

# 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/positions for approvals

List names/lines for approvals