

Cross-Channel Advertising Collaboration Brief

Project Overview

Project Name: Spring 2024 Product Launch

Prepared by: Marketing Team

Date: March 1, 2024

Objective: Launch and promote our new Spring 2024 collection by collaborating across multiple advertising channels, increasing brand awareness and driving product sales.

Goals & KPIs

- Increase website traffic by 35% during the campaign period
- Generate 2,000+ leads from paid campaigns
- Achieve 100,000+ cross-channel impressions
- Engage 500+ users via social media interactions
- Track conversion rates per channel

Target Audience

- Age: 24-45
- Interest: Fashion-forward, sustainable lifestyle
- Location: Urban US cities
- Demographics: 60% female, 40% male
- Channels: Instagram, Facebook, Email, Display Ads

Key Channels & Deliverables

Channel	Deliverable	Owner	Deadline
Instagram	4 feed posts, 2 Stories, 1 Reels video	Social Media Team	Mar 14
Facebook	3 posts, 1 paid campaign setup	Social Media Team	Mar 14
Email	3 campaign emails, 1 newsletter	Email Marketing Team	Mar 13
Display Ads	5 banner variations, rich media creative	Creative Team	Mar 10

Key Messages

- Highlight sustainable materials and ethical production
- Emphasize limited-edition and exclusivity
- Drive urgency: "Available while supplies last!"

Collaboration & Timeline

- Final asset submission: Mar 7
- Internal review: Mar 8 – Mar 9
- Channel-specific setup: Mar 10 – Mar 13
- Launch date: Mar 15
- Reporting & wrap-up: Apr 5

Notes & Approvals

Key Stakeholders: Marketing Manager, Creative Director, Social Leads

Approval Deadline: March 9, 2024

