**Toolkit 1: Campaign and Insights Pack**

**Asset (c): Client and activity request template**

1. **Client request**

A key requirement of the campaign is to communicate with key global and regional clients. To help us understand the brands and likely volume of recipients, we’d like each region to complete the following google doc.

[Regional client send information: Tab 1](https://docs.google.com/spreadsheets/d/11ghtDqvGG7EI6L0mN6CdjrHQp4IUKgT_f5j1LDBd28s/edit#gid=1102798238).

During client execution, we’ll likely ask you to BCC (or similar) us into your client sends. This way we have some sort of tracking (albeit not a brilliant way) of who has and hasn’t received our key campaign content. More information will come on this in client Toolkit 2, where we’ll also detail the option of sending content that is populated on a digital reader – significantly increasing our ability to garner engagement metrics.

Please complete the form by **March 2nd**.

1. **Activity request**

As we mentioned in our last email communication (27th January), we’re also keen to help with supporting regional campaign content and activity. As such, we’re proposing two regional workshops – two regions in each – to discuss the Toolkit insights and workshop some initial regional ideas.

To help us plan and prepare for these calls, we’d like the **Collinson local teams** to fill out the following template, in discussion with the local **Golin teams** ASAP.

[Regional activity request: Tabs 2-5.](https://docs.google.com/spreadsheets/d/11ghtDqvGG7EI6L0mN6CdjrHQp4IUKgT_f5j1LDBd28s/edit#gid=697441452)

The calls will last up to 1.5hrs and we propose to schedule from w/c 17th February, so please ensure you’ve filled these in before.

**Collinson local teams**, please email us on [CampaignHub@collinsongroup.com](mailto:CampaignHub@collinsongroup.com) with your suggested times and attendees by. For this session, we’d suggest keeping it to a maximum of 5 team members per region (including Collinson and Golin team members).