

🎵 **Project Plan:**

- Summer Playlist Campaign

📌 **Project Name:**

- Bring On Summer; Mixtape Playlist

🎯 **Objective:**

- Engage remote employees in a lighthearted, creative way by crowdsourcing a summer-themed music playlist to promote connection through music, memories, and fun.

📩 **Employee Submissions:**

- Employees submit songs via form with: Song Title & Artist
- Form fields to include:
  - Name & Info
  - Song Title
  - Song Artist
- Link to live playlist on Apple Music
  - Sample Playlist
- Playlist banner + call-to-action ("Add your jam!")

📊 **Metrics of Success:**

- Number of submissions
- Playlist plays or likes
- Survey feedback (qualitative measure of fun)

🏆 **Recognition for participation:**

- Apple swag

Phase	Dates	Tasks
1. Planning & Design	August 4-8	Finalize theme, banner, submission format and upload
2. Request Submissions	August 11-22	Open for employees to submit 1 summer song each
3. Playlist Build	August 25	Compile playlist on Apple Music
4. Final Reveal	August 26	Publish final playlist, send out email announcement
5. Wrap-up & Feedback	August 27-29	Optional survey for employee feedback