

Product Launch Materials Overview

Standards for Product Launches for:

Cree® Commercial

Cree® Consumer Retail

Product Launch Level Definitions

Cree® Commercial		Examples	Cree Impact	Industry Impact	Typical Budget	Typical Cadence
A+	PR-worthy, industry-leading new product portfolio	RSW, SmartCast, Arcadia	High	High	\$\$\$	1/1-2yr
A	PR-optional lesser impact new product or portfolio	KBL, OSQ-HO	High-Med	Med-Low	\$\$	2-3/year
B	Next-gen addition/upgrade to existing portfolio	Major LPW Upgrade	Med	Med-Low	\$	2-3/qtr
C	Minor change to existing product	Accessory Change	Low	Low	0-\$	2-3/mth

Cree® Retail

A	New product and/or portfolio	Spice, Tango	High	High-Med	\$\$-\$\$\$	1/1-2yr
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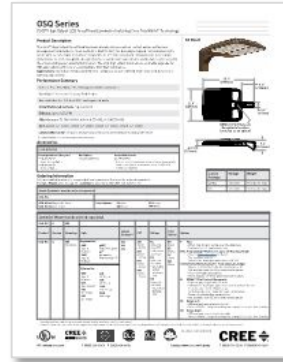
CREE 

LED LIGHTING

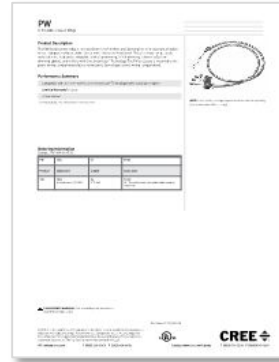
A+ Level Launch – Collateral

Product Specific

- Product Spec Sheet
- *Accessory Sheet(s)*
- Sales Sheet
- *Product Brochure*
- Sizzle Sheet
- Demo Kit Letter
- *EOL Letter*
- Slim Jim
- Selection Guide
- Price Book



Product Spec Sheet



Accessory Sheet



Sales Sheet
(2- or 4-page)



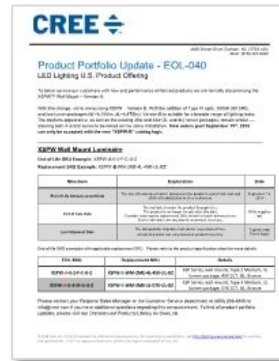
Product Brochure



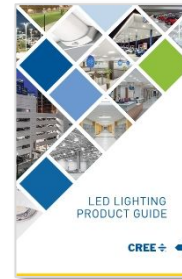
Sizzle Sheet



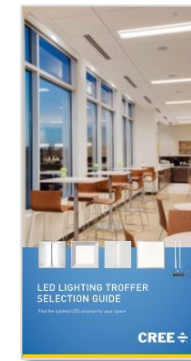
Demo Kit Letter



EOL Letter



Slim Jim



Selection Guides



Price Book

(OPTIONAL)

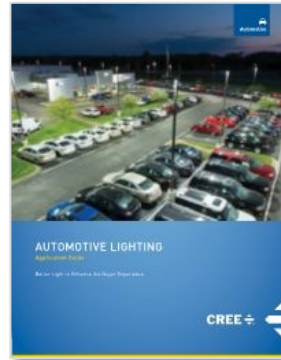
A+ Level Launch – Collateral (Cont.)

Vertical Specific

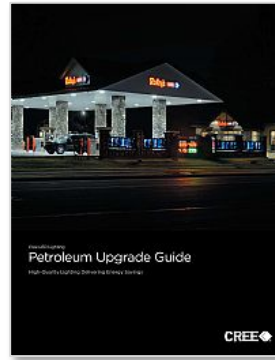
- Application Guide(s)
- Solution Summar(ies)
- *Case Study*

Technical Docs

- *White Papers*
- *Deployment Guides & Application Notes*
- Installation Sheets



Application Guides



Solution Summary



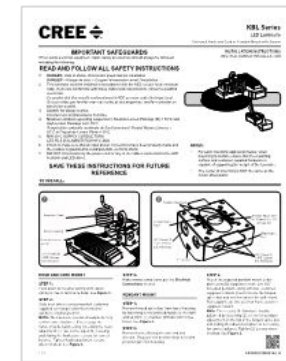
Case Study



White Paper



Deployment Guides & Application Notes



Installation Sheet

(OPTIONAL)

A+ Level Launch – Photography

Product Specific

- Product Photography
- B-Roll Photography
- *Accessory Photography*
- *Product Rendering/Cutaway*
- *Installation Photography*



Product Photography



B-Roll Photography



Accessory Photography



Product Rendering/Cutaway



Installation Photography
(Studio or In Situ)

(OPTIONAL)

A+ Level Launch – Photography (Cont.)

Vertical Specific

- Application Photography
 - Actual or Render
 - Drone
 - Before/After
- Lifestyle Photography



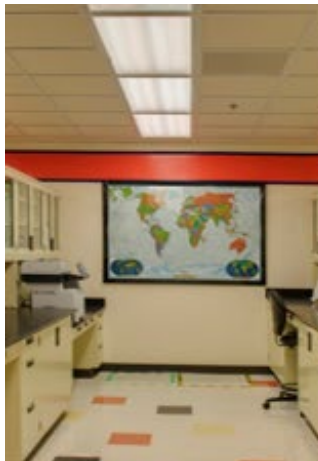
Indoor App Photography



Outdoor App Photography
(Night or Day Form)



Drone



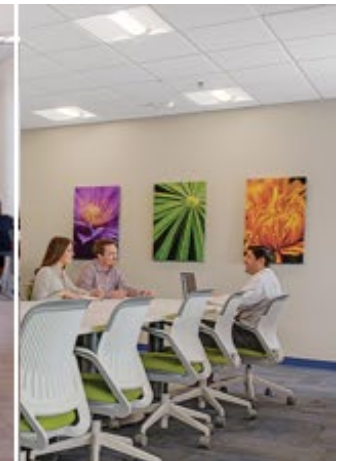
Indoor Before & After



Outdoor Before & After



Lifestyle

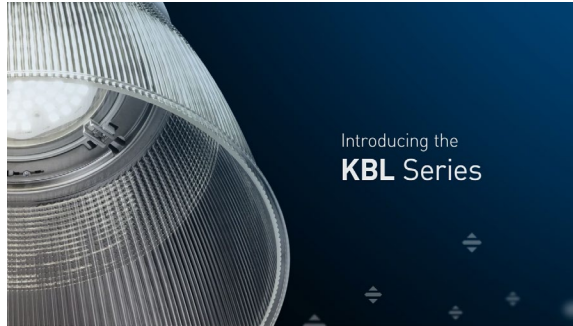


(OPTIONAL)

