xumo launch

smartsheet

	hase	Category	Task	Duration	Predecessors	Start date	End Date	Complete	Notes
1	Roadshow	Pre-Launch		35	d	06/05/23	07/21/23	✓	
2	Roadshow Kits	Creative	Posters, Horizontal Banner, Pop up banner	20	d	06/05/23	06/30/23		
3	Roadshow Kits	Kits	Posters creative release	15	d	06/05/23	06/23/23	✓	
4	Roadshow Kits	Kits	Pop up banner release	10	d	06/08/23	06/21/23		
5	Roadshow Kits	Kits	Horizontal Banners release	10	d	06/08/23	06/21/23		
6	Roadshow Kits	Kits	Poster/banner production	10	2, 3, 4, 5	07/03/23	07/14/23		
7	Roadshow Kits	Kits	Poster/Banner Shipping	5	d 6	07/17/23	07/21/23		
8	Roadshow Kits	Kits	Balloon and premium shipping	5	d	07/03/23	07/07/23		
9	Phase 1 Suitability	launch		46	d	05/29/23	07/31/23		
10	Phase 1 flyer	Merchandising		46	d	05/29/23	07/31/23		
11	Phase 1 Xumo flyer creative	Merchandising	Xumo flyer creative	10	d	05/29/23	06/09/23	✓	
12	Phase 1 Xumo flyer rd. 2	Merchandising	Xumo flyer creative round 2 review	4	d 11	06/12/23	06/15/23	ightharpoons	
13	Phase 1 Xumo flyer final	Merchandising	Xumo flyer creative final	2	d 12	06/16/23	06/19/23	\checkmark	
14	Phase 1 Xumor flyer Release	Merchandising	Xumo flyer creative Release	1	d 13	06/20/23	06/20/23	$\overline{\mathbf{v}}$	
15	Phase 1 Xumo flyer Production	Merchandising	Xumo flyer creative production	20	d 14	06/21/23	07/18/23	\checkmark	
16	Phase 1 Xumo flyer Shipping	Merchandising	Xumo flyer creative shipping	5	d	07/25/23	07/31/23	\checkmark	
17	Phase 2 launch	Launch	All store product launch	46	d	08/01/23	10/03/23		
18	Phase 2 Demo Bar	Merchandising							
19	Phase 2 Demo Bar	Merchandising	Demo Bar creative 91"x9" white Sintra panel with removeable 2 sided tape for large demo fixture.	10	d	08/01/23	08/14/23		Confirm Size for other small demo bar
20	Phase 2 Demo Bar	Merchandising	Demo Bar release backer panel	1	d 19	08/15/23	08/15/23	\checkmark	Going to Stratus to produce
21	Phase 2 Apple TV Demo	Merchandising		18	d	08/01/23	08/24/23		
22	Phase 2 Apple TV Demo	Merchandising	Apple TV Fact Tag use current creative		0	08/01/23	08/01/23	✓	
23	Phase 2 Apple TV Demo	Merchandising	Creative for shelf on accessory wall large stores. Vinyl stick on shelf graphic. Approx 46.39"x 4.33"	5	d	08/01/23	08/07/23		Will be apple TV confirm final size
24	Phase 2 Apple TV Demo	Merchandising	Release creative for shelf on accessory wall	2	d 23	08/08/23	08/09/23	✓	Going to Stratus to produce
25	Phase 2 Apple TV Demo	Merchandising	Creative for header and poster on slatwall of small stores. magnetic way finding graphic 45"x12" and magnetic hero graphic 45"x36"	10	d	08/01/23	08/14/23		header complete
26	Phase 2 Apple TV Demo	Merchandising	Release creative for header and poster on slatwall	1	d 25	08/15/23	08/15/23		Going to Stratus to produce
27	Phase 2 Merchandising	Merchandising		46	d	08/01/23	10/03/23		

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Phas	:e	Category	Task	Duration	Predecessors	Start date	End Date	Complete	Notes
28	Phase 2 Xumo Merchandising creative	Merchandising	Window Poster - S1 Stream w/ Xumo Unlimited Plus Plan 60 % Off Rep Station panels Pop-up Banner Door Cling A frame sign 2 sides rep shroud	7d		08/01/23	08/09/23		
29	Phase 2 Xumo Merchandising creative rd. 2	Merchandising	Window Poster - S1 Stream w/ Xumo Unlimited Plus Plan 60 % Off Rep Station panels Pop-up Banner Door Cling A frame sign 2 sides rep shroud	1d	28	08/10/23	08/10/23		
30	Phase 2 Xumo Merchandising creative final	Merchandising	Window Poster - S1 Stream w/ Xumo Unlimited Plus Plan 60 % Off Rep Station panels Pop-up Banner Door Cling A frame sign 2 sides rep shroud	2d	29	08/11/23	08/14/23		
31	Phase 2 Xumo Merchandising creative release	Merchandising	Window Poster - S1 Stream w/ Xumo Unlimited Plus Plan 60 % Off Rep Station panels Pop-up Banner Door Cling A frame sign 2 sides rep shroud	1d	30	08/15/23	08/15/23		
32	Phase 2 Xumo Merchandising creative production	Merchandising	Window Poster - S1 Stream w/ Xumo Unlimited Plus Plan 60 % Off Rep Station panels Pop-up Banner Door Cling A frame sign 2 sides rep shroud	30d	31	08/16/23	09/26/23		
33	Phase 2 Xumo Merchandising creative shipping	Merchandising	Window Poster - S1 Stream w/ Xumo Unlimited Plus Plan 60 % Off Rep Station panels Pop-up Banner Door Cling A frame sign 2 sides rep shroud	5d	32	09/27/23	10/03/23		
34	Phase 2 Digital	Digital		45d		08/01/23	10/02/23		
35	Phase 2 Digital Tablet content	Digital	Tablet content	35d		08/01/23	09/18/23		
36	Phase 2 Digital Tablet Content	Digital	Tablet Content tesst	5d	35	09/19/23	09/25/23		
37	Phase 2 Digital Tablet content push	Digital	Tablet Content Release	5d	36	09/26/23	10/02/23		
38	Phase 2 Digital Sizzle	Digital	Sizzle video on SpectrumOne Streaming	35d		08/01/23	09/18/23		
39	Phase 2 Digital Sizzle test	Digital	Sizzle video on SpectrumOne Streaming lab test	5d	38	09/19/23	09/25/23		
40	Phase 2 Digital Sizzle release	Digital	Sizzle video on SpectrumOne Streaming push to stores release	5d	39	09/26/23	10/02/23		

	Phase	Category	Task	Duration	Predecessors	Start date	End Date	Complete	Notes
41	Phase 2 POG	POG		15d		08/29/23	09/18/23		
42	Phase 2 POG updated demo bar		Update demo bar design to reflect new wayfinding signage	15d		08/29/23	09/18/23		
43	Phase 2 POG new display	POG	Design new apple TV Accessory wall fixture	15d		08/29/23	09/18/23		
44	Phase 2 Set POG		All Phase 2 tactics put on POG to create distribution list	15d		08/29/23	09/18/23		

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