

MX 2022 BRAND CONSIDERATION PRODUCTION TIMELINE - SUMMER

**All Dates in PT*

Phase	Milestone	Due Date
PRE-PRO	Kickoff Conversations w/ Tongal, Campaign Director, Satellite Filmmaker	Tue, 07/12
PRE-PRO	R1 Casting, Location, Wardrobe Options Due	Fri, 07/15
PRE-PRO	PayPal Feedback on R2 Storyboards + R1 Casting, Locations, Wardrobe Options Due	Tue, 07/19
PRE-PRO	R2 Casting, Location, Wardrobe Options Due	Thu, 07/21
PRE-PRO	R3 Storyboards + R2 Casting, Location, Wardrobe Options Approved by PayPal	Mon, 07/25
PROD	PRODUCTION	Thu, 07/28 - Fri, 07/29
PROD	BATCH 2 All Proxy Footage Due to Campaign Director	Mon, 08/01
PROD	BATCH 2 All Signed Talent, Location, Artwork Releases Due to Tongal	Mon, 08/01
PROD	BATCH 2 All High Res Footage (Hard Drive or Digital Transfer) Due to Campaign Director	Fri, 08/05