

Product Giveaway Campaign Brief

Campaign Title

1. Objective

- Increase engagement on

- Grow our follower base by

- %
- Collect feedback and reviews for

2. Target Audience

3. Giveaway Details

- **Product(s) Offered:**

- **Total Prizes:**

- **Giveaway Duration:**

- **Announcement Date:**

4. Participation Mechanics

1. Follow our

- account(s)
2. Like & share the giveaway post
3. Mention

- friends in the comments
4. (Optional) Submit

5. Key Channels

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6. Success Metrics

- Number of participants:

- Social engagement rate:

- Follower growth:

- UGC submissions:

7. Timeline

- Preparation:

- Campaign Live:

- Winner Announcement:

8. Budget

9. Notes & Approvals
