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VEAL RETAIL MARKETING PLAN 2011

- Level 1 = Fully integrated campaign
- Level 2 = Multiple tactics
- Level 3 = Web/Online only



Campaign Activities	Oct-Dec 2010	Jan-March 2011	April-June 2011	July-Sept 2011	Oct-Dec 2011
Consumer Initiatives					
Columbus Day (Level 1)	Level 1				
Holiday (Level 3)		Level 3			
Diet/Health (Level 1)		Level 1			
Valentine's Day (Level 3)		Level 3			
Spring/Mother's Day (Level 3)			Level 3		
Father's Day (Level 3)			Level 3		
Summer Grilling (Level 2)			Level 2	Level 2	
Italian/Columbus Day (Level 1)					Level 1
E-Blasts to Consumer Database	Level 3	Level 3	Level 3	Level 3	Level 3



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