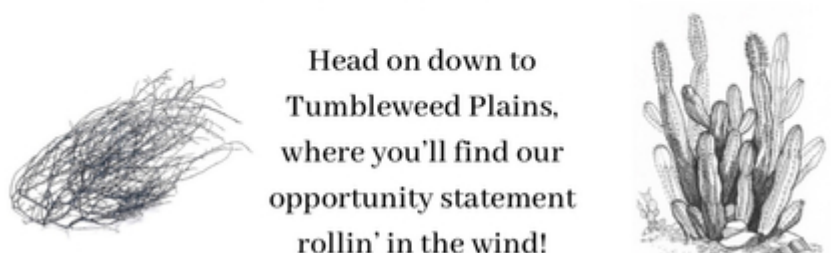


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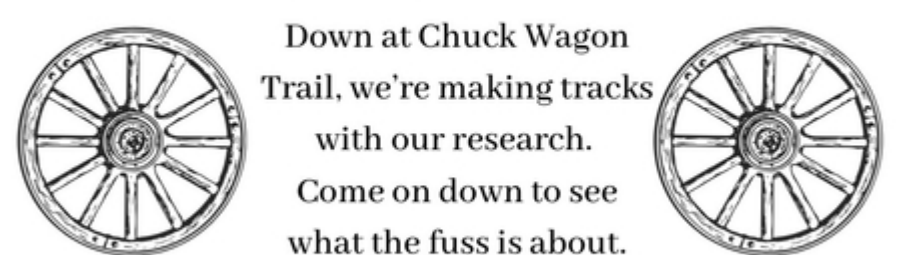


OPPORTUNITY STATEMENT



Head on down to Tumbleweed Plains, where you'll find our opportunity statement rollin' in the wind!

RESEARCH



Down at Chuck Wagon Trail, we're making tracks with our research. Come on down to see what the fuss is about.

TARGET AUDIENCES

Shuffle on down to Arrowhead Mountain, where we'll get to the point with our target audiences.



OBJECTIVES

Now it's time to cross over to Longhorn Crossing, -let's grab these campaign objectives by the horns!



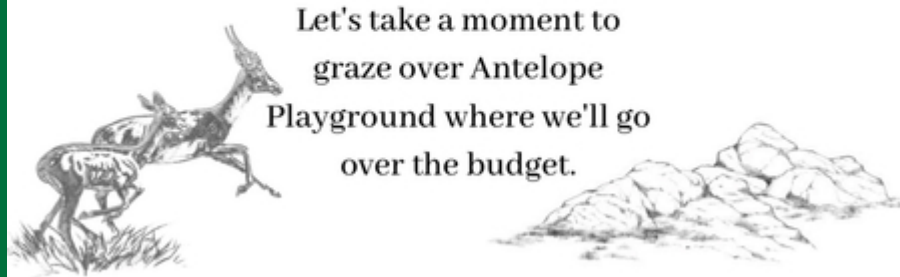
MESSAGE, STRATEGIES & TACTICS PLAN



No shade here, move to Shady Maple where we'll shed a light on our message, strategies and tactics plan.

BUDGET

Let's take a moment to graze over Antelope Playground where we'll go over the budget.



TIMELINE



The Ruckus River is rapid, but our timeline is sure to last for years to come. Head on over now.

EVALUATION



No running from the law, -or the evaluation techniques of this campaign! Head on down to the Outlaw Outhouse.

THE END



Congratulations! You have faced the tremendous journey to find the gold. You're a real prospector! Enjoy your riches in the mine, but be sure to use your pick, -who knows what's hiding beneath the gold.

THE VISUAL ELEMENT DASH GROUP IS ADDING TO OUR PRESENTATION IS A WILD WEST THEMED BOARD GAME. THE CLIENT WILL PLAY AS A MINER WHO IS TRYING TO REACH THE GOLD MINE. AT THE END OF EACH SECTION OF THE PRESENTATION, THE CLIENT WILL DRAW A CARD, LEADING THEM TO THE NEXT LOCATION ON THE MAP. AT THE END OF THE PRESENTATION, THE CLIENT WILL HAVE REACHED THE GOLD MINE AND WILL BE GIVEN A PICKAXE PENCIL. DASH GROUP WILL THEN TELL THE CLIENT TO "PICK FOR SUCCESS" AND BREAK DOWN THE LOOSE STONE MINE. INSIDE, THE CLIENT WILL FIND GOLD PEBBLES AND THE LOGO OF OUR CAMPAIGN.