

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.