

## Media Campaign projected Timeline-**UPDATED**

### **Phase 1:**

**3 to 4 weeks following contract signature:**

- Launching campaign preparations with different concerned entities
- Approaching potential campaign partners for collaborations & collect feedback
- Get approval on the story of the animation video
- Collect infographic video key messages and direction
- Come up with mural idea & finalize approval process
- Filming vox-pops on the streets (1 in Tripoli and 1 in Beirut)
- Finalize official approvals for the graffiti
- Printing QR code to be placed on the graffiti
- Finalization of the script for the infographic
- Finalization of the script for the animation video.
- Submission of the 1<sup>st</sup> draft of the SM calendar & finalizing of approval process
- Initiation of the design work for the SM posts

### **Phase 2:**

**3 to 4 weeks. This Phase should be concluded by the end of July 2023.**

- Submission of animation video (version 01)
- Initiation of the graffiti drawing
- Submission of the infographic video (version 01)
- Designing & printing material that will be handed to the restaurants and pubs
- Preparation of the 1<sup>st</sup> draft of the press release and campaign material (FAQ, synopsis, etc.)
- Implementation of university activations
- Handing stickers to restaurants & pubs ensuring they are positioned on the tables centers.
- Initiation of the PR work & dispatch of the press release on the day of the campaign reveler
- Follow-up on campaign implementation with all entities

### **Campaign duration:**

**NB:** The Campaign revolves around June 26, the International day in support of Victims of Torture. The timeline can be amended during implementation **without affecting the campaign reveler on that day.**