A+ Level Launch – Multi-Media Content (Video)

Video

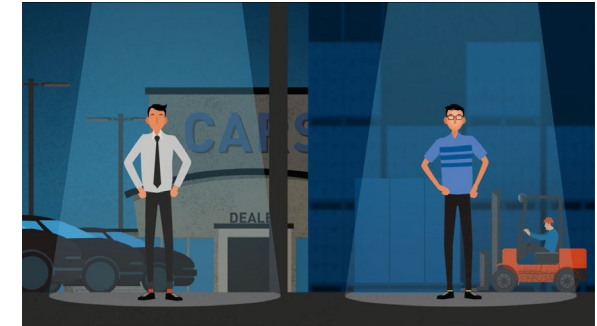
- Product Short
- Sizzle Video
- Social Shorts
- *Case Study Video*
- *Demo Video*
- *Installation Video*
- *Training Video*



Product Short (1-2 min)



Sizzle Video



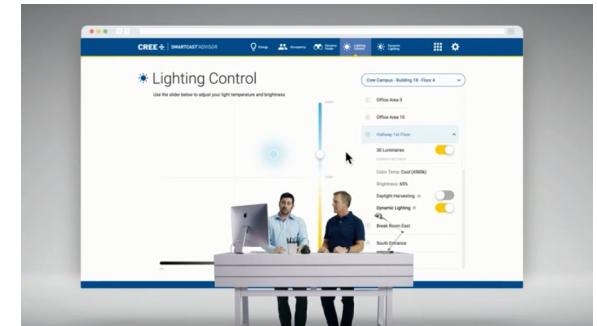
Sizzle Video (Animation)



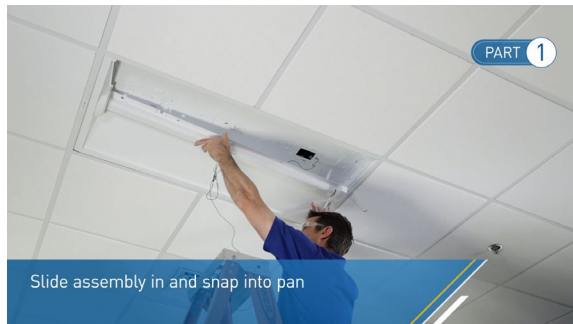
Social Short (0-15 sec)



Case Study Video



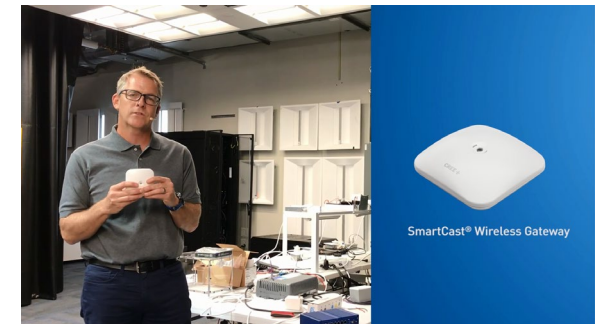
Demo Video



Installation Video



Training Video (Professional)



Training Video (Amateur)

(OPTIONAL)

A+ Level Launch – Multi-Media Content (Mixed Material)

Dimensional

- 3D Mailer



3D Pop-Up Mailer



Sample/Teaser Mailer

Mobile Video Mailer



(OPTIONAL)

A+ Level Launch – Channel Material & Engagement

Webinars (Live + Recorded)

- Internal
- Agent
- Distributor



Webinar

POP/Merchandising

- Product Displays
- POS Materials
- Distributor Guides



Product Displays



Demo Kit

Launch Kits

- Demo Kits
- Promo Giveaway



Promo Flyer

Distributor Guides

Sales Promo Flyer

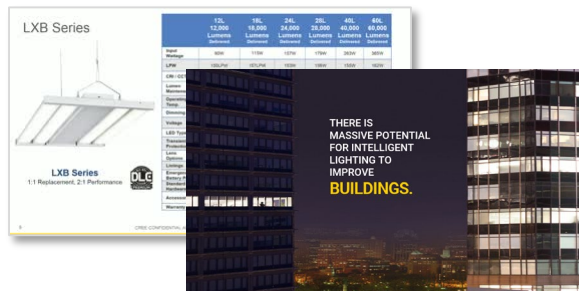


POS Materials

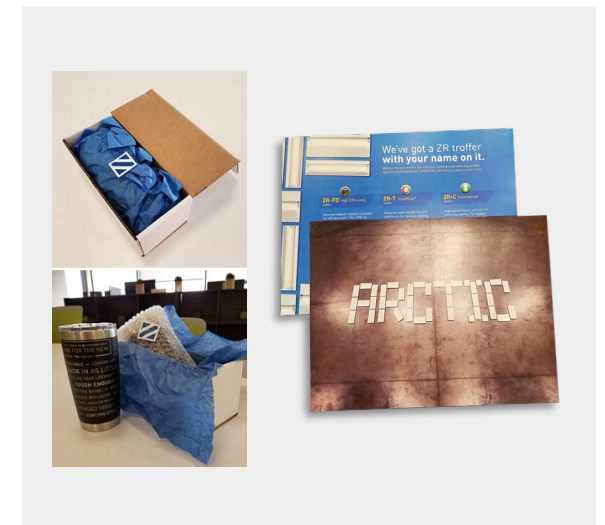
(Hangtags, Posters, Decals, Counter Mats, etc.)

