

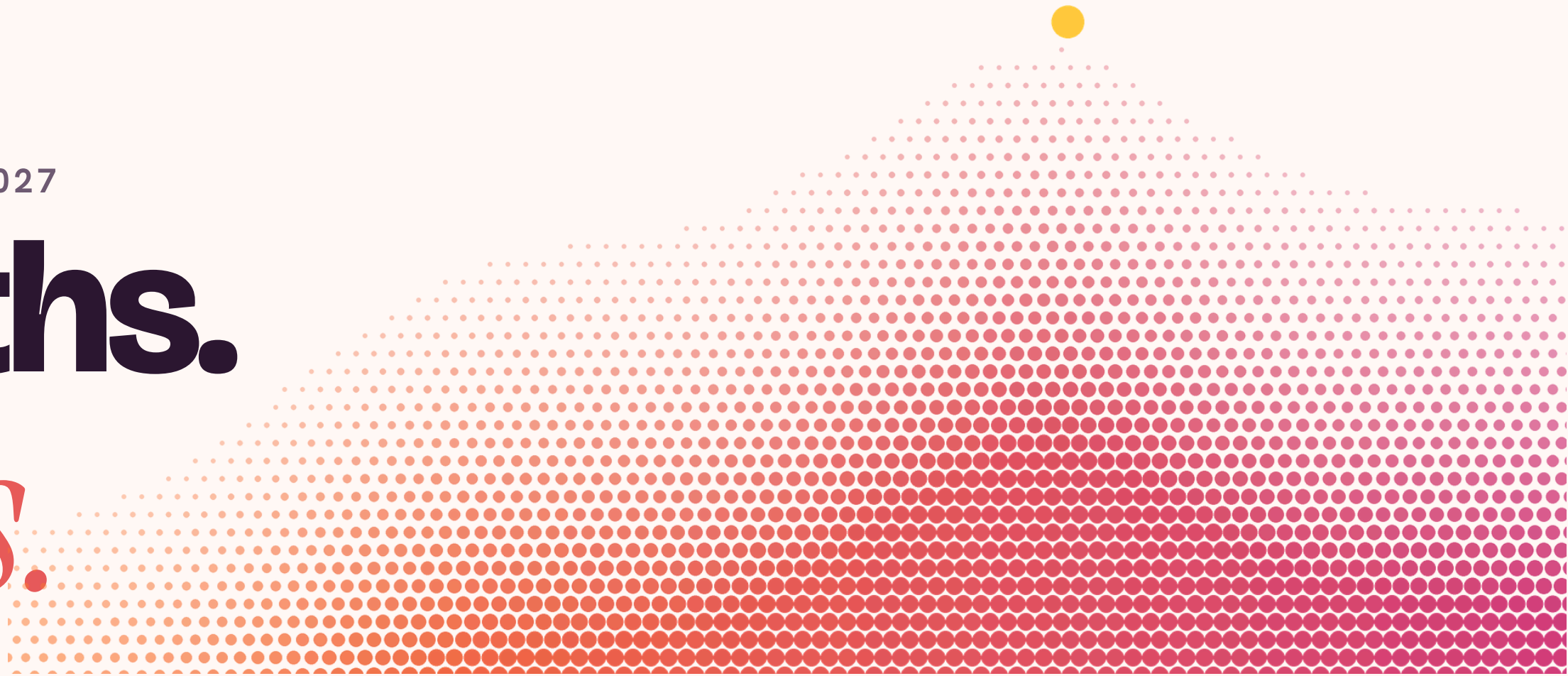


12-MONTH CAMPAIGN PLAN · NOV 2026 TO OCT 2027

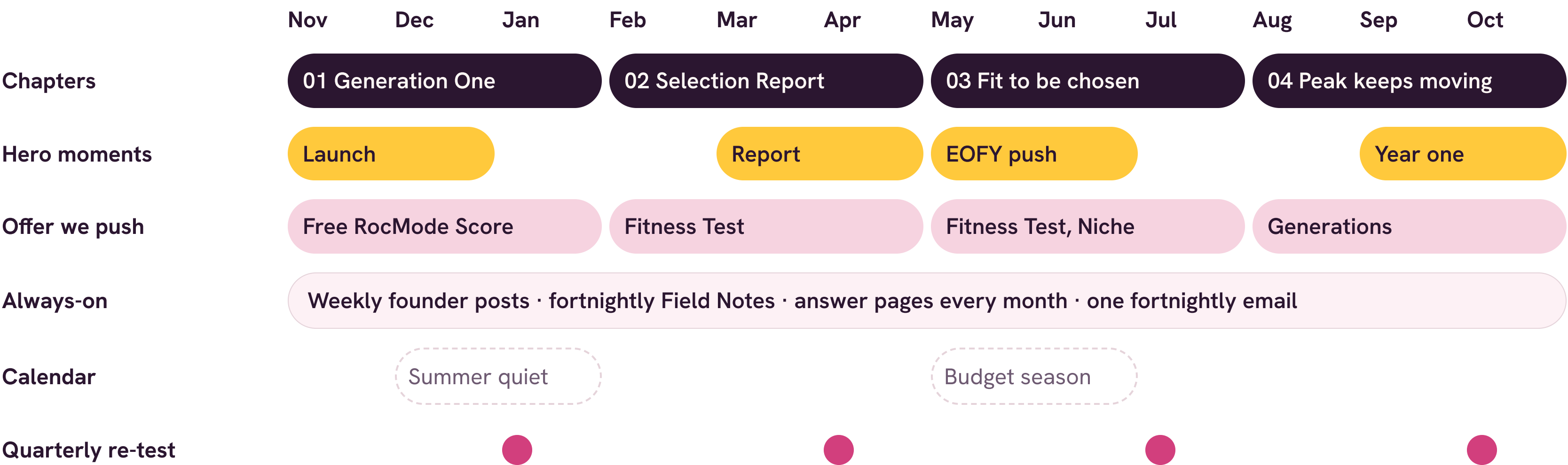
Twelve months.

Four chapters.

How we launch the new Evolut and grow it
for a year, one campaign platform at a time.



Four chapters. One climb.



HOW THIS PLAN IS BUILT

Every campaign earns its place.

Six steps, in order. A campaign that fails one does not ship until it is fixed.

- 01

Who and what.

The buyers we must win, and one outcome: Generations retainers.
- 02

The year's occasions.

Australia's B2B calendar sets when we run, and how many.
- 03

The idea first.

One big idea in 12 words or fewer. One hook in 16 or fewer.
- 04

Dated and measured.

Real dates. One KPI with a target. The gap it closes.
- 05

Checked before it ships.

Seven checks per campaign, five for the set. Ben signs off.
- 06

Closed with learnings.

Each campaign ends with what we keep, published.

Four objectives, Known to Kept.

North Star: active Generations retainers. Every other number is a leading indicator of it.

01

Get known.

Be the studio people name for getting chosen.

Measured by Generation One followers and branded search. Targets set after our baseline Fitness Test.

02

Get found.

Be named when buyers ask AI for a studio.

Leading indicator: how many of our 200+ buyer questions name us. Baseline in December.

03

