

# Retail In-Store Promotion Campaign Brief

## Product Highlight

Campaign Title

Enter campaign title

Product to be Highlighted

Enter product name or SKU

Campaign Objectives

Describe the main goals of the campaign

Target Audience

Describe your intended audience

Key Messages / Product Features

List key features or benefits to communicate

Promotion Details

Provide details (offers, mechanics, etc.)

In-store Execution

Describe display, POSM, staff briefing, etc.

Campaign Timeline

Start date - End date

KPIs / Measurement

Define success metrics

Budget

Enter allocated budget

Approvals

List names/titles for approvals

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