

CAMPAIGN FLOWCHART

CHANNEL

FEBRUARY

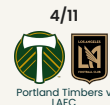
MARCH

APRIL

LAUNCH
MOMENT

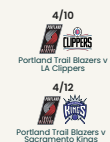


NATIONAL TV



3/1-4/12 (TBD)

LOCAL TV



2/9-2/15



2/9-2/22



3/6-3/15



2/9-4/12

amazon nexxën

OLV

2/9-4/12

nexxën ZEEB

SOCIAL

2/9-3/1

3/2-4/12



SEM

2/9-4/12

