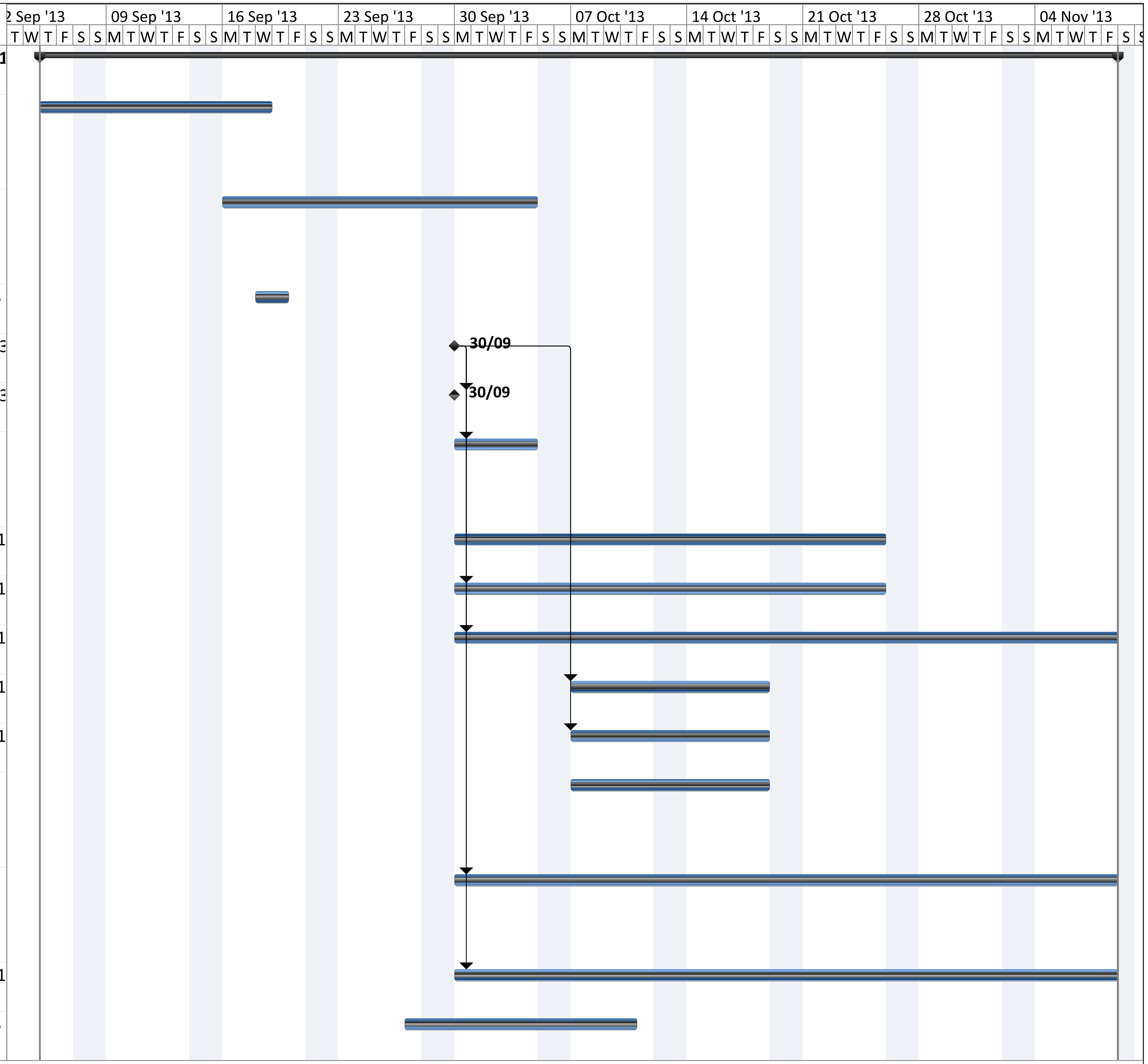
ID		Task Mode	Task Name	Duration	Start	Finish
1			**Launch plan activity**	**47 days**	**Thu 05/09/13 08:00**	**Fri 08/11/13 1**
2			Flagship delivery - back page and article	2 wks	Thu 05/09/13 08:00	Wed 18/09/13 17:00
3			Calendar delivery with PBR teaser	3 wks	Mon 16/09/13 08:00	Fri 04/10/13 17:00
4			Freshers Fayre	2 days	Wed 18/09/13 08:00	Thu 19/09/13
5			Launch date	0 days	Mon 30/09/13 08:00	Mon 30/09/13
6			Website sign-up live	0 days	Mon 30/09/13 08:00	Mon 30/09/13
7			Media Relations - specific PR push	1 wk	Mon 30/09/13 08:00	Fri 04/10/13 17:00
8			Bus wraps -	4 wks	Mon 30/09/13 08:00	Fri 25/10/13 1
9			Community A1 posters	4 wks	Mon 30/09/13 08:00	Fri 25/10/13 1
10			Vehicle liveries - on-goin	6 wks	Mon 30/09/13 08:00	Fri 08/11/13 1
11			Hangers on bins	2 wks	Mon 07/10/13 08:00	Fri 18/10/13 1
12			Hanger mail out to flats	2 wks	Mon 07/10/13 08:00	Fri 18/10/13 1
13			Facebook advertising - pay per click	10 days	Mon 07/10/13 08:00	Fri 18/10/13 17:00
14			Social media promotion - on-going tool	6 wks	Mon 30/09/13 08:00	Fri 08/11/13 17:00
15			Council web banner	6 wks	Mon 30/09/13 08:00	Fri 08/11/13 1
16			Internal comms (Intralink	2 wks	Fri 27/09/13 08:00	Thu 10/10/13



Project: App 4 - Launch activity
Date: Fri 15/11/13 14:43

Task
Split
Milestone
Summary
Project Summary
External Tasks
External Milestone
Inactive Task
Inactive Milestone
Inactive Summary
Manual Task
Duration-only
Manual Summary Rollup
Manual Summary
Start-only
Finish-only
Deadline
Progress