

Review stage gates

	ANALYZE		PLAN			DEVELOP			EXECUTE		
	Building Blocks	Campaign Plan	Messaging Strategy	Funnel Plan	Brief	Briefing Agencies	Campaign Idea	Tactics & Media	Produce	Launch	Optimize
LOCAL	R/P	R/P	R/P	R/P	R/P	R/P	R/P	R/P	R/P	R/P	R/D
AGENCY	I	I	I/P	I/P	I	I	R/P	R/P	R/P	P	R/P
RCMO	I	D	D	D	D	A	D	D	I	D	A
REGIONAL IMC	I	I/A	I/A	I	I/A	I	I/A	I/A	I	A	I
REGIONAL MS & DM	I	I	I	I	I	I	I	I	I	I	I
GLOBAL	I	I	I/A	I	I/A	I	I/A	I/A	I	A	I