Presentations

- Sales/Customer
- Training



Sales & Training PPTs

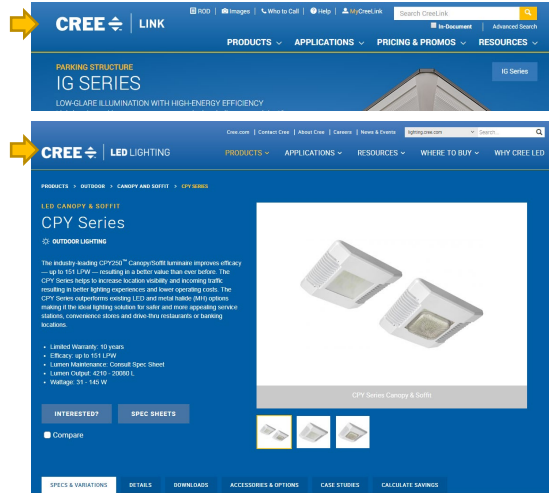


Promotional Giveaway/Mailer

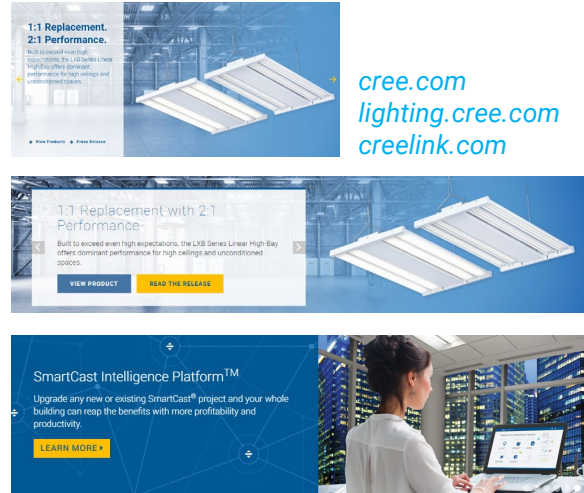
(OPTIONAL)

Web

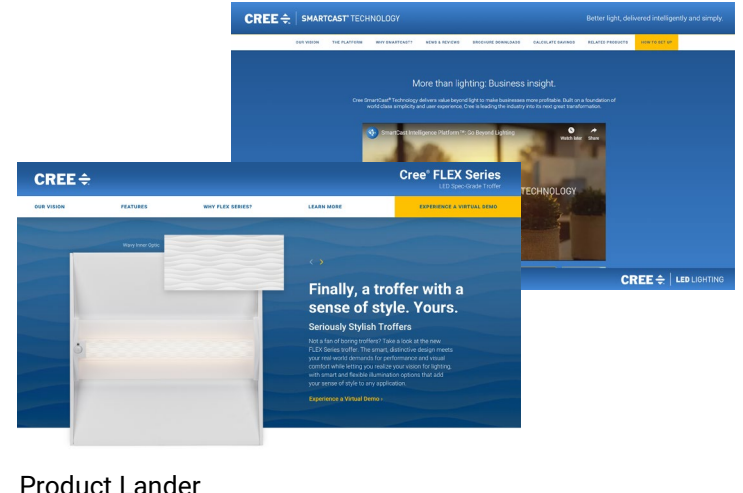
- Product Page
 - Public Website
 - CreeLink
- Web Banners
 - Public Website(s)
 - CreeLink
- *Product Lander*
- *Interactive Widget*
- *Campaign Lander*



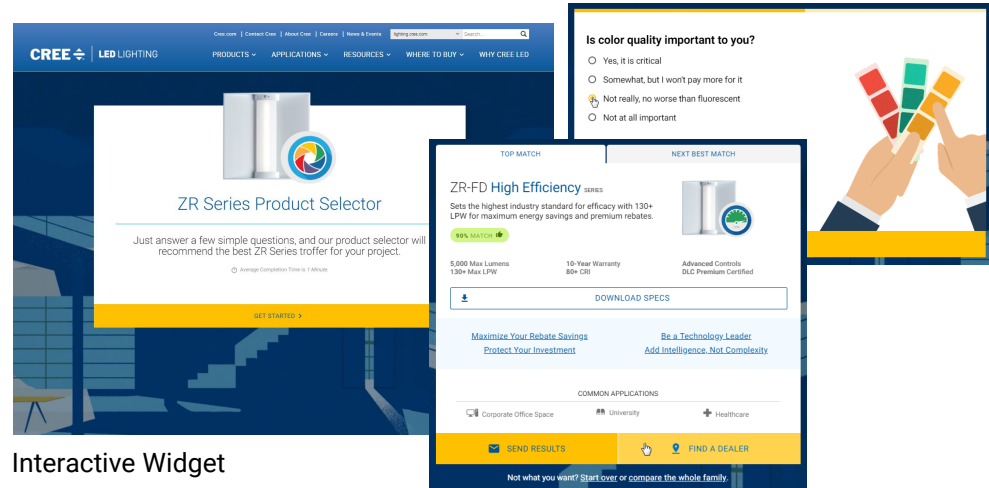
Product Pages



Web Banners



Product Lander



Interactive Widget



Campaign Lander

(OPTIONAL)

Channel Email

- Launch Day + Weekly
 - Innovation Edge
 - Distributor Edge
 - Petroleum Edge

Internal Email

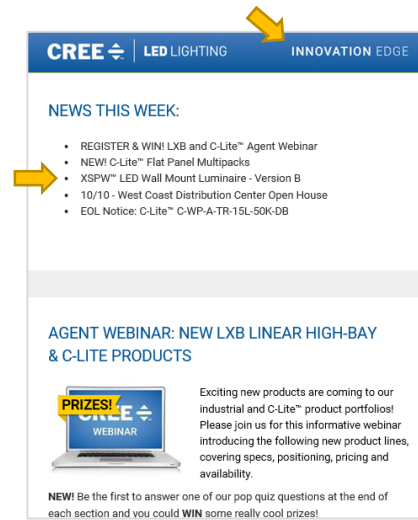
- Cree “Elements”

External Email

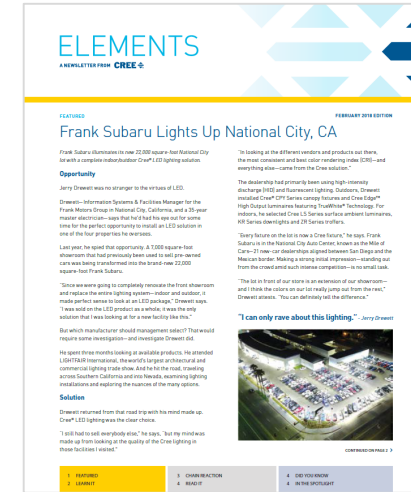
- LED Insider
- Targeted Campaign



Launch Email IE/DE/PE



Weekly Email IE/DE/PE



Cree Elements



LED Insider



Targeted Campaign

(OPTIONAL)

