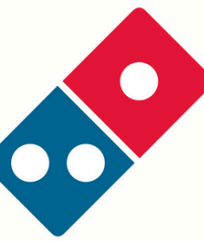


LAUNCH CAMPAIGN

AAM-5035 – Project Management 2 – Project Plan



Vartika

Purva

Renishka

Kaavya



AGENDA

1

Our Story

5

Timeline Overview

2

Project Recap

6

Budget Overview

3

Goals & Objectives

7

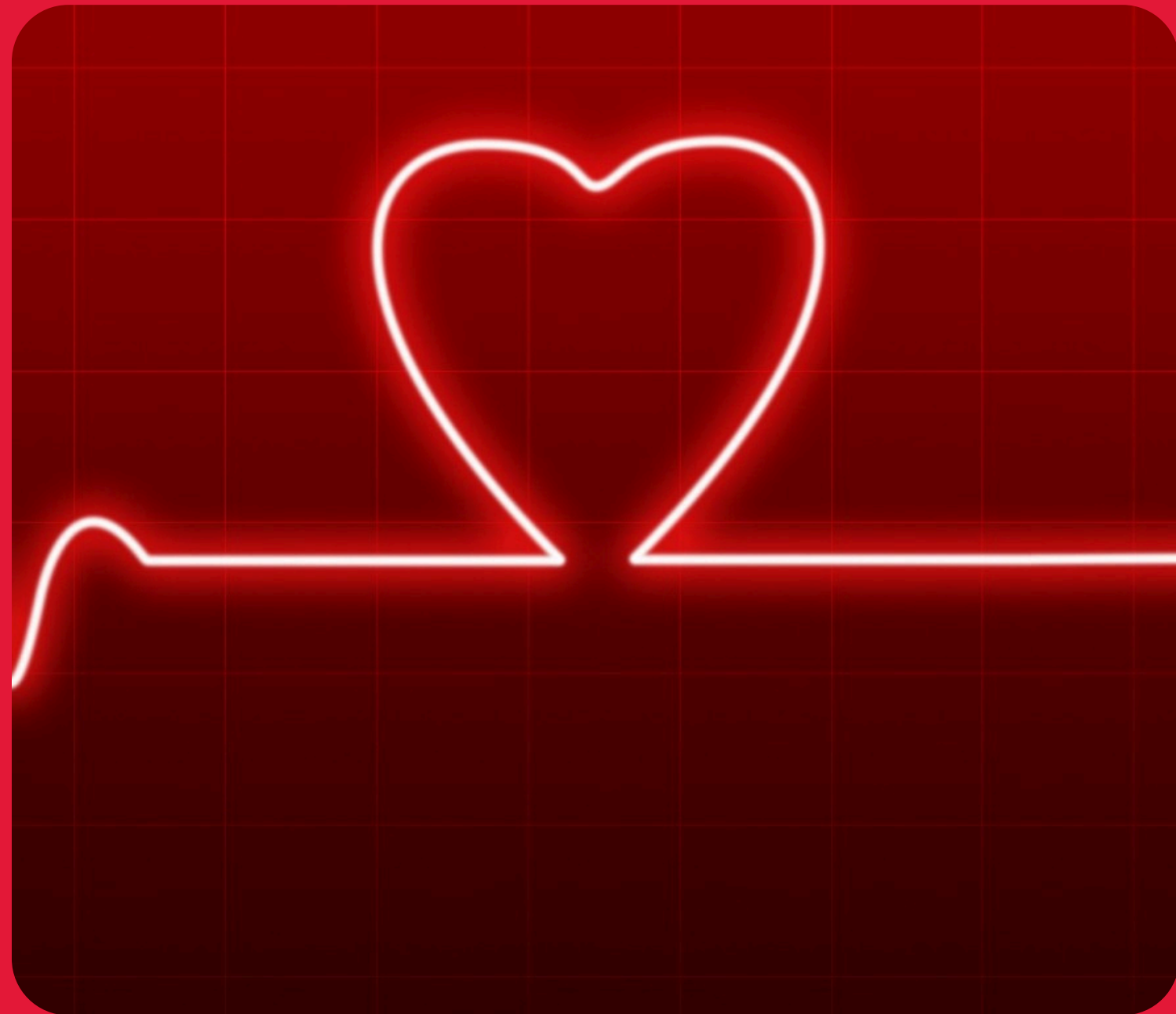
RACI

4

Scope Overview

8

Project POCs



OUR STORY

We're **FIXED HEART LOVE AFFAIR (FHLA)**, a strictly independent, strictly creative agency.

