

Marketing Home

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"Darmok and Jalad at Tanagra"

This Star Trek episode focuses on the importance of communication and shared narrative. That's what our job as marketers is for this merger and for the long-term organization.

Purpose

- Lead marketing, branding, and communications around the CNTT/OPNFV Merger and Launch

Join the mailing list!

<https://lists.opnfv.org/g/meldmarket>

Volunteers:

- [Scot Steele](#) (AT&T)
- [Beth Cohen](#) (VZ)
- [Bob Monkman](#) (Intel)
- [Heather Kirksey](#) (LF)
- [Brandon Wick](#) (LF)
- [Jill Lovato](#) (LF)
- [Jim Baker](#) (LF)
- [Nick Chase](#) (Miratis)
- [Jonne Soininen](#) (Nokia)
- [William Diego Maza](#) (Orange)
- [Zhiqiang Yu](#) (China Mobile)
- [Obaid Qazi](#) (obaid.qazi@atsgen.com) (ATS)
- [Bryan Madden](#) (bryan.madden@intel.com) Intel

Meeting Schedule

- Weekly on Thursdays, 9:00 AM PT
- [See Meeting Agenda/Minutes Docs here](#)

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 10/19: Initiate Branding Platform with CS Team
- Week of 10/26: Finalize Mission & Scope for Charter
- Week of 10/26: Initiate Messaging Matrix Draft
- Week of 10/26: Initiate website scoping
- Week of 11/09: Review Brand / Logo Options
- Week of 11/23: Finalize Logos/Branding
- Week of 11/02 - 01/19 Build website + Collateral + Comms Plan
- 27 Jan 2021 **Announce new project**

Major Tasks

- ☒ Naming/Branding
 - ☒ New Project Name 09 Oct 2020
 - ☒ Work with Creative Services to create new logo and branding elements
 - ☒ Branding Guidelines Document
- ☐ Website updates
 - ☒ Acquire new domain/github
 - ☐

Revise and lnetworking.org webpage accordingly

☐ Build new website anuket.io

☐ Positioning & Messaging

☐ Pitch Deck

☒ Announcement Blurb for ONES 18 Sep 2020

☒ Mission Statement (Charter Version) 26 Oct 2020

☒ Messaging Doc (Full Mission Statement, Elevator Pitch, Brand Pillars, Supporting Points, Brand Promise)

☐ Communications Plan – Public Launch

☒ Initial Basic Statement at ONES 28 Sep 2020

☐ Press release

☐ FAQ

☐ Member Quotes

☐ Social Plan

☐ Blogs/webinars

☐ Mini-conference

☐ Press/Analyst outreach and briefings

☐ Early 2021 Public Launch **27 Jan 2021**

Questions?

Please email bwick@linuxfoundation.org & hkirksey@linuxfoundation.org