PR

- Press Release
 - Wire Release
 - Cree.com
- Broad Outreach

Social Media

- Launch Posts
- Thought Ldrsp Posts
- *Case Study Posts*

Advertising

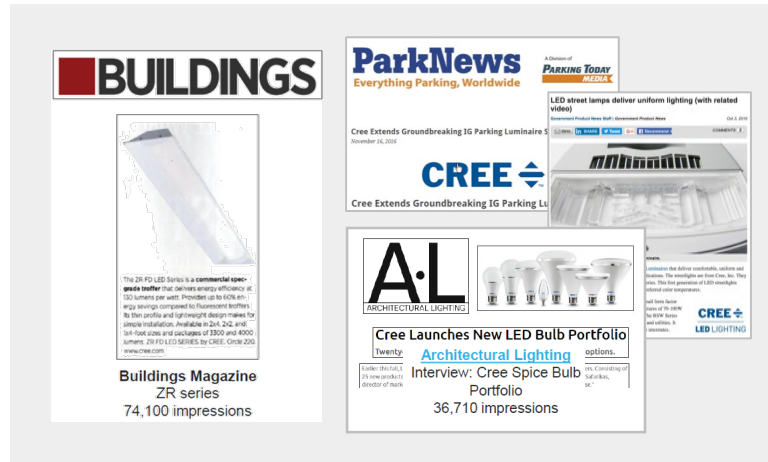
- *Prints Ads*
- *Digital Ads*
- *Webinars*
- *eNewsletter Ads*
- *Sponsorships*

Award Submissions

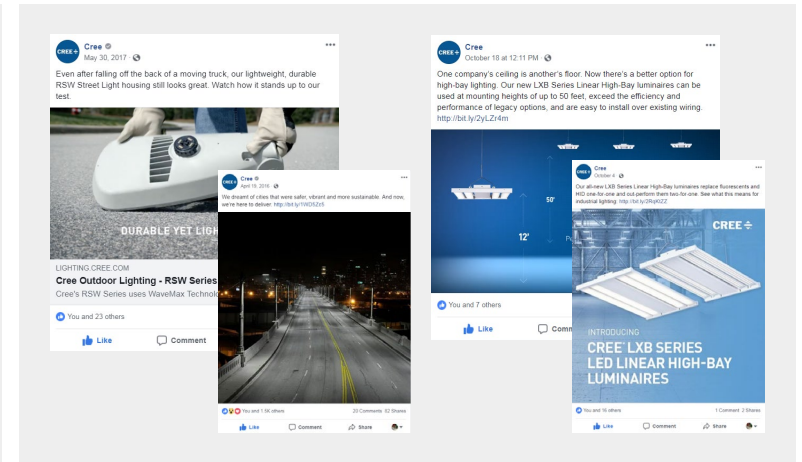
(OPTIONAL)



