, exclusive promos. Can request posters, stickers.**

	Send recruitment email – Zealots, BTA, AHS, fb		
	Post call for Heralds on website		
	Create promo email for Heralds to forward		
	Distribute invite cards		
<b>Press</b>			
	Identify surrounding areas to target		
	Write article to send to surrounding area press		
	Shoot photos for article		
	Review article / photos		
	Send article/photos to surrounding area press		
	Press tasting party (local) – special gift?		
<b>Promo Events: select bars, liquor stores, grocery</b>			
	Determine what promos will be (Kegs? Bottles? Merch?)		
	Identify locations for promos		
	Compose promo schedule & ownership.		
	Notify Heralds		
	Distribute posters to event locations, educate staff		

<b>Launch Party</b>			
<b>Logistics</b>			
	Set budget/date/owner	ALL	
	Discussion: parking, camping, toilets, trash, lighting, \$	ALL	
	Determine legal requirements (security, permits, etc)		
	Discuss logistical needs	ALL	
	Book logistics as needed		
<b>Entertainment: music, comedy? Magic? Burlesque? Face painters? Mimes/jugglers? "Court?" Cutout head photo board?</b>			
	Set budget/owner/deadlines	ALL	
	Discuss equipment needs, costs, interested acts	ALL	
	Review entertainment schedule/budget	ALL	
<b>Food</b>			
	Set budget/owner/deadlines		
	Discuss equipment needs, costs, possibilities	ALL	
	Review food plans/budget	ALL	
	Book catering / equipment		
<b>Misc</b>			
	Discuss giveaways/budget/owner/deadlines		
	Design & own mailing list signup / biz card drop (giveaways?)		
	Photography owner		
	Sponsorship/cross-promotion owner		
<b>Post-party</b>			
	Set owner/tasks		
	Post pics to website		
	Write article for website, email blast, surrounding areas		
	Compile mailing list/database		