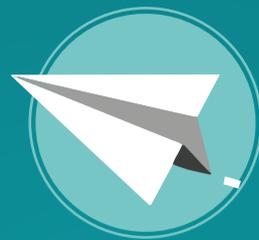


1

## SURVEY QUIZ

Test your employees knowledge before viewing

Its quiz time! As part of the pack, we have provided you with a questionnaire template to gauge your employees understanding of the topics covered in the awareness videos. This will be a good benchmark to compare against later on.



## EMAIL EMPLOYEES

2

Introduce your employees to Restricted Intelligence

Use the email template we have provided within the pack or, if you are feeling creative, make your own email template using the selection of email banners and character cutouts also provided as part of the additional assets on disc 2.



3

## LAUNCH TEASER

Show your employees the teaser trailer

There's nothing better than creating ripe anticipation than a good trailer, and ours will not disappoint.

**TIP:** Introduce as a sneak preview during team meetings.



## PROMOTION

4

Advertise the campaign

Promotion is key to a successful campaign. Use the editable poster templates provided to advertise the series around the workplace, in your office communal areas etc.

Don't forget to use the digital banners on your internal intranet systems to help create and build anticipation for each episode launch.



5

## EMAIL EMPLOYEES

Remind your employees about each episode launch.

It's time to announce the launch date for Restricted Intelligence.

The email template provided in the pack is a great tool to help plug the launch date. It is important to give your employees plenty of notice and be sure to include vital details such as where they can access the episode and when it will be available.



## LAUNCH EPISODE

6

Show your employees the next episode

**TODAY'S THE BIG DAY!** By now you will have helped to spread the word about Restricted Intelligence episode launch.

Why not make the launch into an event and set up a big screen viewing and roll out the popcorn?

7

## RINSE & REPEAT

Promote, Email and Launch next episode

You now have the winning formula for a successful campaign roll-out plan. Simply repeat the process for each episode.



Promote the next set of episodes using the episode specific posters, and intranet banners.

Don't forget to email employees to warm them up for the next episode show date.



## SURVEY QUIZ

8

Test your employees knowledge after viewing

And finally, Its quiz time again! Using the same template, test how much your employees awareness has improved after watching all the episodes.

Congrats on having a fantastic and successful awareness campaign!

