

Title: AdsML™ MarCom Working Group Charter

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2003-05-06 Version 007 presented to Process Working Group for approval

2003-05-08 Version 0.9 presented to the AdsML Consortium for approval

2003-05-12 Version 1.0 published

Status: Approved WG Charter

Audience: Members of the AdsML Consortium and interested parties

Owner: AdsML MarCom Working Group (marcom.wg@adsml.org)

Abstract

This document is the Charter for the AdsML MarCom Working Group, completed in accordance with AdsML Process Document.

<p>Name of Working Group: Marketing and Communications Working Group (MarCom WG)</p>
<p>Chair of Working Group: Wim Decaluwé (IFRA)</p>
<p>Vice-Chair of Working Group: Ian Haywood (Associated Mediabase)</p>
<p>Participants (and roles, if appropriate): Jack Knadjian (AGFA) Richard Patterson (Wingfield Consulting) Mark Stone (RivCom) Sue Fine (NAA)</p>
<p>Mission: The mission of the Marketing and Communications Working Group is to promote widespread adoption of AdsML. It will maximise the opportunities for success by:</p> <ul style="list-style-type: none"> • Raising and maintaining industry awareness and understanding of the initiative • Supporting initiatives to raise funds and sponsorship for the Consortium • Ensuring that the organisation communicates both internally and externally effectively and consistently across all media <p>Providing appropriate tools, templates and guidance to facilitate communication within the organisation.</p>
<p>Scope: The AdsML Communications and Marketing Group is responsible for:</p> <ul style="list-style-type: none"> • Developing a marketing strategy and a plan of implementation • Defining the publication process for all materials published by the organisation, including presentations, press releases, articles • Creating and maintaining the AdsML.org website • Defining the visual identity of the Consortium • Ensuring that the visual identity is reflected in all materials (including websites, forms, letterheads, documents) published by the Consortium • Ensuring the availability the infrastructure (servers, websites, email lists, etc.) for internal and external communications • Liaising with AdsML Members and their marketing departments • Organizing sponsorship for Consortium activities • Providing support as appropriate for organizers of AdsML events • Determining promotional benefits for Partners and Strategic Partners in conjunction with the Steering Committee.

Deliverables:

- Marketing and Communications Strategy
- Marketing and Communications Plan
- Process for all materials published by the Consortium
- Website
- Visual identity for AdsML
- Style guides, templates and documents complying with the AdsML visual identity (primarily external, but also some internal)
- Infrastructure for internal communications (email lists, FTP/web servers)
- Guidelines for internal communications (inc. email practice, file formats)
- Guidelines for external communications (inc. file formats)
- Marketing materials for AdsML. (e.g. white papers, presentations, flyers)
- Defined process for dealing with the press
- Press releases
- Sponsorship package for Consortium activities
- Support package for organizers of AdsML events
- List of suggested promotional benefits for Partners and Strategic Partners.

Milestones (with dates for completion):

1 st release website	16 May 2003
Approved Marketing Plan	25 May 2003
2 template presentations	16 May 2003

Related standards and guidelines:

AdsML Process Document

Dependencies (if any):

Publication of the AdsML Process Document
 Publication of the AdsML Charter

Lifecycle:

The Marketing and Communications Working Group is expected to exist for the duration of the AdsML initiative, given its responsibility for ensuring that an effective communication and marketing strategy is defined and executed for the organisation on an ongoing basis.

Meeting schedule:

The Marketing and Communications Working Group will meet at least four times a year.