

# High level communications block plan

Castrol Europe - High level communications block plan																						
Castrol EDGE Rigorously Designed & Tested campaign																						
Paid, Direct, Earned & Owned																						
Starting 17th June 2024, running to end July. Pausing for August and restarting for September																						
	May				June				July				August				September					
B2B - IWS & Mechanics - DE / ES / IT / PL / RO / UK	w/c 5th	w/c 13th	w/c 20th	w/c 27th	w/c 3rd	w/c 10th	w/c 17th	w/c 24th	w/c 1st	w/c 8th	w/c 15th	w/c 22nd	w/c 29th	w/c 5th	w/c 12th	w/c 19th	w/c 26th	w/c 2nd	w/c 9th	w/c 16th	w/c 23rd	w/c 30th
EARNED: B2B PCO PR Rigorously Designed & Tested Q&A																						
INTERNAL: Email to Castrol colleagues / Yammer																						
OWNED: Email from Castrol to Distributors																						
PAID: B2B PCO PHYSICAL print																						
PAID: B2B PCO DIGITAL print																						
PAID: Display advertising																						
PAID: Paid social - Facebook																						
PAID: Google PPC (B2B focus)																						
EARNED: B2B PR news release																						
OWNED: Castrol website B2B landing page																						
OWNED: Castrol website carousel																						
OWNED: Organic social - Facebook																						
OWNED: Facebook header																						
OWNED: Organic social - LinkedIn																						
OWNED: Castrol Shop																						
OWNED: Castrol FASTSCAN app																						
OWNED: Micromarketing visits (local market control)																						
Distributor to workshop email (local market control)																						
Distributor to workshops social (local market control)																						
Distributor to workshop website banners (local market control)																						
Workshops to car owners email (local market control)																						
Trade Fairs / Exhibitions (local market control)																						

Updated 25th June 2024. Timings & placements may change for business & operational reasons.