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|   |   |   |   |   |   | **Project Manager** | **Philip Hamilton** |   |   |   |
|   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|   |   |   |   |   |   | **Start Date** | **Jul 6, 2020** |   |   |   |
|   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|   |   | **PLAN ACTIVITIES** | **Week 1** | **Week 2** | **Week 3** | **Week 4** | **Week 5** | **Week 6** | **Week 7** | **Week 8** | **Week 9** | **Week 10** |   |   |
|   |   | Jul | Jul | Jul | Jul | Aug | Aug | Aug | Aug | Aug | Sep |   |   |
|   |   | 6 | 13 | 20 | 27 | 3 | 10 | 17 | 24 | 31 | 7 |   |   |
|   |   | PRELIMINARY CONSIDERATIONS | Identify rebranding team. Establish protocols. |  |  |  |  |  |  |  |  |  |  |   |   |
|   |   | Scope the rebrand - companies, businesses, brands. | v |  |  |  |  |  |  |  |  |  |   |   |
|   |   | Determine geographic area. |  |  |  |  |  |  |  |  |  |  |   |   |
|   |   | Gap analysis - existing vs proposed branding. |  |  |  |  |  |  |  |  |  |  |   |   |
|   |   | Clearance searches for new brands and registrations. |  |  |  |  |  |  |  |  |  |  |   |   |
|   |   | Lorem Ipsum. |  |  |  |  |  |  |  |  |  |  |   |   |
|   |   | BRANDCREATION | Brand creation strategy; consider gap analysis. |  |  |  |  |  |  |  |  |  |  |   |   |
|   |   | Secure new registrations where relevant. |  |  |  |  |  |  |  |  |  |  |   |   |
|   |   | Create brand guidelines for the new branding. |  |  |  |  |  |  |  |  |  |  |   |   |
|   |   | Public announcements. |  |  |  |  |  |  |  |  |  |  |   |   |
|   |   | Lorem Ipsum. |  |  |  |  |  |  |  |  |  |  |   |   |
|   |   | Lorem Ipsum. |  |  |  |  |  |  |  |  |  |  |   |   |
|   |   | CORPORATE & REGULATORY | Obtain corporate registrations. |  |  |  |  |  |  |  |  |  |  |   |   |
|   |   | Obtain securities registrations; notify authorities. |  |  |  |  |  |  |  |  |  |  |   |   |
|   |   | Notify regulators and update/obtain new licenses. |  |  |  |  |  |  |  |  |  |  |   |   |
|   |   | Inform relevant third parties (advisors, suppliers) |  |  |  |  |  |  |  |  |  |  |   |   |
|   |   | Lorem Ipsum. |  |  |  |  |  |  |  |  |  |  |   |   |
|   |   | Lorem Ipsum. |  |  |  |  |  |  |  |  |  |  |   |   |
|   |   | PRACTICALITIES &IMPLEMENTATION | Identify and effect rebranding for branded assets. |  |  |  |  |  |  |  |  |  |  |   |   |
|   |   | Plan and budget for implementation. |  |  |  |  |  |  |  |  |  |  |   |   |
|   |   | Inform and educate employees; inform third parties. |  |  |  |  |  |  |  |  |  |  |   |   |
|   |   | Determine strategy for historic brand. |  |  |  |  |  |  |  |  |  |  |   |   |
|   |   | Establish/update brand protection protocols. |  |  |  |  |  |  |  |  |  |  |   |   |
|   |   | Lorem Ipsum. |  |  |  |  |  |  |  |  |  |  |   |   |
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