

Theme: Center of family life – Anne, IL			Theme: Pride – Pride in Community with Pro			Theme: Memories & traditions - TBD			Theme: Safety & Security – Millennial, TBD		
May	June	July	August	September	October	November	December	January	February	March	April

Events & Leader Communications

May 8: CPO/Store Support Meeting

June 1: Leader Pkg Customer Anne S.

April 27-Memorial Day: Store only leader package and convo starters

June: Store to begin quarterly leader package meetings

July 27: ST Activity

July: Via OpsTalk Huddle convo starter

August: Mid-Year Meetings

August 25: CSC-I Reveal

Sept 13: All Store

Why Day

Sept 14: CSC/RDC

Oct. 14: Lowe's LIVE

August 26: Leader Pkg Fountain Square with Pro Customer (Jason)

Sept. 28: ST Activity

September: Via OpsTalk Huddle convo starter

Oct. 26: ST Activity

October: Via OpsTalk Huddle convo starter

November 19: Leader Pkg Intro Customer 3

Jan. TBD: ST Activity

January: Via OpsTalk Huddle convo starter

2016 NSM Feb 9-11: Values/ Bring in customers that were highlighted throughout 2015

February 25: Leader Pkg Intro Customer 4

March TBD: ST Activity

March: Via OpsTalk Huddle convo starter

April TBD: ST Activity

April: Via OpsTalk Huddle convo starter

Visual Engagement

2nd quarter visual engagement leverages traditional and unexpected channels. Creative will connect back to customers that are introduced via the leader package and will encourage employees to engage in conversation on the customer stories.

3rd quarter visual engagement will conflict with open enrollment and benefits campaigns. Non-traditional channels will be tested in this quarter so messaging will not be diluted. This quarter will include interactive creative to give employees an opportunity to connect their roles to customers.

4th quarter visual engagement will connect to the quarterly theme 'memories & traditions'. This quarter will include interactive creative to give employees an opportunity to share their traditions.

1st quarter visual engagement will connect employees to the NSM message (values) and the new customer story introduced: **TBD TBD**

Display July 21 **Strike Aug 31**

- Bulletin board posters
- Refrigerator clings
- Intranet header
- BTV scroll/digital signs
- Screensaver: (CSCs, no Indy)
- Signage: passbacks, elevator, free standing, unexpected signage clings

Display Sep 21 **Strike Oct 30**

- Bulletin board update
- BTV scroll/digital signs
- Intranet header
- Fishbowl/meeting clings
- Screensaver

Display Nov 30 **Strike Jan 31**

- Bulletin board updated
- BTV scroll/digital signs
- Intranet header
- One wall per CSC location to write/draw a favorite family tradition
- Screensaver/CSC signage

Display March 10 **Strike May 1**

- TBD
- TBD
- TBD

Facility Branding Implementation September - October

Editorial & Broadcast

June 15: RAN blog: connect to customer story about life with family at home and how that looks different

Sept 7: RAN blog: connect to customer story about making your home comfortable to be yourself

Oct 6: Blogger highlight: internal and external perspective pride of home

Nov. 30: RAN blog: his favorite family tradition/memory- encourage others to share

Jan 5: Blogger – Jenn Meneter, Fabulless Life "Love Your Home" post, ties to Memories and Traditions

Jan 20: Branded push email w/ blogger, RAN blog, RVM and SFH content to summarize quarter

July 22: Branded push email w/ blogger, RAN blog, RVM and SFH content to summarize quarter

Sept 28 – Oct 9: Red Vest car communications and connection to iconic red vest and the meaningful impact we have on customers

Oct 21: Branded push email w/ blogger, RAN blog, RVM and SFH content to summarize quarter

RAN Blog/post-NSM: TBD

April 5: Blogger Robin – All Things Hear and Home. Place to express yourself

April 20: Branded push email w/ blogger, RAN blog, RVM and SFH content to summarize quarter

Monthly: Monday Conversation (leader content will focus on Purpose and how their team's role connects to and supports Purpose)

Monthly: Notes From the Road (change questions employees are asked to connect content to the quarterly message)

Weekly: Stories From Home and Red Vest Moments (RVM integrate values language – crowd source content from employees for more engagement and content)

