

BASIC 1998 JULY MAIL
Model Process - 6/22/98 mail date
3/2/98 schedule

ID	Task Name	Duration	Start	Finish	Deliverables	Responsibility	% Completed
1	Kick off meeting to confirm strategy and key dates	2d	Thu 4/2/98	Fri 4/3/98	Confirm audience and modeling strategy prior to pulling ASITs	Team	0%
2	Pull first set of scoring ASIT file(s) and prepare ASG instructions	2d	Mon 4/6/98	Tue 4/7/98	e-mail describing what was pulled	LBCo. Database	0%
3	QC first set of ASIT file(s) pulled for scoring	1d	Wed 4/8/98	Wed 4/8/98	e-mail stating that ASIT files were generated and counts appear correct	LBCo. Database	0%
4	Score first set of ASIT file(s)	6d	Thu 4/9/98	Thu 4/16/98	flat file containing name-control number, score(s); QC reports	RIC	0%
5	Review QC reports for first set of scored ASIT file(s)	1d	Fri 4/17/98	Fri 4/17/98	communication that ASIT file(s) check out	M&SI	0%
6	Create standard response grid for QC purposes	1d	Mon 4/20/98	Mon 4/20/98	Standard grid	RIC	0%
7	Approve standard response grid	1d	Tue 4/21/98	Tue 4/21/98	communication that model appears to be rank-ordering properly	M&SI	0%
8	Create custom audience grids/ Audience Selection grids (ASG)	7d	Wed 4/22/98	Thu 4/30/98	Audience Standard grid	RIC	0%
9	Format and distribute ASG	3d	Fri 5/1/98	Tue 5/5/98	ASG with discussion guide	LBCo. Database, PMDM	0%
10	Meet to review audience selection, confirm offer versioning, testing	1d	Wed 5/6/98	Wed 5/6/98	pull logic for what mailing is going to look like; guidelines for	PM DM, Brand, M&SI, LBCo Database &	0%

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11	Finalize bucketing instructions for Richmond	2d	Thu 5/7/98	Fri 5/8/98	bucketing instructions	LBCo. Database	0%
12	Create mail tape	5d	Mon 5/11/98	Fri 5/15/98	mail tape	RIC	0%
13	QC mail tape	1d	Mon 5/18/98	Mon 5/18/98	e-mail stating that counts and profiles of cells look appropriate	LBCo. Database	0%
14	Ship mail tape to letter shop	1d	Tue 5/19/98	Tue 5/19/98	communication stating that tapes have been shipped	RIC	0%
15	QC mail tape test dump	1d	Wed 5/20/98	Wed 5/20/98	confirm tape in proper format, OCR's check, consumers in	LBCo. Database	0%
16	Print Production	23d	Thu 5/21/98	Mon 6/22/98			0%
17	Drop Mail	0d	Mon 6/22/98	Mon 6/22/98	communication stating that mail has been dropped	LBCo. Client Services	0%