

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

- _____
- _____
- _____

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
