

Product Sampling Campaign Brief

Campaign Name:

Brand / Product:

Objective:

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Target Audience:

- Demographic:

- Location:

- Interests:

Channels & Tactics:

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Sample Distribution Plan:

- No. of Samples:

- Distribution Method:

- Fulfillment Partner(s):

Timeline:

- Start Date:

- End Date:

Key Messaging / CTA:

KPIs & Success Metrics:

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Budget Estimate:

Notes: