LEDBANGERS FIELD GUIDE · EPISODE 12 DELIVERABLE

Layer Model: monthly plan

Four layers, one page a month. Every campaign and local item has an end date before it goes live.

MONTH _____ PLAN OWNER _____ STORES / SCREENS _____

1 The four layers bottom to top

Evergreen base
always on, never empty

Loops in the base _____ Owner _____

Zones covered _____ Last refreshed _____

Seasonal skin
a skin, not a rebrand

Season / theme _____ Owner _____

Colours or motif that change _____ _____

Starts _____ Ends _____

Campaign slot
one or two a month

1 Message (max 5 words) _____ Starts _____ Ends _____

2 Message (optional) _____ Starts _____ Ends _____

Owner _____

ZONES ☐ window ☐ interior ☐ corner ☐ checkout ☐ queue ☐ not every zone

Local layer
template fields only

☐ opening hours ☐ event ☐ service availability ☐ closures ☐ price

Template owner _____ Request deadline _____ Max days live _____

2 The five rules enforce these, not taste

- Nothing goes live without an end date
- The evergreen base is never empty
- Campaigns do not take over every zone
- Local content fills template fields, nothing else
- A small update takes minutes, not days

3 Ops checks before Week 1

- ☐ Files at native size for every ratio (Episode 11)
- ☐ Names and versions follow the standard
- ☐ Expiry set in the player, not in someone's head
- ☐ Playback alerts on: black screen, frozen loop
- ☐ Rollback: last month's set ready to restore
- ☐ Review date booked for Week 4: _____

A system beats a scramble.