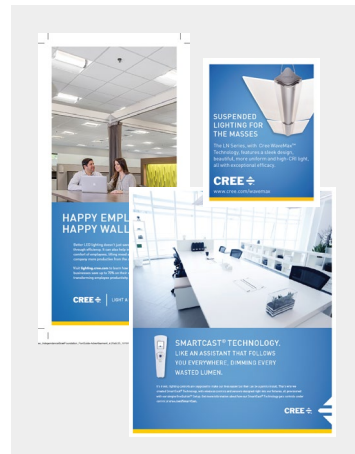
Press Release



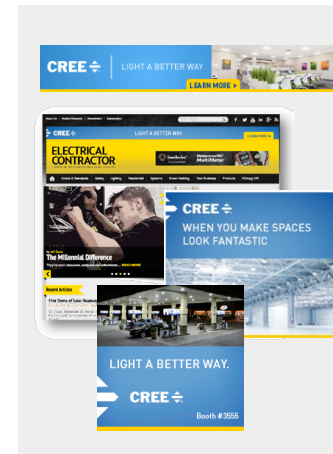
Media Placements



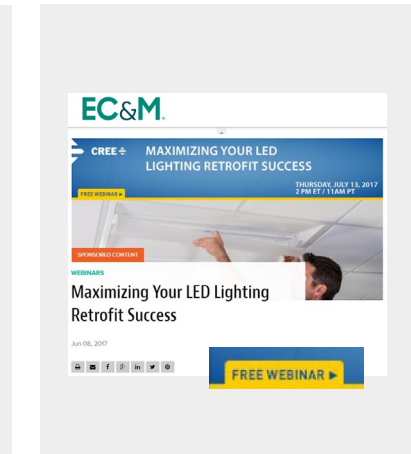
Social Posts



Print Ad



Digital Ad



Paid Webinar



eNews Ads



Award Submissions

Collateral	Photography	Multi-Media Content	Channel Material & Engagement	Web & Email	Media & Advertising
<p>Product Specific</p> <ul style="list-style-type: none"> <input type="checkbox"/> Product Spec Sheet <input checked="" type="checkbox"/> <i>Accessory Sheet(s)</i> <input type="checkbox"/> Sales Sheet <input checked="" type="checkbox"/> <i>Product Brochure</i> <input type="checkbox"/> Sizzle Sheet <input type="checkbox"/> Demo Kit Letter <input checked="" type="checkbox"/> <i>EOL Letter</i> <input type="checkbox"/> Slim Jim <input type="checkbox"/> Selection Guide <input type="checkbox"/> Price Book <p>Vertical Specific</p> <ul style="list-style-type: none"> <input type="checkbox"/> Application Guide(s) <input type="checkbox"/> Solution Summar(ies) <input checked="" type="checkbox"/> <i>Case Study</i> <p>Technical Docs</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> <i>White Papers</i> <input checked="" type="checkbox"/> <i>Deployment Guides & Application Notes</i> <input type="checkbox"/> Installation Sheets 	<p>Product Specific</p> <ul style="list-style-type: none"> <input type="checkbox"/> Product Photography <input type="checkbox"/> B-Roll Photography <input checked="" type="checkbox"/> <i>Accessory Photography</i> <input checked="" type="checkbox"/> <i>Product Rendering/ Cutaway</i> <input checked="" type="checkbox"/> <i>Installation Photography</i> <p>Vertical Specific</p> <ul style="list-style-type: none"> • <i>Application Photography</i> <ul style="list-style-type: none"> <input type="checkbox"/> <i>Actual or Render</i> <input type="checkbox"/> <i>Before/After</i> <input type="checkbox"/> <i>Drone</i> <input type="checkbox"/> <i>Lifestyle</i> 	<p>Video</p> <ul style="list-style-type: none"> <input type="checkbox"/> Product Short <input type="checkbox"/> Sizzle Video <input type="checkbox"/> Social Shorts <input checked="" type="checkbox"/> <i>Installation Video</i> <input checked="" type="checkbox"/> <i>Training Video</i> <p>Dimensional</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> <i>3D Mailer</i> 	<p>Webinars (Live + Recorded)</p> <ul style="list-style-type: none"> <input type="checkbox"/> Internal <input type="checkbox"/> Agent <input type="checkbox"/> Distributor <p>POP/Merchandising</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> <i>Product Displays</i> <input checked="" type="checkbox"/> <i>POS Materials</i> <input checked="" type="checkbox"/> <i>Distributor Guides</i> <p>Launch Kits</p> <ul style="list-style-type: none"> <input type="checkbox"/> Demo Kits <input checked="" type="checkbox"/> <i>Promo Giveaway</i> <p>Sales Promo</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> <i>Promo Flyer</i> <p>Presentations</p> <ul style="list-style-type: none"> <input type="checkbox"/> Sales/Customer <input type="checkbox"/> Training 	<p>Web</p> <ul style="list-style-type: none"> • Product Pages <ul style="list-style-type: none"> <input type="checkbox"/> lighting.cree.com <input type="checkbox"/> CreeLink • Web Banners <ul style="list-style-type: none"> <input type="checkbox"/> Public Website(s) <input type="checkbox"/> CreeLink <input checked="" type="checkbox"/> <i>Product Lander</i> <input checked="" type="checkbox"/> <i>Interactive Widget</i> <input checked="" type="checkbox"/> <i>Campaign Lander</i> <p>Email</p> <ul style="list-style-type: none"> • Launch Day + Weekly <ul style="list-style-type: none"> <input type="checkbox"/> Innovation Edge <input type="checkbox"/> Distributor Edge <input type="checkbox"/> Petroleum Edge <input type="checkbox"/> Cree "Elements" <input type="checkbox"/> LED Insider <input checked="" type="checkbox"/> <i>Targeted Campaign</i> 	<p>PR</p> <ul style="list-style-type: none"> <input type="checkbox"/> Press Release <ul style="list-style-type: none"> • Wire Release • Cree.com • Broad Outreach <p>Social Media</p> <ul style="list-style-type: none"> <input type="checkbox"/> Launch Posts <input type="checkbox"/> Thought Ldrsp Posts <input checked="" type="checkbox"/> <i>Case Study Posts</i> <p>Advertising</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> <i>Prints Ads</i> <input checked="" type="checkbox"/> <i>Digital Ads</i> <input checked="" type="checkbox"/> <i>Webinars</i> <input checked="" type="checkbox"/> <i>Custom eNewsletter</i> <input checked="" type="checkbox"/> <i>Sponsorships</i> <p>Award Submissions</p> <ul style="list-style-type: none"> <input type="checkbox"/> See Example Slide

Collateral	Photography	Multi-Media Content	Channel Material & Engagement	Web & Email	Media & Advertising
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Collateral	Photography	Multi-Media Content	Channel Material & Engagement	Web & Email	Media & Advertising
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<p>Product Specific (Updates)</p> <ul style="list-style-type: none"> <input type="checkbox"/> Product Spec Sheet <input type="checkbox"/> Accessory Sheet(s) <input type="checkbox"/> EOL Letter <input type="checkbox"/> Slim Jim <input type="checkbox"/> Selection Guide <input type="checkbox"/> Price Book <p>Technical Docs (Updates)</p> <ul style="list-style-type: none"> <input type="checkbox"/> Deployment Guides & Application Notes <input type="checkbox"/> Installation Sheets 	<p>Product Specific</p> <ul style="list-style-type: none"> <input type="checkbox"/> Product Photography <input type="checkbox"/> Accessory Photography <input type="checkbox"/> Installation Photography 		<p>Presentations (Updates)</p> <ul style="list-style-type: none"> <input type="checkbox"/> Sales/Customer <input type="checkbox"/> Training 	<p>Web (Updates)</p> <ul style="list-style-type: none"> • Product Pages (Updates) <ul style="list-style-type: none"> <input type="checkbox"/> lighting.cree.com <input type="checkbox"/> CreeLink <p>Email</p> <ul style="list-style-type: none"> • Weekly Only <ul style="list-style-type: none"> <input type="checkbox"/> Innovation Edge <input type="checkbox"/> Distributor Edge <input type="checkbox"/> Petroleum Edge 	



Collateral	Photography	Multi-Media Content	Channel Material & Engagement	Web & Email	Media & Advertising
<p>Product Specific (Canada Versions)</p> <ul style="list-style-type: none"> <input type="checkbox"/> Product Spec Sheet <input type="checkbox"/> <i>Accessory Sheet(s)</i> <input type="checkbox"/> Sales Sheet <input type="checkbox"/> Demo Kit Letter <input type="checkbox"/> Slim Jim <input type="checkbox"/> Selection Guide <input type="checkbox"/> Price Book <p>Vertical Specific (Canada Versions)</p> <ul style="list-style-type: none"> <input type="checkbox"/> Application Guide(s) <input type="checkbox"/> Solution Summar(ies) <input type="checkbox"/> <i>Case Study</i> <p>Technical Docs (Canada Versions)</p> <ul style="list-style-type: none"> <input type="checkbox"/> Installation Sheets 	<p>Product Specific</p> <ul style="list-style-type: none"> <input type="checkbox"/> Utilize US Photography <p>Canada Specific Vertical</p> <ul style="list-style-type: none"> • <i>Application Photography</i> <ul style="list-style-type: none"> <input type="checkbox"/> <i>Actual or Render</i> <input type="checkbox"/> <i>Before/After</i> <input type="checkbox"/> <i>Drone</i> <input type="checkbox"/> <i>Lifestyle</i> 	<p>Video</p> <ul style="list-style-type: none"> <input type="checkbox"/> Utilize US Content 	<p>Webinars (Live + Recorded)</p> <ul style="list-style-type: none"> <input type="checkbox"/> Internal <input type="checkbox"/> Agent <input type="checkbox"/> Distributor <p>Launch Kits</p> <ul style="list-style-type: none"> <input type="checkbox"/> Canada Demo Kits <p>Sales Promo</p> <ul style="list-style-type: none"> <input type="checkbox"/> <i>Canada Promo Flyer</i> <p>Presentations</p> <ul style="list-style-type: none"> <input type="checkbox"/> Sales/Customer <input type="checkbox"/> Training 	<p>Web</p> <ul style="list-style-type: none"> • Product Pages <ul style="list-style-type: none"> <input type="checkbox"/> creecanada.com • Web Banners <ul style="list-style-type: none"> <input type="checkbox"/> creecanada.com <input type="checkbox"/> CreeLink (CAN) <p>Email</p> <ul style="list-style-type: none"> • Launch Day + Weekly <ul style="list-style-type: none"> <input type="checkbox"/> Canada Innovation Edge 	<p>PR</p> <ul style="list-style-type: none"> • <i>Press Release</i> <ul style="list-style-type: none"> <input type="checkbox"/> <i>creecanada.com</i> <input type="checkbox"/> <i>Outreach to Canadian lighting design and spec pubs and communities</i> <p>Advertising</p> <ul style="list-style-type: none"> <input type="checkbox"/> <i>Prints Ads</i> <input type="checkbox"/> <i>Digital Ads</i> <input type="checkbox"/> <i>Custom eNewsletter</i>

