

Product Sampling Campaign Brief

Campaign Name:

Brand / Product:

Objective:

- _____
- _____

Target Audience:

- Demographic: _____
- Location: _____
- Interests: _____

Channels & Tactics:

- _____
- _____

Sample Distribution Plan:

- No. of Samples: _____
- Distribution Method: _____
- Fulfillment Partner(s): _____

Timeline:

- Start Date: _____
- End Date: _____

Key Messaging / CTA:

KPIs & Success Metrics:

- _____
- _____

Budget Estimate:

Notes: