

Launch Campaign Brief: New Product

Product Name: *[Enter product name]*

Overview

Provide a short summary of the product and launch goals.

Objectives

- *[Objective 1]*
- *[Objective 2]*
- *[Objective 3]*

Target Audience

Describe the main audience(s) for the campaign.

Key Messages

- *[Message 1]*
- *[Message 2]*
- *[Message 3]*

Channels & Tactics

- *[Channel or tactic 1]*
- *[Channel or tactic 2]*
- *[Channel or tactic 3]*

Timeline

Outline key dates and milestones.

Budget

State the allocated budget.

KPIs & Measurement

- *[KPI 1]*
- *[KPI 2]*
- *[KPI 3]*

Stakeholders

List key team members and roles.