

▶ CAMPAIGN TIMELINE ◀

Appendix O:

WEEK	WEEK ENDING	PRODUCTION & DELIVERY	LIVE ACTIVITY	PROMO/MARKETING ACTIVITY
-21	4th June	Fri 4th: Campaign Launch		Sat 5th: Drop social teasers of MH Charity Gig
-20	11th June	Mon 6th: Contact all press outlets Mon 6th: Contact Zak from Crying Elephant Design Weds 8th: contact Spotify curators Thurs 9th: Contact vinyl shop owners		Fri 11th: Narc article published
-19	18th June	Mon 14th: Update all Social Media Platforms	Sat 19th: Men's Health Charity Gig	Weds 16th: Spark FM 4-6PM
-18	25th June			Tues 22nd: Ride blog review of MH gig published
-17	2nd July	Fri 2nd: Meet with Doc Martens branding team in Eldon Square, Newcastle		Thurs 1st: Drop social teasers for Vinyl Shop Sessions
-16	9th July	Tues 6th: Q&A Live Stream on Facebook Thurs 8th: Live Stream Jam on Instagram		
-15	16th July	Fri 16th: 1st single, 'Runnin Wild' released	Sat 17th: Sunderland Vinyl Shop Session at Pop Recs.	Mon 12th: North East Noize article published
-14	23rd July	Mon 19th: Social livestream to announce tour & ticket info Thurs 22nd: Contact Merch Bitch Fri 23rd: Tour tickets on sale		Tues 20th: NE Volume Radio 8pm Fri 23rd: NE Volume single review published
-13	30th July	Thurs 29th: FB live stream shared to all social sites, promoting ticket and merch sales via plasticglass.band/		
-12	6th August			Thurs 5th: Ride interview published
-11	13th August	Fri 13th: 2nd single, 'Lucky in Love' is released	Sat 14th: Stockton Vinyl Shop Session at Sound it Out Records	

-10	20th August	Weds 18th: Exclusive single airplay on Spark FM		Mon 16th: NE Volume articles published x2 Thurs 19th: Live on BBC Newcastle at 8pm
-9	27th August		Fri 27th: Leeds Festival Sun 29th: Reading Festival	
-8	3rd September		Fri 3rd: Live at NE Volume Bar, Stockton Sat 4th: Live at The Empire, Middlesbrough	Weds 1st: North East Noize article published Fri 3rd: NE Volume Artist Spotlight published
-7	10th September			Tues 7th: North East Noize reviews published (x2)
-6	17th September	Fri 17th: 3rd Single, 'Go and Get it' is released	Sat 18th: Newcastle Vinyl Shop Session at Beyond Vinyl	
-5	24th September		Fri 24th: Live at The Cluny, Newcastle Sat 25th: Live at Paddywhacks, Sunderland	
-4	1st October			Mon 27th: NARC gig review published Tues 28th: Ride gig review published
-3	8th October	Mon 4th - Weds 6th: Video Shoot Planning for Rags to Redemption Fri 8th: Social live stream from Plastic Glass band practice		
-2	15th October	Fri 15th: EP RELEASE, 'Rags to Redemption' is out		Mon 11th: Crack Mag & London in Stereo gig listings commence Mon 11th: RFB News published
-1	22nd October		Weds 20th: Hour-long live acoustic set on Spark FM with Ryan Pow 4-5pm. (Live & Press)	Tues 19th: NEN interview published Thurs 21st: Clash feature published Fri 22nd: HOH interview published
0	29th October	Fri 29th: Campaign End	Fri 29th: Support The Pale White at Scala, London	Mon 25th: NE Volume EP review published Fri 29th: Guests on BBC Radio 6 at 4pm