

WEEKLY ACTIVITY REPORT FOR MAZDA

January 2007

S.No	Activity	Status	Responsibility
1	Write up on Mazda cars for <i>The Commercial</i>	Sent to publication	-
2	MX-5 roadster retractable launched	Sent to Automan and Week	Agency to track
3	Seasons offer- Great discount on all Mazda2006 models	Sent to publications- Eng and Arabic	Agency to track
4	Unlimited Warranty	Eng approved. Arabic in progress	Agency to send to publications
5	Looking forward to a more successful 2007- recap on 2006	English and Arabic approved.	Client to provide picture
6	Spice up your Mazda with Genuine accessories	Agency to work on	Agency to send on 3rd week Jan 2007
7	100, 000 Km campaign	Agency to work on	Agency to send on 3rd week Jan 2007
8	Mazda Service Centre opened at Bani Bu Ali	Agency to work on	Agency to send on 4th week Jan 2007
9	Outdoor Signage -4kms from showroom	Agency to work on	Agency to send on 4th week Jan 2007
10	BT-50 Launch	1) Press release approved. Arabic in progress. 2) Agency suggests army knife as press gift.	Client to provide invites for media and press kit folders