

2020-09-22 Marketing Meeting Agenda/Notes

Review [Creative Brief](#)

- OPNFV / CNTT Communities asked for feedback and any that comes in will be added to the brief
- Goal: Complete the demo brief this week
- Leading Themes: Deities, Butterflies, Team Sports
- Name Development Process:
 - MWG to propose a number of names
 - LF creative and legal will vet against trademarks/copyrights.
 - MWG to present a shortlist with rationale to the community
 - Name will be decided by a poll of the community
- Actions:
 - All, fill in the brief with any names, concepts, attributes that come to mind.
 - Brandon, add in any other inputs from OPNFV/CNTT communities

Review Meld Positioning Statement for ONES (slide under development)

Positioning will be used coming up in:

- ONES Announcement / Slide
- Blogs (Heather / under development) (Beth / Now Live)
- Brandon/Heather to add "Closed Loop" to bullet 2.

Review [Branding Whiteboard](#)

- This is our space to whiteboard out the the branding journey we'll take once we have a name in place.
- All, fill in the brief with any branding guidance that come to mind.

Meeting Time Doodle Poll

- Brandon to send Doodle poll for ongoing meeting.
- Next week's meeting will be Thu or Fri to avoid ONES
- Brandon will be out on vacation Oct 1-18.