Founded in Jan 2025, we have a young spirit with a go-getter attitude.



**Account
Director**
|
**Account
Supervisor**
|
**Account
Executive**



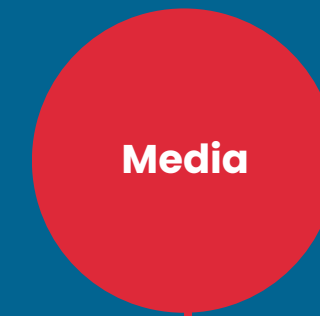
**VP of
Strategy**
|
**Senior
Strategist**
|
Strategist



**Creative
Director**
|
**Senior
Copywriter**
|
**Senior
Art Director**
|
**Junior
Copywriter**
|
**Junior
Art Director**



**Project
Manager**



**Media
Director**
|
**Media
Supervisor**
|
**Senior Media
Executive**
|
**Junior Media
Executive**



**Senior
Data Analyst**
|
**Data
Analyst**



PROJECT RECAP

Domino's Canada is launching its new Parmesan Stuffed Crust Pizza, a premium offering aimed at pizza lovers looking for an indulgent, cheesy experience. The campaign will introduce the product to the Canadian market through a multi-channel marketing approach.





OUR GOAL

The primary goal is to drive awareness and increase sales of the Parmesan Stuffed Crust Pizza across Canada through an integrated marketing campaign.



OBJECTIVES

AWARENESS

60% of Domino's target audience in Canada is aware of the new offering

SALES

2,000 crust sales through limited-time digital coupon redemptions & **5,000** total crust sales

SM ENGAGEMENT

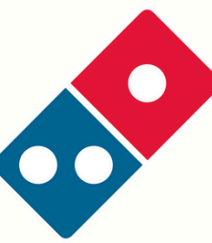
500 positive social mentions & **10%** video view rate and increase social media engagement by **7%** on META and **10%** on TikTok

EMAIL CAMPAIGN

15% click-through rate (CTR) and **2,000** website visits

PROJECT SCOPE

STRATEGY

**Note:**

All three strategy components are debriefed together in a single session
Agency not responsible for media buying
Client to provide previous research on consumer, category etc.

Target audience development

We will:

refine a single primary audience using client-provided research

To give you:

one (1) audience profile (demo, psycho, behavioral, motivations) document

By doing:

internal brainstorm

Social media strategy

We will:

build a launch-specific Social Playbook

To give you:

one (1) playbook covering tone, messaging, content strategy (paid/organic), best practices

By doing:

social research + sentiment analysis + internal brainstorm

Media & channel strategy

We will:

recommend launch-specific paid media placements

To give you:

one (1) media strategy document with key paid touchpoints and rationale

By doing:

internal research + internal brainstorm

Creative brief

We will:

develop a Creative Brief to guide the creative team

To give you:

one (1) Creative Brief Document with brand context, campaign details, insights, creative direction + deliverables

By doing:

internal brainstorm between accounts and strategy

PROJECT SCOPE

CREATIVE



Notes:

Production partner already selected and payment managed by the client
No storyboarding
Client to provide social video performance stats to us
We are not responsible for posting the videos, paid media pushes & buying

Creative deck

We will:

develop a Creative Deck exploring high-level creative directions

To give you:

one (1) Creative Deck with strategy, 2 creative routes, mood boards + content ideas

