

Launch Campaign Objectives Brief

Project Overview

[Describe the campaign purpose and high-level goals in 1-2 sentences.]

Primary Objectives

- [Objective 1: e.g., Increase product awareness among target audience]
- [Objective 2: e.g., Generate qualified leads for the sales team]
- [Objective 3: e.g., Drive traffic to campaign landing page]

Target Audience

[Describe the primary audience(s), including demographics, interests, and any key insights.]

Key Messages

- [Message 1: e.g., Unique value proposition]
- [Message 2: e.g., Key benefit or differentiator]

Success Metrics

- [e.g., Number of leads generated]
- [e.g., Website traffic increase (%)]
- [e.g., Social media engagement]

Timeline

[e.g., Campaign launch date, duration, major milestones]