Get chosen.

Turn attention into first steps with us.

Measured by RocMode Scores, Fitness Tests and Adaptations won. Targets set after our baseline Fitness Test.

04

Get kept.

Build recurring revenue that compounds.

North Star: active Generations retainers by Oct 2027, and our own fitness lifted from its baseline.

Every objective has a number and an owner.

Objective	KPI, and where it is measured	Target and timeframe	Owner	Cadence
01 Get known	Target-buyer subscribers to Field Notes, from the email platform	Set after our baseline Fitness Test, for Oct 2027	Content lead	Fortnightly
02 Get found	Buyer questions where AI names Evolut, of our 200+ (leading indicator)	Set from the December baseline	Strategy lead	Monthly
03 Get chosen	Free RocMode Scores started, from the Score form	Set after our baseline Fitness Test, per month	Growth lead	Weekly
03 Get chosen	Fitness Tests booked, from the CRM	Set after our baseline Fitness Test, for Oct 2027	Founder	Weekly
04 Get kept	Active Generations retainers: our North Star	Set after our baseline Fitness Test, for Oct 2027	Founder	Monthly
All four	Evolut's own fitness across all 42 moments, in RocMode	Baseline from our Fitness Test, then re-tested	Strategy lead	Quarterly

Owners are roles. Targets are set in December, once our own Fitness Test gives the baseline. AI answers are a leading indicator, never the goal.

THE CAMPAIGN PLATFORM

Natural selection, *on purpose.*

Everyone gets seen. One gets chosen. For twelve months we show buyers how selection works, and prove it on ourselves first.

EVOLUT

Campaign plan · 06

THE CREATIVE IDEA

Seen isn't chosen.

So we show who is.

Reach is up and traffic is up, and still nobody can say why the last deal was won. We name that tension, then climb out of it in public.

01 The tension: seen isn't chosen.

Five brands make a shortlist. All five are seen. One is chosen. Every chapter returns to that moment.

02 The proof: we go first.

Generation One runs Evolut through the method in public. Every score and every miss, published.

03 The visual: the evolutionary peak.

Dots that grow into a summit. Each chapter climbs a stage higher, from Known to Kept.

04 The promise: predictions in writing.

Each chapter says what it should move before it ships, then reports what did.

Three ways in. One we chose.



ADDRESSED TO A BUYER

Your champion's case.

Give the person who must defend the shortlist the words to win the room.

Strong at Preferred. Weak at Known.



LED BY PROOF

Predictions in writing.

Every change ships with a written prediction. Misses are published too.

Proof no rival publishes. Kept as the support.



UNCLAIMED GROUND

Seen isn't chosen.

Everyone counts reach. Nobody shows who buyers choose. We do, on ourselves first.

Chosen. Carried by proof, in one warm register.

THREE TRIALS

Not run yet. Week 2, with real buyers.

Swap Test

Could a rival sign it?

Bus Test

Does it land in a glance?

The Room

Does it survive the champion, the money and the sceptic?

AUDIENCE AND MOMENTS

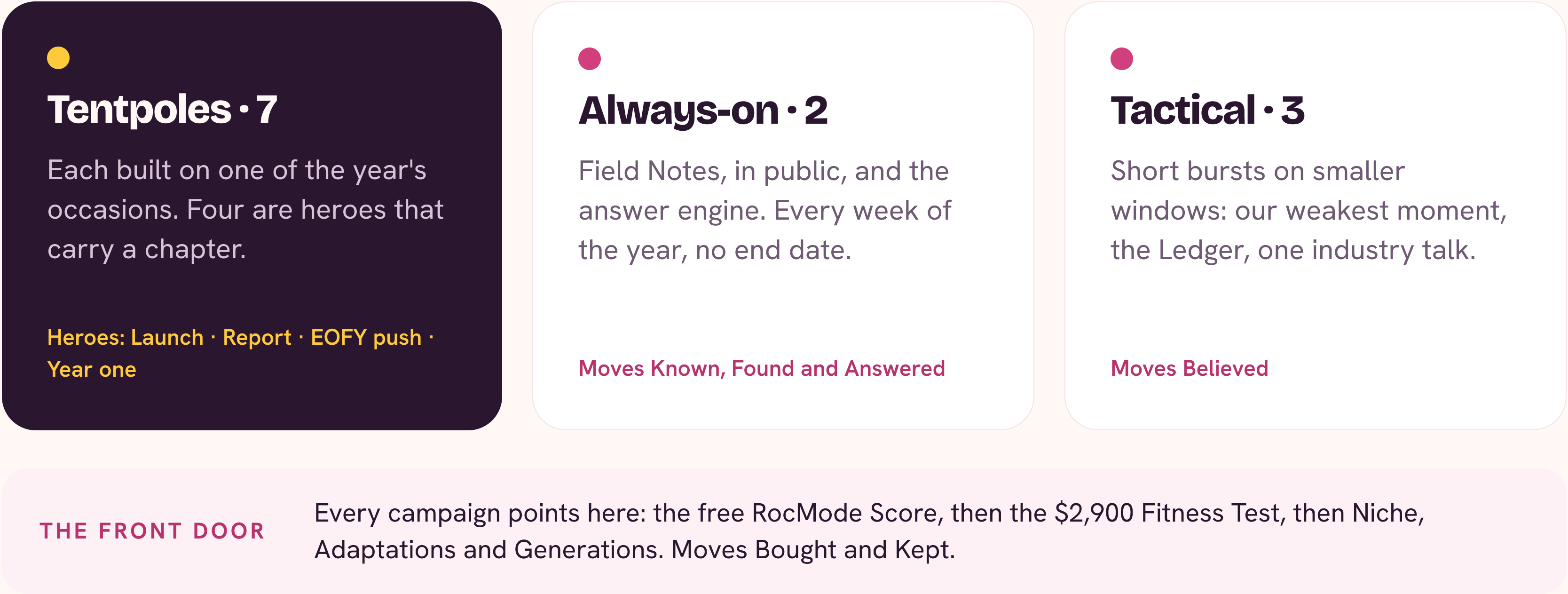
Who we aim at, and where they decide.