By doing:

internal brainstorms based on strategic insights + creative brief

Social media video

We will:

develop a social media ad for the launch

write a creative script for it

provide a detailed production brief to the production partner

supervise shoot day and provide post-production oversight, including feedback and approvals

provide caption copy and social recommendations

provide creative guidance to the production partner throughout

To give you:

one (1) 30-second master video in English and French

three (3) cutdowns in English and French adapted for META (1x1 & 4x5), TikTok (9x16), and YouTube (16x9)

one (1) caption document with social copy recommendations

final video files and formats delivered via cloud transfer

one (1) production brief deck including final script, visual references, executional details, and timeline

By doing:

internal creative brainstorms + scriptwriting (English & French)

briefings, meetings and reviews with the production partner

coordination, communication and creative direction with the production partner through feedbacks and approvals

PROJECT SCOPE

CREATIVE



Notes:

Pre-existing marketing agency partner already working with the client
Our agency is only responsible for creating and briefing, not scheduling, sending, deploying or tracking of emails or organic social content
Client + marketing agency to provide performance reports to us

Organic social content

We will:

create launch-specific social content for your social pages

To give you:

one (1) 4-month Content Calendar with suggested posting dates, times, formats, and channel specifications

Four (4) monthly Content Bank decks, each including:

- 16 fully designed posts per month with copy and captions
- Post format mix: static, video (repurposed), carousel, stories, etc.
- Strategic rationale and content bucket alignment

one (1) drive file each month with high-res and open files for all creatives

By doing:

internal strategic and creative brainstorm for content calendar

monthly brainstorm, post creation and reviews

Email marketing

We will:

create launch-specific emails to announce the campaign and the promo code

provide creative guidance to the marketing agency partner

To give you:

three (3) fully designed and written email templates including a launch, reminder and thank you email

suggested sending schedules

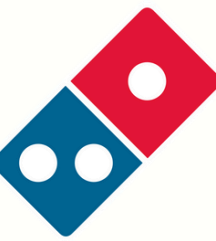
By doing:

internal brainstorm

meetings, briefings and handovers with the external marketing agency partner

PROJECT SCOPE

CREATIVE



Notes:

Pre-existing outdoor agency partner already working with the client
Our agency is only responsible for creating and briefing, not printing or putting up the assets

Outdoor advertising

We will:

develop launch-specific
billboards

provide creative guidance to
the outdoor agency partner

To give you:

one (1) Outdoor Assets Deck
including:

- Outdoor strategy
suggestions
- Three (3) billboard concepts
with copy and visuals

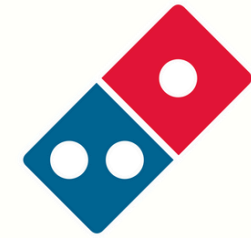
By doing:

internal creative brainstorm

meetings, briefings and
handovers with the external
outdoor agency partner

PROJECT SCOPE

DATA



Notes:
Client + all agency partners to provide detailed performance reports to us
Success metrics are pre-defined

Campaign wrap report

We will:
analyze the effectiveness of all
the creative campaigns across
channels along with high-level
recomendations for future

To give you:
one (1) comprehensive
Campaign Wrap Report
document with performance
highlights, insights, ad spend
efficiency, key learnings etc.

By doing:
internal reviews brainstorm to
study and synthesize provided
data

Performance data reports

**To be sent by
stakeholders to
creative agency**

Client to send:
Four (4) monthly social media
video performance reports
(Jan - Apr)

Sixteen (16) weekly organic
social content performance
reports (Jan - Apr)

Marketing Agency to send:
One (1) report on email
performance data (Mar)



TIMELINE

Campaign: January 2026 – April 2026 (4 months)

Project: May 1, 2025 – May 31st, 2026 (1 year, 1 month)



