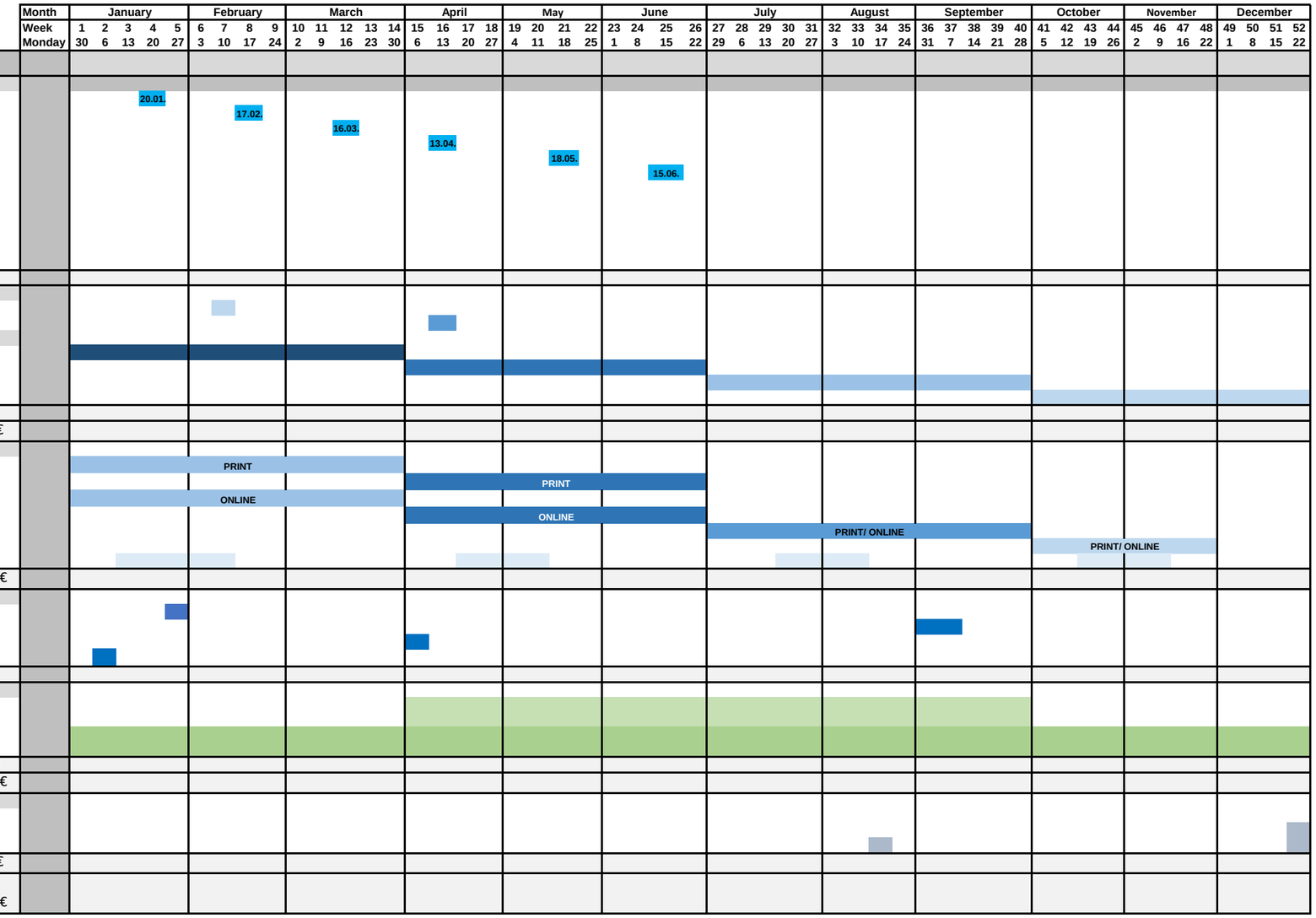
Marketingplan

Earebel GmbH
Region: DACH
Version: V01/ 18.11.19

Projects	Status	Date	Owner	Topic/ Product	Budget
PR/ Press Releases & News incl. Marketing Strategy etc.					
Earebel Story 1/ Retainer	TBD	Jan 2020	b&p/ Earebel	TBD	3.000 €
Earebel Story 2/ Retainer	TBD	Feb 2020	b&p/ Earebel	TBD	3.000 €
Earebel Story 3/ Retainer	TBD	Mar 2020	b&p/ Earebel	TBD	3.000 €
Earebel Story 4/ Retainer	TBD	Apr 2020	b&p/ Earebel	TBD	3.000 €
Earebel Story 5/ Retainer	TBD	May 2020	b&p/ Earebel	TBD	3.000 €
Earebel Story 6/ Retainer	TBD	June 2020	b&p/ Earebel	TBD	3.000 €
Retainer	TBD		b&p/ Earebel	TBD	3.000 €
Retainer	TBD		b&p/ Earebel	TBD	3.000 €
Earebel Story 7/ Retainer	TBD	Sep 2020	b&p/ Earebel	TBD	3.000 €
Earebel Story 8/ Retainer	TBD	Oct 2020	b&p/ Earebel	TBD	3.000 €
Earebel Story 9/ Retainer	TBD	Nov 2020	b&p/ Earebel	TBD	3.000 €
Retainer	TBD		b&p/ Earebel	TBD	3.000 €
				BUDGET PR Basics & Strategy	36.000 €
PR/ Interviews					
Channel Media	TBD	February 2020	b&p/ Earebel	CEO-Interview	retainer
Channel Media	TBD	April 20	b&p/ Earebel	Story TBD	retainer
PR/ Influencer					
Sports Influencer	TBD	Q1 2020	b&p/ Earebel	TBD	15.000 €
Lifestyle Influencer	TBD	Q2 2020	b&p/ Earebel	TBD	15.000 €
Music Influencer	TBD	Q3 2020	b&p/ Earebel	TBD	15.000 €
Misc. Influencer	TBD	Q4 2020	b&p/ Earebel	TBD	10.000 €
				BUDGET Influencer	55.000 €
				BUDGET PR TOTAL	91.000 €
Media	**Status**				