B2B and considered-purchase brands with a sales team and a shortlist to win. Usually 10 to 500 people. Brisbane, Sydney and Melbourne first.

Six buyer types sit in a typical buying group. We write for all six, and lead with the champion, the money and the sceptic.

Known	The Generation One launch and the founder story	Chapter 1
Found	Answer pages and the free RocMode Score	Chapter 1
Answered	The Selection Report and the answer pages it seeds	Chapter 2
Believed	The Predictions Ledger, hits and misses alike	Chapter 3
Preferred	Two kinds of fitness: a reason to choose us	Chapter 3
Bought	Generations, with no lock-in after a quarter	Chapter 4
Kept	The year-one report and quarterly re-tests	Chapter 4

Twelve campaigns, three tiers.



When our buyers decide.

Occasion	Window	Tier	Campaign that claims it
Year-end planning and next-year briefs	15 Oct to 10 Dec	Tentpole	Generation One (2026), Year one (2027)
Before the summer shutdown	15 Nov to 20 Dec	Tactical	Weakest moment first
Annual budgets and planning	10 Jan to 28 Feb	Tentpole	A baseline for the year
Autumn event season	15 Mar to 31 May	Tentpole	The Selection Report
Pre-EOFY planning	1 May to 20 May	Tactical	Predictions Ledger opens
End of financial year budgets	15 May to 30 Jun	Tentpole	Book before budgets lock
New financial year supplier reviews	1 Jul to 15 Aug	Tentpole	Built to adapt
Spring event season	1 Sep to 31 Oct	Tentpole	The peak keeps moving
Industry association event	1 Oct to 15 Nov	Tactical	Predictions, on stage

Summer quiet, late December to mid January: no campaign, always-on scheduled ahead. Windows include the run-up a campaign needs.

THE PORTFOLIO · 12 CAMPAIGNS · PLUM IS THE HERO THAT CARRIES EACH CHAPTER

Twelve campaigns. Every month covered.

Always-on Field Notes, in public from 9 Nov, no end Always-on The answer engine from 9 Nov, no end			
CHAPTER 1 · NOV TO JAN	CHAPTER 2 · FEB TO APR	CHAPTER 3 · MAY TO JUL	CHAPTER 4 · AUG TO OCT
Generation One Hero · 9 Nov to 10 Dec	A baseline for the year Tentpole · 1 to 26 Feb	Predictions Ledger opens Tactical · 3 to 14 May	The peak keeps moving Tentpole · 1 to 30 Sep
Weakest moment first Tactical · 1 to 18 Dec	The Selection Report Hero · 16 Mar to 30 Apr	Book before budgets lock Hero · 17 May to 30 Jun	Predictions, on stage Tactical · 1 to 14 Oct
		Built to adapt Tentpole · 1 Jul to 13 Aug	Year one Hero · 18 to 31 Oct

01

CHAPTER 1 · NOVEMBER TO JANUARY · KNOWN AND FOUND

Generation One.

The new brand goes public, and we run Evolut through the method in full view.
Every score and every miss, published.

EVOLUT

Launch the new Evolut, in public.



The idea

We run Evolut through its own method and publish all of it. The founder tells why the studio rebuilt itself.

OUR PREDICTION

Published prices lift Answered. Buyers ask fewer "how much" questions and more "when can we start".

HERO ASSET

The live Generation One diary, our own Fitness Test baseline and a short founder film.

CHANNELS

LinkedIn, email to past clients, launch breakfasts in three cities, trade press.

OFFER

The free RocMode Score: a quick read on how AI and search see you.

THE METRIC THAT DECIDES

RocMode Scores started and Generation One followers.

Launch in public, then show our weakest moment.

	Generation One	Weakest moment first
Role · budget	Tentpole · hero · 14%	Tactical · moment · 4%
Runs · occasion	9 Nov to 10 Dec 2026 · Year-end planning and next-year briefs	1 to 18 Dec 2026 · Before the summer shutdown
Big idea	Evolut becomes its own first client, in public.	We publish our own weakest moment before anything else.
Hook	“We put our own brand through the method. Every score and every miss, published.”	“Our lowest score, first. Here is what we are changing, and when.”
Serves · stages	The champion, the money and the sceptic · Known, Found	The sceptic and the champion · Believed
KPI: gap it closes	RocMode Scores started: baseline → target by 10 Dec 2026	Replies and Score starts from the baseline post: baseline → target by 18 Dec 2026

Baselines are recorded the week each campaign starts, never estimated, and targets are set from them. Shares are of the annual campaign budget.

02

CHAPTER 2 · FEBRUARY TO APRIL · ANSWERED

The Selection Report.

A flagship study of who AI answers choose, and why. Built to put Evolut at the Answered stage in its own market.

EVOLUT

Show who AI chooses, and why.



The idea

We ask the questions real buyers ask in two or three target categories, with no brand names in them, and report who gets recommended.

OUR PREDICTION

The report and its answer pages get Evolut named more often at Found and Answered.

HERO ASSET

The Selection Report: one page per category, the evidence behind it. Launched in March.

CHANNELS

Business and trade press, LinkedIn aimed at each category, breakfasts and webinars.

OFFER

The Fitness Test, \$2,900 fixed: the same study, for your own brand.

THE METRIC THAT DECIDES

Fitness Tests booked, and the share of report readers who book one.

Who AI recommends when no brand is named.

200+

buyer questions in each category, five or more for every moment

42

moments covered: six buyer types across seven stages

4

places buyers ask: ChatGPT, Gemini, Perplexity and Google

Categories: two or three target categories

Results: from fieldwork in February 2027

A baseline in February. The report in March.

	A baseline for the year	The Selection Report
Role · budget	Tentpole · moment · 4%	Tentpole · hero · 19%
Runs · occasion	1 to 26 Feb 2027 · Annual budgets and planning	16 Mar to 30 Apr 2027 · Autumn event season
Big idea	Plan the year on evidence, not last year's guess.	Show who AI chooses in each category, and why.
Hook	“Before you set this year's plan, find out where buyers choose someone else.”	“We asked 200+ buyer questions with no brand named. Here is who got chosen.”
Serves · stages	The money and the champion · Answered, Bought	All six buyer types, led by the champion · Answered
KPI: gap it closes	Fitness Tests booked: baseline → target by 26 Feb 2027	Fitness Tests booked by report readers: baseline → target by 30 Apr 2027

Baselines are recorded the week each campaign starts, never estimated, and targets are set from them. Shares are of the annual campaign budget.

03

CHAPTER 3 · MAY TO JULY · BELIEVED AND PREFERRED

Fit to be chosen. Built to adapt.

Budget season. We bring proof to the table, hits and misses alike.

Bring proof to budget season.



The idea

Budgets lock in May and June. We arrive with proof: the first client generations and every prediction we wrote.

OUR PREDICTION

Named proof, misses included, lifts Believed for Evolut.

HERO ASSET

The Predictions Ledger: every prediction since November, scored in public.

CHANNELS

LinkedIn aimed at marketing and finance leads, email to report readers, a webinar.

OFFER

A Fitness Test before budgets lock, credited in full within 90 days.

THE METRIC THAT DECIDES

New-year proposals accepted.

Proof first. Then the budget push.

	Predictions Ledger opens	Book before budgets lock	Built to adapt
Role · budget	Tactical · moment · 3%	Tentpole · hero · 10%	Tentpole · moment · 5%
Runs · occasion	3 to 14 May 2027 · Pre-EOFY planning	17 May to 30 Jun 2027 · End of financial year budgets	1 Jul to 13 Aug 2027 · New financial year supplier reviews
Big idea	Every prediction we have written, scored hit or miss.	Bring proof to the table before the new budget locks.	Two kinds of fitness: fit to be chosen, built to adapt.
Hook	“Six months of predictions. Here are the hits. Here are the misses.”	“Budgets lock on 30 June. Start with a Fitness Test, credited in full within 90 days.”	“Fit to be chosen. Built to adapt.”
Serves · stages	The sceptic and the money · Believed	The money and the champion · Preferred, Bought	The money and the champion · Preferred
KPI: gap it closes	Ledger readers who start a Score: baseline → target by 14 May 2027	Fitness Tests and Niche Sprints booked: baseline → target by 30 Jun 2027	Adaptations booked: baseline → target by 13 Aug 2027

Baselines are recorded the week each campaign starts, never estimated, and targets are set from them. Shares are of the annual campaign budget.

