

# 2020-09-15 Marketing Meeting Agenda/Notes

## Date

15 Sep 2020

## Attendees

- Beth Cohen (VZ)
- Bob Monkman (Intel)
- Heather Kirksey (LF)
- Brandon Wick (LF)
- Jill Lovato (LF)
- William Diego Maza (Orange)
- Obaid Qazi ([obaid.qazi@atsgen.com](mailto:obaid.qazi@atsgen.com)) (ATS)
- Bryan Madden ([bryan.madden@intel.com](mailto:bryan.madden@intel.com)) Intel

## Goal

Kick off the group and set the course for marketing until the project launch in 2021

## Agenda

- Intros
- Timeline
- Naming / Branding Concepts
- Creative Brief
- Logistics
- Actions

Initial Thoughts: OPNFV Mission Statement Recently Updated. Website + Charter. We're moving in the right direction but the publicly facing statement got bogged down / watered down a bit. We want technical team input but Marketing needs to lead this effort. Need to accurately reflect technical work, and need crisp messaging (business/tech), and action oriented that help us bring resources to the table. Develop a positive reinforcement cycle. Job of marketing: Invoke an emotional response with decision makers. Note: While we will solicit feedback from the technical community for brand attributes and accuracy, it's important to note that this is a marketing-led exercise.

## Marketing Timeline

- Week of 9/14: MWG Kickoff: Naming Attributes / Merger Messaging
- Week of 9/14: High level positioning statement for ONES (why/value/Eco Impact)
- Week of 9/21: Naming Options Review
- Week of 9/21: Start Drafting Mission Statement (Charter Version)
- Week of 9/28: Announce Merger at ONES
- 10/1 - 10/18: Brandon Vacation
- Week of 10/5: Finalize Name
- Week of 10/12: Charter Due
- Week of 10/19: Initiate Messaging Matrix Draft
- Week of 10/26: Review Logos/Branding
- Week of 11/02: Finalize Logos/Branding
- Week of 11/02 - 01/08 Build website + Collateral + Comms Plan
- 1/13/21 - Announce new project

Launch Ideas: Website, Collateral, Exec Panel, Developer Stories, etc. Note: We have about 6 months to make an impact (while we are the new shiny object). Keep reminding the industry we are here, work with the community to leverage progress, and Momentum. Also: Evangelism/recruitment effort -- Now is this time to advance the work, contribute. Q: What can folks take internally to business leaders (or participants) to get involved?

## Naming / Branding Concepts

No acronyms, nothing "open", no literal descriptions of what we do.

Initial concept ideas: Historical, linguistic, cultural

Ideas: Water Deities (ties in with OPNFV's river releases and color palate, strength), Butterflies (ties into transformation, evolution, early OPNFV keynotes).

## Creative Brief

Link: <https://docs.google.com/document/d/1oa1hkHeeoV0Gjf5K3NI0w3XnWI0J-yo6OXTNHxnYOyc/edit>

This is the template we will be filling out and submitting to CS.

## Logistics

Once past Baraque (collecting community feedback now), MMA group will meld/merge into this group.

Call for attributes to the community due by EOW. Brandon to share Creative Brief/Naming Shortlist with this group by EOW. Send me your ideas.

Group will meet weekly at this same time.

#### Action Items

- ☐ [Brandon Wick](#) to set up a Marketing Working Group Wiki
- ☐ [Brandon Wick](#) to send out call notes to MWG
- ☐ [Brandon Wick](#) to send out call for attributes to the community lists
- ☐ All, send any additional conceptual ideas by EOW
- ☐ [Brandon Wick](#) to draft up initial creative brief
- ☐ [Brandon Wick](#) to update Marketing Milestones