

CHARTER DIRECT MARKETING

ESTIMATED TIMETABLE

<u>WEEK</u>	<u>TASK</u>
1 and 2	<ul style="list-style-type: none">*Develop Creative*Assemble materials for production*Formulate production budget*Approval of copy and budget
3 and 4	<ul style="list-style-type: none">*Produce off-line video for client*Agency to research media*Agency to develop test plan*Produce on-line of commercials*Place media schedules*Set up telemarketing
5, 6 and 7	<ul style="list-style-type: none">*Start Media Test*Review daily response*Report weekly activity to client*Monitor upsell response
8	<ul style="list-style-type: none">*Submit final test report to client*Discuss results and next steps*Plan National Rollout