FISAGENCY

World Vegan Day marketing checklist

Brand: _____

Owner: _____

Each block matches a play on World Vegan Day marketing. Fill it once, then rerun before the Halloween weekend send.

WVD job (one outcome) PLAY 1

- ☐ Our one WVD outcome (list signups, catering inquiries, or creator content with usage rights):
- ☐ Everything else paused until after the weekend send: Yes / No

Proof page live PLAY 2

- ☐ Our proof URL (kitchen policy, spec sheet, or certification vs policy page):
- ☐ Live before first post or email: Yes / No
- ☐ EmpCo copy check on that page: Pass / Fix

Creator brief PLAY 3

- ☐ We sent our creator brief by 16 Oct:
- ☐ We got product in creator hands before the weekend:
- ☐ Disclosure and usage rights in the brief: Yes / No
- ☐ Our brief has no sale code: No (confirm)

One B2B order PLAY 4

- ☐ Our office catering or corporate gift box SKU:
- ☐ Our public price on the quote or PDP:
- ☐ Our target send date (WVD week):

Halloween weekend send PLAY 5

- ☐ Our named seasonal item (dish, treat SKU, or rewear look) with public price:
- ☐ We finished our ingredient and claim check (gelatin, carmine, shellac, sugar scope):
- ☐ We scheduled one send for Sat 31 Oct and Sun 1 Nov:
- ☐ We scoped "vegan" to what it covers in our copy:

BFCM handoff PLAY 6

- ☐ Our what our WVD subscribers see next (no deeper code three weeks later if WVD was full price):
- ☐ Our Black Friday posture in one sentence:

Our industry angle

- ☐ Our industry and the one angle we will use:
- ☐ Where it goes on our site or in our next send: