UW Integrated Marketing Campaign Roadmap

**IMMERSE**
- FALL 2013
  - DISCOVERY
    - Key Stakeholder Engagement
    - Research
  - STRATEGY DEVELOPMENT
    - Synthesis
    - Strategic Territories

**FRAME**
- FALL 2013
  - DISCOVERY
    - Key Stakeholder Engagement
    - Research
  - STRATEGY DEVELOPMENT
    - Synthesis
    - Strategic Territories

**IMAGINE**
- WINTER 2014
  - CONCEPT DEVELOPMENT
    - Brand Strategy
    - Creative Concepts
    - Media Planning
  - STRATEGY DEVELOPMENT
    - Synthesis
    - Strategic Territories

**MAKE REAL**
- SPRING 2014
  - CAMPAIGN DEVELOPMENT
    - Creative Presentations
    - Toolkit
    - TV Spot

**IMPLEMENTATION**

*gold=critical review points*