CREE ™

LED BULB

A Level Launch – Collateral

Product Specific

- Sales Sheet

Technical Docs

- Dimmer List
- Lighting Facts Label
- Cautions & Warnings
- [Installation Sheet \(Downlights\)](#)



Sales Sheet

Dimmer List

Lighting Facts

Per Bulb

Brightness	460 lumens
Estimated Yearly Energy Cost Based on 3 hrs/day, 11¢/kWh. Cost depends on rates and use	\$0.66
Life Based on 3 hrs/day	22.8 years
Light Appearance Warm ————— Cool 2700 K	
Energy Used	5.5 watts

Lighting Facts Label

CAUTIONS AND WARNINGS

25/40W Replacement Cree LED Candelabra Bulb

- Not intended for use with emergency exit fixtures or emergency lighting.
- Risk of electric shock or burns. Turn power off and let cool before inspection or replacement.
- Do not open - no user-serviceable parts inside. Use only on 120 volt AC circuits. Do not use if product is cracked, broken or missing pieces, even if lamp continues to light.
- Suitable for use in operating environments ranging between -10°C and +40°C (14°F and +103°F).
- Suitable for damp locations, but not for use where exposed directly to weather or water.
- Suitable for use in enclosed fixtures.

This device complies with Part 15 of the FCC Rules. Operation is subject to the following two conditions: (1) this device may not cause harmful interference, and (2) this device must accept any interference received, including interference that may cause undesired operation. Visit creebulb.com for more information.

Applicable Product Model Numbers:

- TB11-01827M02CH15-12DE12-1-12
- TB11-01850M02CH15-12DE12-1-12
- TB11-03527M02CH15-12DE12-1-12
- TB11-03550M02CH15-12DE12-1-12

Cautions & Warnings

INSTALLATION

25/40W Replacement Cree LED Candelabra Bulb

INSTALLATION INSTRUCTIONS

- Remove the old incandescent bulb from the fixture. Turn off the power to the fixture.
- Remove the old bulb from the fixture.
- Remove the old bulb from the fixture.
- Remove the old bulb from the fixture.
- Remove the old bulb from the fixture.

INSTALLATION INSTRUCTIONS

1. Turn off the power to the fixture. Do not touch the bulb. The bulb may become hot.

2. Remove the old bulb from the fixture. Turn the bulb counter-clockwise until it is loose. Do not touch the bulb. The bulb may become hot.

3. Insert the new Cree LED Candelabra Bulb into the fixture. Turn the bulb clockwise until it is seated. Do not touch the bulb. The bulb may become hot.

4. Turn the power back on. The Cree LED Candelabra Bulb will light up.

Installation Sheet

(OPTIONAL)

A Level Launch – Photography

Product Specific

- Product Photography

Packaging Photography

- Product Packaging Photography
- *Product Display Photography*

Application Specific

- *Before & After*
- *Installation Photography*
- *Lifestyle Photography*



Product Photography (On or Off)



Packaging Photography



Product Display Photography



Before & After



Installation Photography



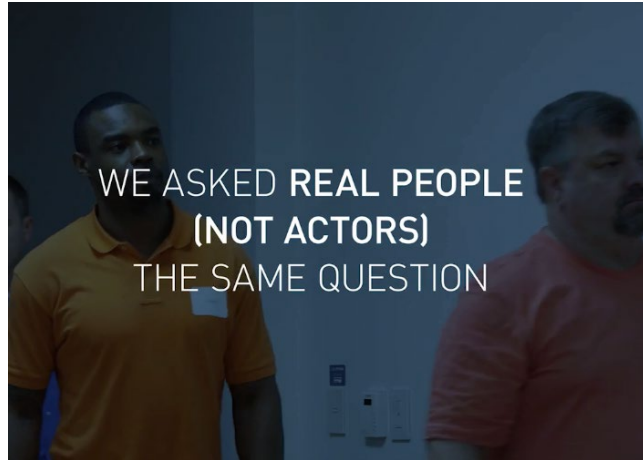
Lifestyle Photography

(OPTIONAL)

A Level Launch – Multi-Media Content

Video

- Sizzle Videos
- Social Short
- Case Study Video
- Installation Video



Sizzle Video



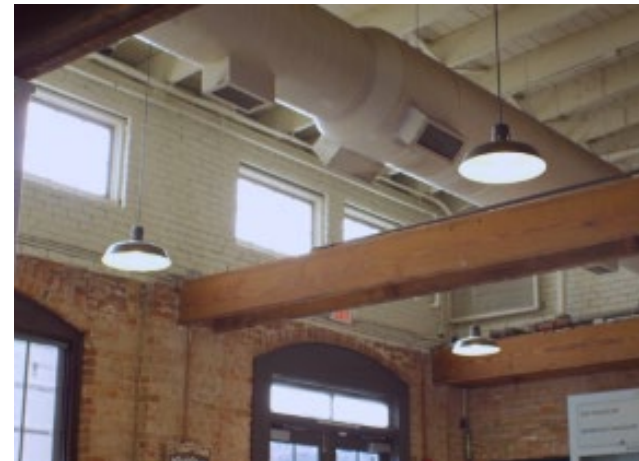
Sizzle Video



Sizzle Video



Social Short (0-15 sec)



Case Study Video



Installation Video

(OPTIONAL)

A Level Launch – Packaging & POS

Retail Packaging

- Product Packs
- Tray Labels

POP/Merchandising

- Product Wingstacks
- Shelf Talkers/Displays
- POS Materials



Product Packs



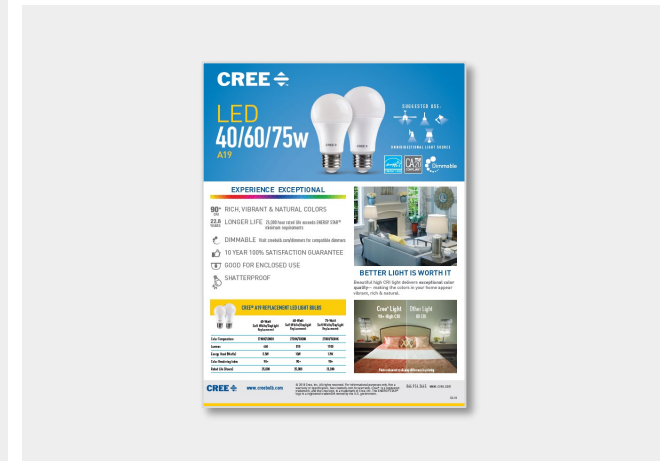
Product Wingstacks



Shelf Talkers/Displays



Tray Labels



POS Materials

(OPTIONAL)

Web

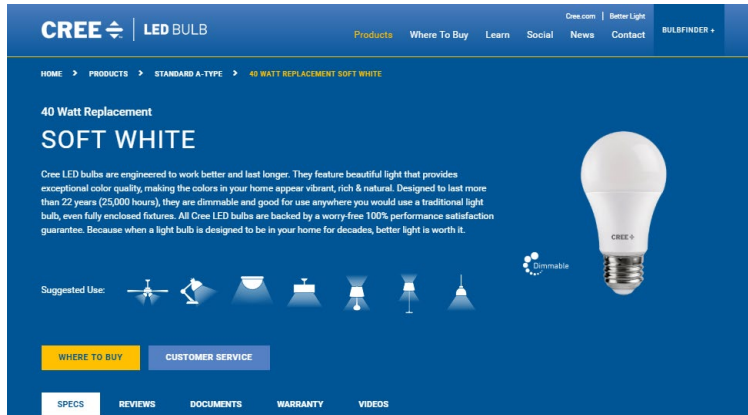
- Product Page
- Web Banners
- THD Page Graphic

External Email

- Bulb Newsletter

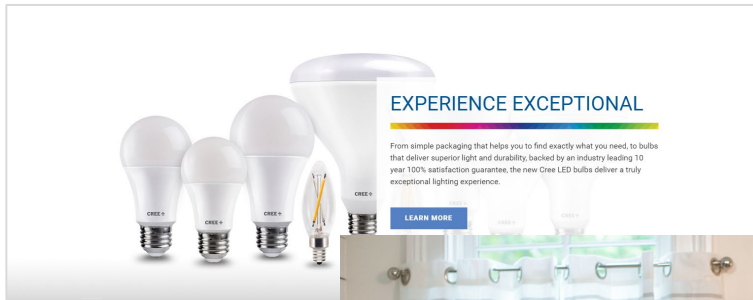
Internal Email

- Cree "Elements"

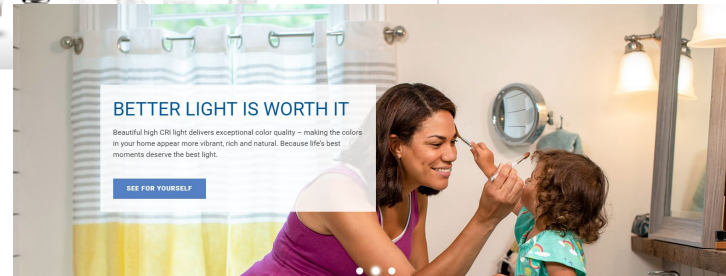


Wattage	5.5	ADDITIONAL PHOTOS
Brightness	460 Lumens	
Rated Lifetime	25,000 Hrs	

Product Page



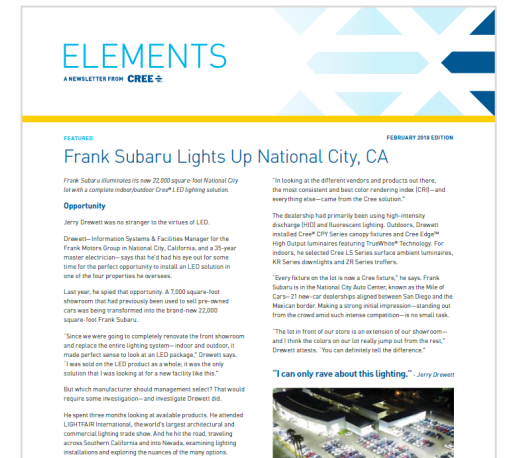
Web Banners



THD Page Graphic



Bulb Newsletter



Cree Elements

(OPTIONAL)

A Level Launch – Media & Advertising

PR

- Press Release
 - Wire Release
 - Cree.com
- Broad Outreach
- Satellite Media Tour

Social Media

- Launch Posts
- Social Infographics
- Influencer Campaign

Advertising

- Digital Ads

(OPTIONAL)

June 12, 2018

CREE REVITALIZES BULB LINE TO PROVIDE CONSUMERS WITH EXCEPTIONAL LIGHT

NOT ALL LED BULBS ARE EQUAL: REACH FOR CREЕ'S PREMIUM BULBS AT THE HOME DEPOT

DURHAM, N.C. – June 12, 2018 – Cree Inc. (NYSE: CREЕ) has revamped its complete line of consumer LED bulbs, including more than 50 products ranging from A-range and candlesticks to recessed and downlights. Designed with consumer preferences in mind, the upgraded line is engineered to work better and last longer, with light that delivers exceptional color quality. The launch comes in conjunction with The Home Depot's recently redesigned bulb aisle that aims to help consumers easily compare, understand and choose LED light bulbs.