ROLLOUT PLAN

Campaign go-live date

January 1st, 2026

Organic social content goes live

Jan 1st, 2026 – April 30th, 2026

Social Media Video goes live

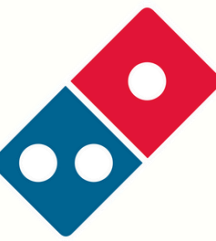
Jan 12th, 2026

Emails go out

Between Jan 12th, 2026 – Jan 31st, 2026

OOH goes live

Between Feb 5th – Feb 28th



IMPORTANT DATES

STRATEGY

DELIVERABLE/ACTION ITEM	DUE DATE
Debrief with Client + Strategy Team for Target Audience Strategy, Social Strategy and Media Strategy (Virtual Meeting)	May 14, 2025
Target Audience Strategy Document (No Presentation, Just Review)	May 29, 2025
Social Playbook (Presentation)	June 23, 2025
Media Strategy Document (No Presentation, Just Review)	June 19, 2025
Creative Brief Document (No Presentation, Just Review)	July 14, 2025



IMPORTANT DATES

CREATIVE DECK

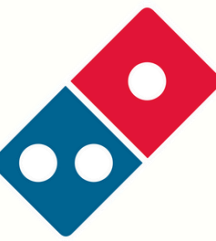
DELIVERABLE/ACTION ITEM	DUE DATE
Creative Deck (Presentation)	August 11, 2025



IMPORTANT DATES

SOCIAL MEDIA VIDEO AD

PHASE	DELIVERABLE/ACTION ITEM	DUE DATE
Pre - Production	Video Script (Virtual Presentation)	September 12, 2025
	Production Brief Client Review (Presentation)	October 16, 2025
Production	Pre-Production Deck Client Review (Presentation)	November 8, 2025
	Shoot Day	November 19, 2025
	Shoot Day Report	November 21, 2025



IMPORTANT DATES

SOCIAL MEDIA VIDEO AD

PHASE	DELIVERABLE/ACTION ITEM	DUE DATE
Post Production	1st Video Rough Cut (No Presentation, Just Review)	December 1, 2025
	2nd Video Rough Cut (No Presentation, Just Review)	December 12, 2025
	French Dubbing Session + Same Day Review (No Presentation, Just Review)	December 15, 2025
	Final Video Edit (No Presentation, Just Review)	December 26, 2025
	Video Caption Options (No Presentation, Just Review)	December 22, 2025



IMPORTANT DATES

ORGANIC SOCIAL CONTENT

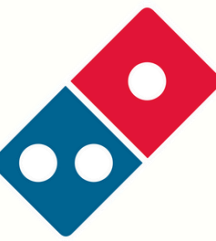
DELIVERABLE/ACTION ITEM	DUE DATE
Content Calendar (Presentation)	September 10, 2025
Content Bank for January (Presentation)	November 28, 2025
Content Bank for February (Presentation)	January 5, 2026
Content Bank for March (Presentation)	February 12, 2026
Content Bank for April (Presentation)	March 16, 2026



IMPORTANT DATES

EMAIL CAMPAIGN

DELIVERABLE/ACTION ITEM	DUE DATE
Debrief with the client for past performance + offer details (Virtual Meeting)	September 3, 2025
Email Assets Review (Presentation)	September 22, 2025
Briefing session with Marketing Agency (Virtual Meeting)	October 6, 2025



IMPORTANT DATES

OOH

DELIVERABLE/ACTION ITEM	DUE DATE
OOH Assets Review (Presentation)	November 11, 2025
Briefing session with Outdoor Agency (Virtual Meeting)	December 2, 2025



IMPORTANT DATES

CAMPAIGN WRAP REPORT

DELIVERABLE/ACTION ITEM	DUE DATE
Report Review (Presentation)	May 22, 2026



BUDGET

Strategy				Creative Concept Developme nt	Creative Asset Developme nt	Organic Social Media Content	Email Marketing Campaign	Outdoor Home Advertising	Campaign Wrap Report
Target Audience Develop ment	Social Media Strategy	Media & Channel Strategy	Creative Brief	Creative Deck	Social Media Launch Video				
34	62	44	34	61	127	96	32	32	16
174 + 10 (client debrief)				61	127	96	32	32	16



