

Our #DifferenceMakers campaign timeline

Q4 2020	Q1 2021		Q2 2021		Q3 2021		Q4 2021	
October - December Campaign planning and pre-production	January <i>Engagement</i> Ambassador competition launches	February to March <i>On-boarding</i> Reporter competition launches						
			April to June <i>On-boarding</i> Reporter training					
	January to March Campaign launch				July to August <i>Discover</i> Global quest to find #DifferenceMakers			
					July to December <i>Share and legacy</i>			
			May <i>Celebrate</i>				October <i>Celebrate</i>	
	January to December Continuous development, production and curation of campaign-generated content and amplification across social platforms							
			April to December Promotion of Junior Club and sign-up drive					