"The new line of bulbs delivers the best value for consumers who are looking for long-lasting, beautiful LED lighting that will enhance their home," said Phil Pirovetti, senior marketing manager of Cree. "We have simplified our packaging into an easy-to-understand white box that explains the value of exceptional lighting."

Cree's LED bulbs can improve the appearance of home décor, increase comfort and even affect mood. For homeowners looking to improve their space through a remodel or give more light to their home, it is as easy as changing the light bulbs. The entire line of these high quality bulbs includes 94+ color-rendering index (CRI) light, meaning the hue in your home appears more vibrant, rich and natural. In addition, the bulbs offer full dimming capabilities and Cree's industry-leading 50,000+ hour minimum lifetime guarantee. Designed to be a year for decades, the bulbs exceed the ENERGY STAR minimum lifetime for most products, up to 22 years or 21,000 hours for bulbs and up to 40 years or 40,000 hours for recessed downlights.

The new Cree® LED bulbs are showcased in The Home Depot® stores and are available online. Please visit www.creebulbs.com to learn more.

* 22 year and 40 year lifetime for ENERGY STAR® qualified LED lighting based on 3 hours use per day.

About Cree

Press Release

CNET
June 26, 2018

CNET rates Cree's newest line of LED bulbs "great"

CNET's Ry Crist praised the new bulbs for their superb dimmability, industry-leading warranty and high light quality that makes colors "pop", declaring the new Cree LED bulbs the "safe, smart pick" in the lighting aisle.

[READ ARTICLE](#)

Business Insider | June 21, 2017 | Malarie Gokey

The Best Lightbulb Overall

Business Insider names the Cree 60W lifetime and high energy efficiency.

Tree Hugger | September 13, 2016 | Lloyd Alter

Cree revamps entire LED line of better bulbs

In the New Yorker, J B Mackinnon (beloved of TreeHugger for t

Media Placements

CREE LED BULBS AVAILABLE AT

CREE LED BULBS AVAILABLE AT

AVAILABLE AT

EXPERIENCE EXCEPTIONAL

60W LED

60W LED

AVAILABLE AT

BUY NOW

Digital Ads

Cree Inc. @Cree

With our new @Cree #LED bulbs, the colors in your home will truly pop like never before. Shop them at The @HomeDepot: thd.co/2OAgCVX

Social Posts

Cree Inc. Retweeted **Amy Kim** @HomeyOhMy

Why lighting is important, how to make it better, and what to look for in a light bulb with @cree LED bulbs #ad #homeyohmy/better-lightin...

YOUNG HOUSE LOVE

THE BEST LED LIGHT BULBS WE'VE FOUND FOR THE ENTIRE HOUSE

Beth Hunter @HomeSt

When Cree asked if I'd be but wasn't expecting thi

Cree Inc. Retweeted **Meissa George** @repurposeallife

Do you prefer Daylight or Soft White LED bulbs? I'm a Daylight girl, but discovered that @Cree has created light bulbs that look more natural in both cool temps. See the comparison here: [colorwithacolor.com/bathroom-light...#ad](http://colorwithacolor.com/bathroom-light...)

Cree Inc. Retweeted **Gail** @repurposeallife

ugh! the end of DST is right around the corner! I found a great way to deal with it, see how happy I am! #ad Thank you! @CreeBulb mrfcom.rocksstore_endof_dst bit.ly/2DrePYN

Cree Inc. Retweeted **Beth Hunter** @HomeSt

Our new #LED bulbs deliver light that make interior colors appear more vibrant, rich and natural. Don't believe us? Check out @HomeStoriesAZ2's dreamy space illuminated by our new LED bulbs: bit.ly/2DrePYN

Influencer Campaigns

Collateral	Photography	Multi-Media Content	Packaging & POS	Web & Email	Media & Advertising
<p>Product Specific</p> <ul style="list-style-type: none"> <input type="checkbox"/> Sales Sheet <p>Technical Docs</p> <ul style="list-style-type: none"> <input type="checkbox"/> Dimmer List <input type="checkbox"/> Lighting Facts Label <input type="checkbox"/> Cautions & Warnings <input type="checkbox"/> <i>Installation Sheet (Downlights)</i> 	<p>Product Specific</p> <ul style="list-style-type: none"> <input type="checkbox"/> Product Photography <p>Packaging Photography</p> <ul style="list-style-type: none"> <input type="checkbox"/> Product Packaging Photography <input type="checkbox"/> <i>Product Display Photography</i> <p>Application Specific</p> <ul style="list-style-type: none"> <input type="checkbox"/> <i>Before & After</i> <input type="checkbox"/> <i>Installation Photography</i> <input type="checkbox"/> <i>Lifestyle Photography</i> 	<p>Video</p> <ul style="list-style-type: none"> <input type="checkbox"/> <i>Sizzle Video</i> <input type="checkbox"/> <i>Social Shorts</i> <input type="checkbox"/> <i>Case Study Video</i> <input type="checkbox"/> <i>Installation Video</i> 	<p>Retail Packaging</p> <ul style="list-style-type: none"> <input type="checkbox"/> Product Packs <input type="checkbox"/> Tray Labels <p>POP/Merchandising</p> <ul style="list-style-type: none"> <input type="checkbox"/> <i>Product Wingstacks</i> <input type="checkbox"/> <i>Shelf Talkers/Displays</i> <input type="checkbox"/> <i>POS Materials</i> 	<p>Web</p> <ul style="list-style-type: none"> <input type="checkbox"/> Product Page <input type="checkbox"/> Web Banners <input type="checkbox"/> THD Page Graphic <p>External Email</p> <ul style="list-style-type: none"> <input type="checkbox"/> Bulb Newsletter <p>Internal Email</p> <ul style="list-style-type: none"> <input type="checkbox"/> <i>Cree "Elements"</i> 	<p>PR</p> <ul style="list-style-type: none"> • <i>Press Release</i> <ul style="list-style-type: none"> <input type="checkbox"/> <i>Wire Release</i> <input type="checkbox"/> <i>Cree.com</i> • <i>Broad Outreach</i> <input type="checkbox"/> <i>Satellite Media Tour</i> <p>Social Media</p> <ul style="list-style-type: none"> <input type="checkbox"/> Launch Posts <input type="checkbox"/> Social Infographics <input type="checkbox"/> Influencer Campaign <p>Advertising</p> <ul style="list-style-type: none"> <input type="checkbox"/> Digital Ads