Budget

**Getting Started**

**Marketing Plan**

**Promotions**

**Trigger Event**

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**Public Relations/Communication Plan for Debut of PRIMO/discoverE**

**I. Strategic Goals Supported**

**II. Situation Analysis/Background**

**III. Objectives**

**IV. Timeline/Activity/ies**

**V. Messages**

**VI. Material to Be Created/Captured/Arranged**

**VII. Obstacles/Challenges**

**VIII. Evaluation**

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**Design Work (outsourced) for logo/word mark ~ $600**

**Promotions ~ $2,759**

- Awareness Events $2,490 - $1,227.17
- Awareness t-shirts (2,080) $277.44
- Awareness coffee shirts (1,080) $780 (to be distributed by Sodexo)
- Awareness lunch @ AD (1,274.99) $99
- Awareness pins (5,100 gift cards) $300

**Trigger Event: Birthday Bash (Wed., Jan. 28) 6-8 service desk ~ $580**

- Balloons for 1/28/09 - $120
- Candy - $50
- discoverE logo design created and tested. One logo design approved by Library Director
- Raffle tickets - $110
- Coffee sleeves (10,000) $760 (to be distributed by Sodexo)

**TOTAL $3,939**

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**Weekly Reports**

**BASE CAMP GROUP**

with WAYNE WILSON focus on discovery search, service desk, web, etc.

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**Assessment**

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**Brand and Marketing**

Presented by Kim Gallace

**MISSION: 6 month's (7/08-1/09) and $4,000 to brand and market a new LIBRARY search tool (PRIMO software)**

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**Getting Started**

**JUNE**

- Official launch with promotions
- Press release

**JULY**

- Group brainstorming topics, sets up electronic voting, gathers feedback from students, LIBALL, and some available users.

**AUG – NOV.**

- Some available users.

**SEPTEMBER**

- Group brainstorms name options, sets up electronic voting, gathers feedback from admin, LIBALL, and some available users.

**OCTOBER**

- Beta testing begins with new name: discoverE

**NOVEMBER**

- Finalize Public Relations/Communication Plan

**DECEMBER**

- 3 logo designs created and tested. One logo design approved by Library Director
- Official launch with promotions
- Birthday Bash (Wed., Jan. 28) @ 8 service desks = $600

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**Promotions**

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**Trigger Event**

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**Assessment**

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**Weekly Reports**

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