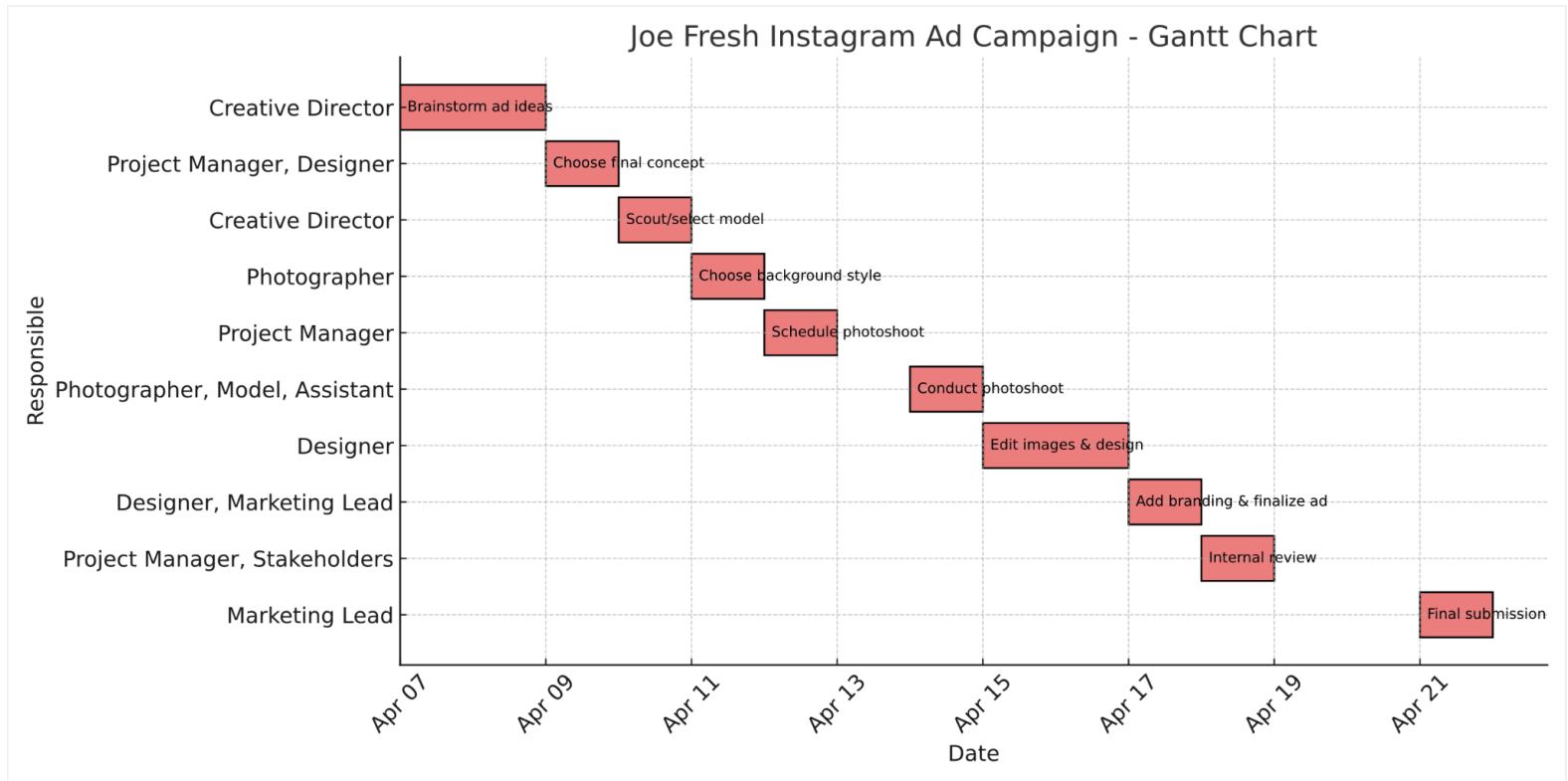


JOE FRESH Ad Campaign Project Schedule :

Deliverable	Task	Milestone	Responsible	Resources	Duration	Dependencies
Concept Development	Brainstorm ad ideas based on brand identity	Concept finalized	Creative Director	Mood boards, reference ads	2 days	None
	Choose final concept with team		Project Manager, Designer	Internal meeting tools	1 day	Brainstorming complete
Photoshoot Planning	Scout/select model	Model booked	Creative Director	Model portfolio, contracts	1 day	Final concept chosen
	Choose location or background style		Photographer	Background options	1 day	Final concept chosen
	Schedule photoshoot		Project Manager	Calendar tools	1 day	Model + location confirmed
Ad Creation	Conduct photoshoot	Photos captured	Photographer, Model, Assistant	Camera gear, lighting	1 day	Photoshoot planning done
	Edit images & apply visual design	Draft ad ready	Designer	Adobe Suite, design assets	2 days	Photos taken
	Add branding, text, and finalize ad	Final ad complete	Designer, Marketing Lead	Joe Fresh branding assets	1 day	Edits done
Approval & Submission	Internal review	Feedback implemented	Project Manager, Stakeholders	Review tools	1 day	Final ad ready
	Final submission for approval	Project complete	Marketing Lead	Email/Upload	1 day	Internal review approved

Project Gantt Chart :



Project Communications Plan :

COMMUNICATION	PURPOSE	MEDIUM	FREQUENCY	AUDIENCE	OWNER
Kickoff Meeting	Introduce project, Review objectives.	Zoom / Teams Call	Once	Project team, Stakeholders	Project manager
Weekly Check-ins	Track progress and resolve blockers	Email or Teams Call	Weekly	Project team	Project manager
Design Review	Gather feedback on visuals	Internal review doc + Call	Once (Mid-project)	Creative lead, Stakeholders	Designer
Status Updates	Report task completion and blockers	Project tool	Bi-weekly	Project Team	Project manager
Final approval meeting	Approve ad before submission	Virtual Presentation	Once (End)	Marketing Lead, Stakeholders	Project manager
Project wrap up	Review success and lessons	Report + Meeting	Once (Post project)	Full team	Project manager
Team stand-up	Share project progress, work completed, align on questions, discuss blockers	In person/ Teams call	Daily	Project team	Project manager
Misc emails	Questions, reviews, delivery of assets	Email	As needed	Stakeholders	Project manager