# Timeline
## Market activities

| | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEPT | OCT | NOV | DES |
|---|---|---|---|---|---|---|---|---|---|---|---|---|

**Media campaigns**
- SoMe campaign
- OOH: Digital Screens
- SoMe campaign

**Sales activities**
- In store campaign

**PR**

**B2B activities**
- Expo / Seminar

**Market insight**
- Seafood study