Sports-Media	TBD	Q 1 2020	b&p	Advertising Sports Media	25.000 €
Lifestyle-Media	TBD	Q2 2020	b&p	Advertising Lifestyle Media	25.000 €
Sports-Media	TBD	Q1 2020	b&p	Advertising Sports Media	25.000 €
Lifestyle-Media	TBD	Q2 2020	b&p	Advertising Lifestyle Media	25.000 €
Travel-/ Business-/ Sports-Media	TBD	Q3 2020	b&p	Advertising Travel/ Bus./ Sports	25.000 €
Media Mix TBD	TBD	Q4 2020	b&p	TBD	25.000 €
Channel-Media	TBD	Q1 - Q4 2020	b&p	TBD	10.000 €
				BUDGET MEDIA TOTAL	160.000 €
CHANNEL Fairs	**Status**				
ISPO	Confirmed	26.01.-29.01.20	Earebel/ b&p	Invitation for Journalists	7.500 €
IFA	Confirmed	04.09.-09.09.20	Earebel/ b&p	Invitation for Journalists	5.000 €
FIBO	Confirmed	02.04.-05.04.20	Earebel/ b&p	Invitation for Journalists	7.500 €
PSI	Confirmed	07.01.-09.01.20	Earebel		5.000 €
				BUDGET Fairs TOTAL	25.000 €
CHANNEL Promotion	**Status**				
Instore-Promotion	TBD	Q2/ Q3 2020	b&p	Promotion VW-BUS incl. Team & Leasing	50.000 €
MDF-Budget (WKZ)	TBD	Q1 - Q4 2020	b&p	Misc. Dealers/ retail chains etc.	150.000 €
				BUDGET Promotion TOTAL	200.000 €
				BUDGET CHANNEL TOTAL	225.000 €
Misc.	**Status**				
Cooperations	TBD	TBD	b&p		20.000 €
4Hills Ski Jumping	Confirmed	29.12.2020	Earebel	Giveaways/ prices	1.000 €
Allgäu Triathlon	Confirmed	16.08.2020	Earebel	Small Sound setup/ Merch	2.500 €
				BUDGET MISC. TOTAL	23.500 €
				BUDGET MARKETING TOTAL	499.500 €



251.000 €

248.500 €

499.500 €