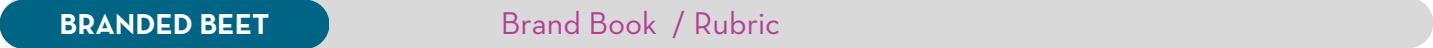


# MARKETING CHART

SEPT    OCT    NOV    DEC    JAN    FEB    MAR    APR    MAY    JUNE

BRANDING UPDATE



UX RESEARCH



BASE MAP



DIGITAL DASHBOARD



EVENT STRATEGY



DIGITAL STRATEGY



SOCIAL STRATEGY



PRINT STRATEGY



EARNED MEDIA STRATEGY



RETAIL STRATEGY



GIFT CARD UPDATE



WEBSITE UPDATE



CALENDAR