



**Dashboards**



## MOBILISE, EXECUTE, DELIVER

KDD

RAG

## Drive LetsGo Marketing

- Comment on Launch
- Comment on Material received
- Comment on Insights on LetsGo in your market
- Propose value propositions to win customers
- xxxx

## Support Sales &amp; Marketing campaigns

- Comment on Sales campaign
- Comment on Digital campaigns
- xx

## Support Brand visibility

- ABL
- BTL

	Marketing Activity Description	Annual Budget	Actual YTD	Jan	Feb	Mar	Apr	May	Jun
LetsGo	LetsGO in System								
	LetsGO Framework briefed to all staff								
	LetsGO accounts for All staff								
	Launch material Printed								
	LetsGO Launch								
	LetsGO Activations								
	LEtsGo Conversion Digital Campaigns								
	Review Insights								
	<b>Total LetsGo Investment</b>	<b>0</b>	<b>0</b>						
Sales & Marketing Support (BAU)	World Cup Campaign								
	LetsGO iits Possible Campaign	1							
	Improving Life Campaign								
	<b>Total Business as Usual investment</b>	<b>1</b>							
Support Visibility	ABL								
	BTL								
	Media Coverage								
	<b>Total Visibility investment</b>	<b>0</b>							

## OTHER KEY COUNTRY MARKETING INITIATIVE

Total

1

0

- Comment on Activities and efforts on LetsGO
- Comment on Business as Usual Activities and how marketing is supporting Sales teams
- Comments of Media coverage / Corporate Social Investments