04

CHAPTER 4 · AUGUST TO OCTOBER · BOUGHT AND KEPT

The peak keeps moving.

Rivals evolve too. We show what a year of generations does, for clients and for ourselves.

Keep evolving, and show the climb.



The idea

A year of generations, shown as evolution stories: client results and Evolut's own year-one report.

OUR PREDICTION

A reason to choose us that is short enough to repeat lifts Preferred.

HERO ASSET

Year one: our own report.
Baseline to now on all 42 moments, every prediction scored.

CHANNELS

Case studies, client roundtables in three cities, LinkedIn, press for the report.

OFFER

Generations: \$2,900, \$5,900 or \$9,900 a month. No lock-in after a quarter.

THE METRIC THAT DECIDES

Active Generations retainers and monthly recurring revenue.

Show the climb. Then publish the year.

	The peak keeps moving	Predictions, on stage	Year one
Role · budget	Tentpole · moment · 6%	Tactical · moment · 2%	Tentpole · hero · 5%
Runs · occasion	1 to 30 Sep 2027 · Spring event season	1 to 14 Oct 2027 · Industry association event	18 to 31 Oct 2027 · Year-end planning and next-year briefs
Big idea	Rivals evolve too, so the climb never stops.	One talk: a year of predictions, hits and misses.	Our own year, baseline to now, every prediction scored.
Hook	“You reached the peak. Then the peak moved. That is why clients stay.”	“What we predicted, what happened, and what we changed.”	“A year ago we published our baseline. Here is what a year of generations did.”
Serves · stages	The champion, the money and the sceptic · Bought, Kept	The champion and the sceptic · Known, Believed	All six buyer types · Kept, Preferred
KPI: gap it closes	Generations retainers signed: baseline → target by 30 Sep 2027	Attendees who start a Score: baseline → target by 14 Oct 2027	Active Generations retainers, our North Star: baseline → target by 31 Oct 2027

Baselines are recorded the week each campaign starts, never estimated, and targets are set from them. Shares are of the annual campaign budget.

Small, steady, and never off.

Format	Cadence	Moment it serves	How we measure it
Founder posts on LinkedIn	Weekly	Known, Believed	Comments and follows from target buyers
Studio LinkedIn page	Three a week	Known	Reach in the target categories
Field Notes on the site	Fortnightly	Answered, Believed	Reads and replies per note
Answer pages	Every month	Found, Answered	AI answers that name Evolut
One email: Field Notes plus Generation One	Fortnightly, no more	Believed, Preferred	Subscribers and clicks to the Score
Predictions log update	Monthly	Believed	Hits and misses, published

Two campaigns that never switch off.

	Field Notes, in public	The answer engine
Role · budget	Always-on · all year · 14%	Always-on · all year · 14%
Runs · occasion	From 9 Nov 2026, no end date	From 9 Nov 2026, no end date
Big idea	Every fortnight, one finding and one fix, published.	Answer the questions buyers ask, before a rival does.
Hook	“One finding. One fix. Every fortnight, in public.”	“The questions your buyers ask, answered plainly, with a free Score at the end.”
Serves · stages	All six buyer types · Known, Believed	All six buyer types · Found, Answered
KPI: gap it closes	Target-buyer subscribers: baseline → target by 31 Oct 2027	RocMode Scores started from answer pages: baseline → monthly target by Oct 2027

Baselines are recorded the week each campaign starts, never estimated, and targets are set from them. Shares are of the annual campaign budget.

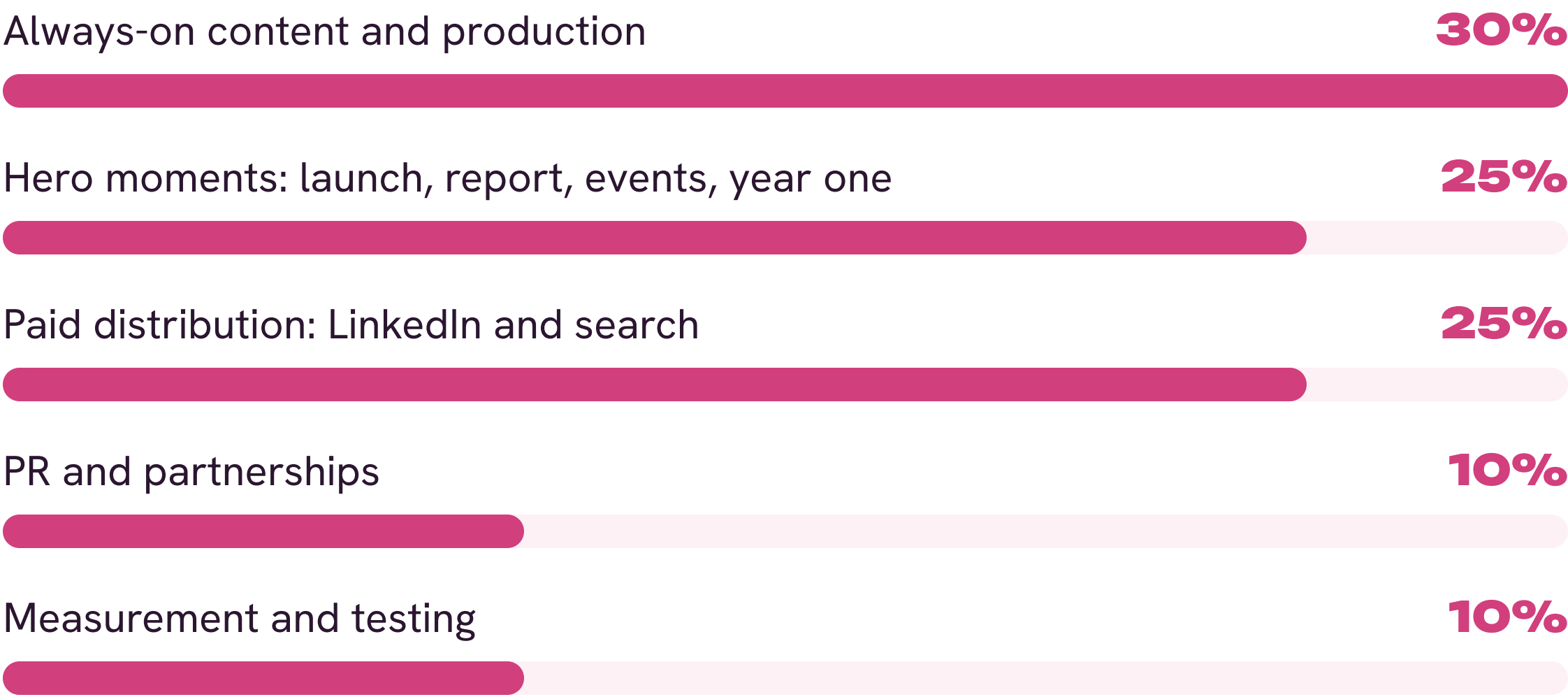
November to April.

Month	Chapter	Hero or key moment	Always-on focus	Offer
Nov 2026	Generation One	Public launch, diary live, breakfasts in three cities	Founder story series begins	RocMode Score
Dec	Generation One	Our own baseline, weakest moment first	Content scheduled to mid Jan	RocMode Score
Jan 2027	Quiet, then build	First re-test; launch predictions checked	Study questions written	RocMode Score
Feb	Selection Report	Fieldwork: 200+ questions per category	Notes from the fieldwork	Fitness Test
Mar	Selection Report	Report launch, press story, category breakfasts	Answer pages from findings	Fitness Test
Apr	Selection Report	Category webinars; second re-test	Findings series on LinkedIn	Fitness Test

May to October.

