

Budget Allocation Brief

Product Launch Campaign: [Product Name]

Prepared By: [Name]

Date: [MM/DD/YYYY]

Campaign Period: [Start Date] – [End Date]

Total Allocated Budget: \$[Amount]

Objectives

- [Objective 1: e.g., Build product awareness among target audience]
- [Objective 2: e.g., Generate X number of leads/sales]
- [Objective 3: e.g., Establish social media presence]

Budget Breakdown

Category	Description	Allocation
Advertising	Digital ads (social, search, display)	\$(Amount)
PR & Influencers	Press releases, influencer partnerships	\$(Amount)
Content Creation	Photo, video, copywriting	\$(Amount)
Events	Product launch event, demos	\$(Amount)
Promotional Materials	Brochures, merchandise	\$(Amount)
Other	[Specify]	\$(Amount)
Total		\$(Total Amount)

Notes

- [Any specific assumptions, notes, or risk factors]
- [Any outstanding approvals or next steps]