

Seasonal Promotion Campaign Brief

Product:

[Product Name]

Promotion Title:

[Seasonal Promotion Name]

Objective:

[Briefly describe the main objective of this campaign. For example: Drive awareness, boost sales, increase engagement, etc.]

Target Audience:

- [Demographic segment 1]
- [Demographic segment 2]
- [Other relevant audience details]

Offer Details:

[Describe promotional offer, e.g. 20% off, Buy 1 Get 1, Gift with purchase, etc.]

Duration: [Start Date] - [End Date]

Key Messages:

- [Key Message 1]
- [Key Message 2]

Channels & Tactics:

- [Channel 1: Email, Social media, Website, etc.]
- [Channel 2]

Budget:

[Estimated budget for the campaign]

Timeline:

Milestone	Date
Campaign Planning	[Date]

Asset Creation	[Date]
Launch	[Date]
Campaign End	[Date]
Results Review	[Date]

KPIs & Success Metrics:

- [Sales uplift %]
- [Engagement rate]
- [Traffic increase]