	Responsible	TOUCH					TOUCH										TELL/SELL				
		22-May	23-May	24-May	25-May	26-May	29-May	30-May	31-May	1-Jun	2-Jun	5-Jun	6-Jun	7-Jun	8-Jun	9-Jun	12-Jun	13-Jun	14-Jun	15-Jun	16-Jun
Day		MA	DI	WO	DO	VR	MA	DI	WO	DO	VR	MA	DI	WO	DO	VR	MA	DI	WO	DO	VR
RES organisch planning algemeen (LinkedIn/Twitter)																					
Livegang campagne: Nieuwsbrief, persbericht, hero film																					
Main video 90"																					
Poster																					
Poster																					
Poster																					
Poster																					
Poster																					
15" Haarlem + Blog																					
15" Liander + Blog																					
15" Koggeland + Blog																					
15" Hoorn + Blog																					
15" Lutjebroek + Blog																					
15" Haarlemmermeer + Blog																					
15" Amsterdam Zuidoost + Blog																					
Paid Social																					
PR																					
DOOH																					
Ambassadeurs																					