

13.1: Chapter Introduction



Figure 13.1 Zero Months to Launch!

Once all the planning, preparation, and production was complete, it was time for the campaign to come to life. On April 2, 2007, the first-ever msnbc.com branding campaign launched to the public in TV, print, and online media. Think of this chapter as a campaign portfolio. It will show you the executions and take you through the exact sequence of events as SS+K introduced the “Fuller Spectrum of News” campaign.

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