BUDGET

Hours Fees	986400
Hours - 548	

Hard Cost -		
French Translation Estimate-	Flat Project Fee	\$300
	Per-Word Rate Estimate - 100 words (can differ)	\$0.32
Total		\$332

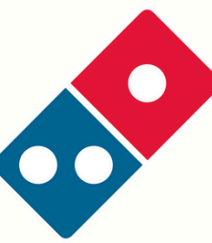
4. Organic Social Media Content									
			Rounds	Strategy Team	Accounts Team	Creative Team	Project Manager	Media Planner	Data Analyst
Creative Deck + Final written approval									
			61						
Steps/Deliverables –	Internal Brainstorming	1	0	0	25	0	0	0	
	Creative Deck Creation	1	0	0	10	0	0	0	
	Internal Review	2	0	2	2	1	0	0	
	Internal Revision	2	0	0	2	0	0	0	
	Client Review	2	0	2	2	1	0	0	
	Client Revision	2	0	0	2	0	0	0	



BUDGET

Strategy									
			Rounds	Strategy	Accounts Team	Creative Team	Project Manager	Media Planner	Data Analyst
				10					
	Steps/Deliverables	Client Debrief	1	2	2	2	2	2	0
	Target Audience Development								
	Client debrief and handover + Primary target audience strategy document								
				34					
			7	30	2	0	2	0	0
	Steps/Deliverables	Brainstorming Sessions	2	16	0	0	0	0	0
		Document Creation	1	6	0	0	0	0	0
		Internal Review	1	2	1	0	1	0	0
		Internal Revision	1	2	0	0	0	0	0
		Client Presentation	1	2	1	0	1	0	0
		Client Revisions	1	2	0	0	0	0	0
	Social Media Strategy								
	Social playbook + Client presentation deck + Final written approval								

HOURS ALLOCATION



Account Services (hours allocation)	Hours	Rate	Cost
Total Hours			
Account Director	39	100	3900
Account Supervisor	36	100	3600
Account Executive	21	100	2100
Project Management (hours allocation)			
Project Manager	22	100	2200
TOTAL	548	1800	986400

- Number of people working on the account
- Number of hours each person works
- Hourly rate (cost per hour) for each person
- The total cost per person (calculated as hours × hourly rate) is shown in the right column
- At the bottom, the sum of all total costs is calculated

HOURS ALLOCATION



Project Management (hours allocation)		RATE	COST
TOTAL Hours			
Project Manager	22	100	2200
Creative Team (hours allocation)			
TOTAL Hours			
Creative Director	65	100	6500
Senior Art Director	46	100	4600
Junior Art Director	69	100	6900
Senior Copywriter	47	100	4700
Junior Copywriter	74	100	7400
Data Analyst (hours allocation)			
TOTAL Hours			
Senior Data Analyst	8	100	800
Data Analyst	3	100	300
Total	548	1800	986400



RATIONALE

HOURS

Accounts Team

Account Director

The Account Director plays a central role in key meetings, strategic initiatives and approvals, including:

- Leading internal and client reviews, ensuring alignment on objectives and deliverables.
- Attending all client debriefs to assess performance and identify areas for improvement.
- Supporting the Strategist during research, providing insights to shape the approach.
- Participating in brainstorming sessions for creative briefs to guide the team's direction.

Note: Whenever brainstorming takes place, the entire team will be present. If the scope mentions that they will spend six (6) hours brainstorming, each member will participate collaboratively, and the hours will be added to the budget accordingly.

Note: For Monthly Content Bank Creation, both the Senior Art Director and Senior Copywriter contributed three (3) hours each per month over the 4-month campaign period (totaling 12 hours each).

- This note outlines all the elements we will and will not be charging the client for.
- The document will list the team members involved, their roles, and the specific contributions they'll be making to the account.
- Any specific tasks or responsibilities assigned to a person on the account are also mentioned to provide full transparency and justification for associated costs.



RATIONALE

HARD COST

ESTIMATED COST FOR FRENCH SCRIPT TRANSLATION

FLAT PROJECT FEE: **\$300**

PER-WORD RATE: **\$0.32/WORD**

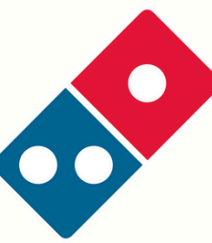
WORD COUNT: A 30-SECOND VIDEO SCRIPT TYPICALLY RANGES 80-120 WORDS.

TRANSLATION RATE: \$0.32/WORD

TOTAL FOR MASTER SCRIPT: 100 WORDS \times 0.32 = \$32

NOTE: THIS ESTIMATE ASSUMES A 100-WORD SCRIPT. THE FINAL COST MAY VARY IF THE WORD COUNT CHANGES.

RACI



<u>RACI</u>						
Task	Account Service Team	Strategy Team	Creative Team	Project Management	Media Team	Data Analyst Team
Project Kickoff & Planning						
Gather client requirements & expectations	R	I	I	A	I	I
Define project objectives, KPIs, and deliverables	A	C	I	R	C	I
Develop project timeline & milestones	A	C	I	R	C	I
Budget allocation & approval	A	C	I	R	C	I
Strategy						
Refined insights and research document	A,C	R	I	I	I	I
Internal Review	A,C	R	I	I	I	I
Internal Research on Client	A,C	R	I	I	I	I
Social Playbook Creation	A	R	C	I	I	I
Media Channel Strategy Document	A,C	I	I	I	R	I
Internal Review	A,C	C	I	I	R	I
Develop creative brief	A,R	R	C	I	I	I
Internal Review	A,R	R	C	I	I	I

- The **Account Service Team** will primarily be **Accountable** for the project, as they are directly responsible for client communication and will lead coordination within the internal teams.
- For each task, the **core team** with the relevant expertise is marked as **Responsible**.
- For example, the Social Playbook Creation is the responsibility of the Strategy Team.
- Throughout the process, the **Project Manager** is kept **informed** to ensure that there is no scope creep and that the **project stays on track**.

POCS



CLIENT



ACCOUNT EXECUTIVE

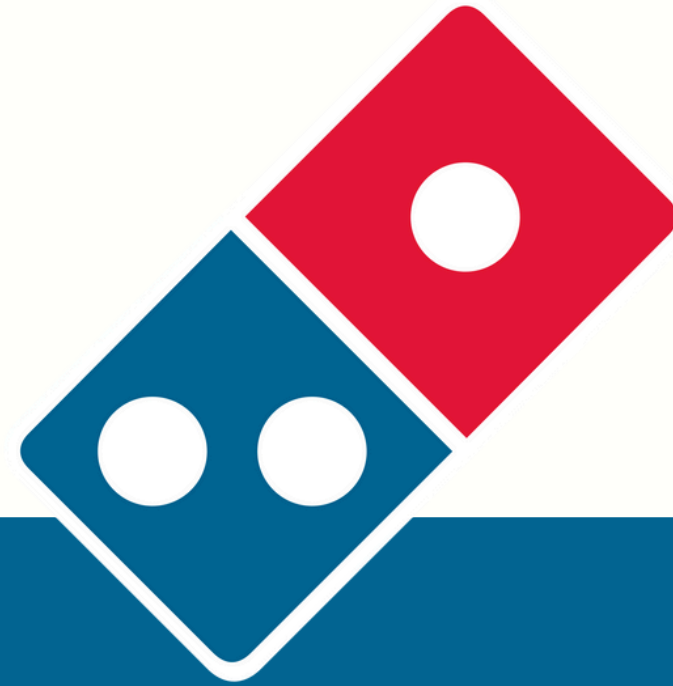
(Regular updates and check-ins)

ACCOUNT SUPERVISOR

(Incase the Account Executive is not available)

You can reach us via:

Email, Teams, Calls and Slack (9 – 5 PM weekdays; exceptions for emergencies)



THANK YOU