



**Timing.
And more.**





Timing. And how to make it happen.

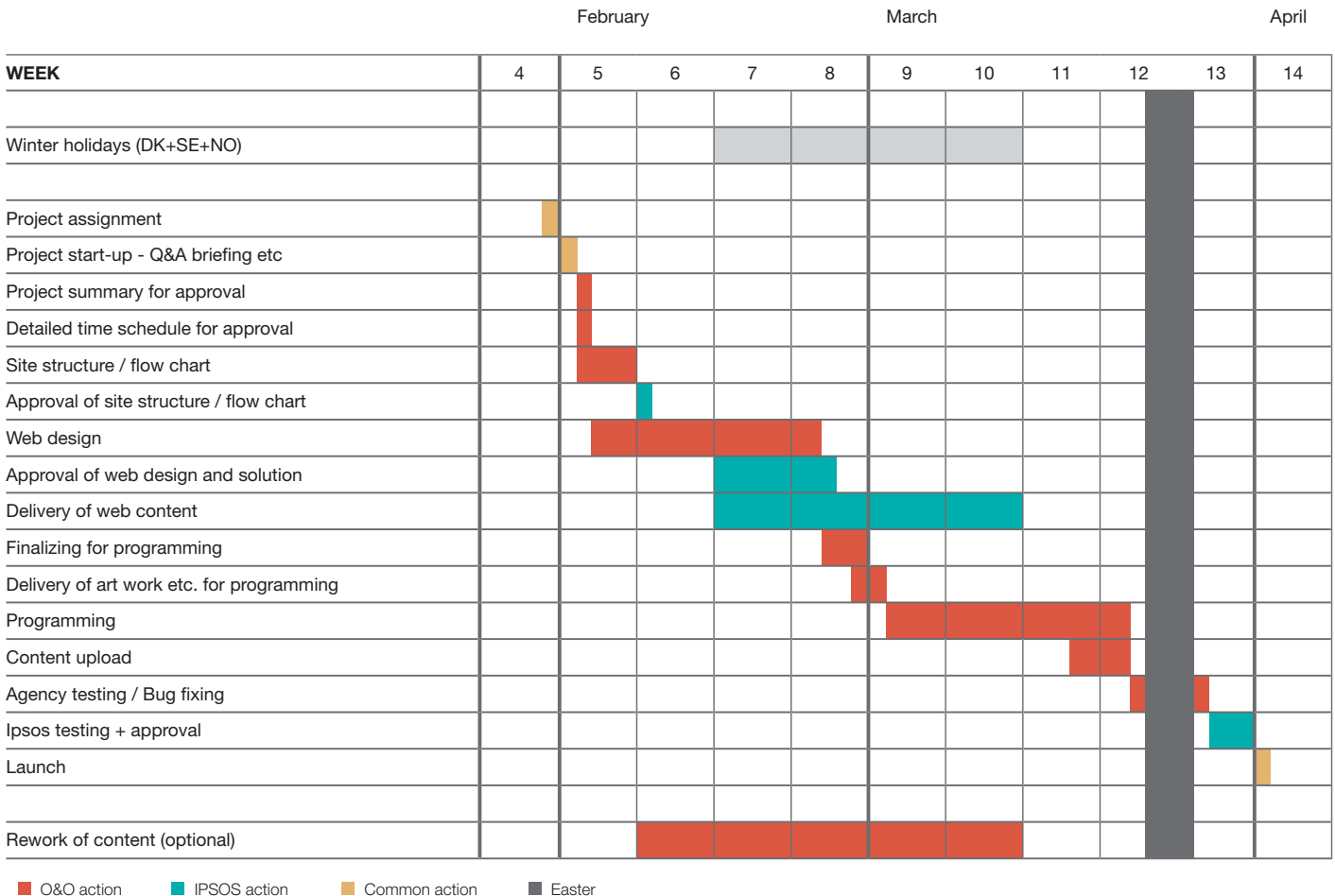
O&O is experienced in upholding tight schedules and our professional project management, high service level and flexibility will ensure this rather ambitious solution to be implemented within the time frame of only two months. However a tight schedule will require a dedicated focus on behalf of Ipsos as well, taking in to consideration that the period of implementation holds both Easter and traditional winter holydays, and the fact that all content must be delivered several weeks before launch to ensure the quality of the solution.

The O&O time schedule shown ensures sufficient time for agency research, client briefing, Q&A, creative layouts, rework etc., as O&O recognizes the importance of a mutual understanding of the complete solution before the start-up of programming.

For Ipsos this means that the majority of your expected involvement will be in the month of February and in the week right up to launch date.

O&O recommends that the time schedule be revised by Ipsos and O&O together upon start-up if Ipsos should prefer a more comfortable time schedule.

Estimated time schedule - Ipsos





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Regarding timing

Execution of the tight schedule requires that O&O has direct access to communication to and from the decision maker(s) during the whole process. This does not mean a lot of time consuming dialogue but ensures that O&O can present concrete solutions directly to the decision maker(s) and obtain direct response at presentations etc. At the same time, we recommend Ipsos to dedicate at least one coordinator to the process who O&O can have a daily coordinating dialogue with.

Developing - step by step

O&O has a proven plan for the solution, bringing us from strategic and creative concept through execution to launch ...