Month	Chapter	Hero or key moment	Always-on focus	Offer
May 2027	Fit to be chosen	Predictions Ledger goes live	What to fund in the new year	Fitness Test
Jun	Fit to be chosen	EOFY push: book before budgets lock	First client generations	Fitness Test, Niche
Jul	Built to adapt	Built to adapt opens; third re-test	Two kinds of fitness series	Adaptations
Aug	Peak keeps moving	Client evolution stories begin	Field Notes on Generations	Generations
Sep	Peak keeps moving	Client roundtables in three cities	Year-one data previews	Generations
Oct 2027	Peak keeps moving	Year-one report; fourth re-test	Year-two plan, from what won	Generations

Where the money goes.



Shares of the annual campaign budget, ex GST. Studio time not included.

BY CHAPTER

01 Generation One	25%
02 Selection Report	30%
03 Fit to be chosen	25%
04 Peak keeps moving	20%

Twelve shares. Exactly 100%.

Always-on, all year Field Notes, in public **14%** The answer engine **14%**

25% Chapter 1 · with 7% always-on Generation One14% Weakest moment first4%	30% Chapter 2 · with 7% always-on A baseline for the year4% The Selection Report19%	25% Chapter 3 · with 7% always-on Predictions Ledger opens3% Book before budgets lock10% Built to adapt5%	20% Chapter 4 · with 7% always-on The peak keeps moving6% Predictions, on stage2% Year one5%
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Shares of the annual campaign budget, ex GST. Each campaign counted once; always-on split 7% per chapter. Studio time not included.

The plan evolves like everything we make.

Chapter	Prediction, written first	Metric that decides	Re-test	What it hands on
01 Generation One	Published prices lift Answered	Scores and followers	January	Our baseline and the winning launch message
02 Selection Report	The study gets us named at Answered	Fitness Tests booked	April	Category data, leads and proof of method
03 Fit to be chosen	Named proof lifts Believed	Proposals accepted	July	Hits, misses and new-year clients
04 Peak keeps moving	Natural selection lifts Preferred	Retainers and MRR	October	The year-two plan, written from what won

Each re-test scores Evolut's own 42 moments in RocMode and is published. Each hero runs as several variations; the losers are cut early and the winner seeds the next chapter.

THE GATE

A hit is inherited. A miss is published and changes the next chapter. No clear signal runs four more weeks, then we decide. Every campaign closes with what we learned, even when that is nothing yet.

What we are assuming, and how we will know.

Assumption	Confidence	How we test it	Decide by
Buyers plan around 30 June and the summer break	High	Score starts by month against plan	January re-test
Lead with the champion, the money and the sceptic	Medium	The Room with real buyers, then our Fitness Test	Week 2
Original research is our strongest press asset	Medium	Report readers who book a Fitness Test	April re-test
Published misses build belief, not doubt	Medium	Ledger replies, and Believed at re-test	July re-test
A steady run of answer pages each month fits studio capacity	Low	Pages shipped against plan	Monthly
Generations sells best after visible results	Medium	Retainers signed after the roundtables	October re-test

High is kept for facts about the Australian financial year. Anything lower is tested before we spend behind it.

What could go wrong, and what we do.

Risk	Early sign	What we do
The launch meets the summer lull	Few Score starts by mid December	Hold paid spend to February; lean on the founder and past clients
AI answers shift mid-study	Big swings between test runs	Date-stamp every run, re-run a sample before launch, publish the method
The study finds nothing new	Flat early fieldwork	Narrow to the category with the sharpest gap, or lead with "do nothing"
A prediction misses in public	Re-test below forecast	Publish it with the reason. Misses are part of the promise
Client results not cleared in time	No sign-off by April	Lead with our own generations; tell client stories without numbers
Client work squeezes the engine	Founder posts slip two weeks	Batch content monthly; cut a channel before cutting cadence

THE FIRST 30 DAYS

From sign-off to launch.

Four weeks to go public, starting the day this plan is agreed.

DECIDED IN WEEK ONE

The budget, the study categories and the role that owns each KPI.

01

Week 1: agree and predict.

Set the budget. Write the launch predictions. Start our own Fitness Test.

02

Week 2: make the variations.

Three to five launch angles, the founder film and the Generation One diary, ready to test.

03

Week 3: line up the launch.

Book the three breakfasts, brief the press, schedule founder posts through to mid January.

04

Week 4: go public.

Launch the brand and the diary, open the RocMode Score push, send the first email.

EVOLUT

Evolve into the
obvious choice.

evolut.com.au · Start with a free RocMode Score