

Brand Awareness Campaign Proposal

Date: _____

Prepared by: _____

For: _____

1. Executive Summary

This proposal outlines a comprehensive brand awareness campaign designed to increase visibility, engagement, and market share for [Brand Name]. The strategies presented aim to position the brand at the forefront of target audiences' minds, leveraging both digital and traditional marketing channels.

2. Objectives

- Increase brand recall by ____% within six months.
- Expand reach to new target demographics.
- Enhance positive brand sentiment across key channels.
- Drive traffic to [website/landing page/social media/profile].

3. Target Audience

- Demographics: [age, gender, income, education, etc.]
- Psychographics: [interests, values, attitudes, behaviors]
- Geographical Focus: [region/country/city]

4. Campaign Strategies & Tactics

1. Digital Campaigns:

- Social media content & advertising
- Influencer partnerships
- Display ad placements
- Email marketing outreach

2. Offline Initiatives:

- Event sponsorship and participation
- Print media ads
- Guerilla marketing tactics

3. Public Relations:

- Press release distribution
- Earned media features

5. Timeline

Phase	Activities	Timeline
Phase 1	Research & Planning	Weeks 1-2
Phase 2	Creative Development & Outreach	Weeks 3-5
Phase 3	Campaign Launch	Weeks 6-12
Phase 4	Measurement & Optimization	On-going

6. Budget Overview

Item	Estimated Cost
Media Buying	\$ _____
Creative Production	\$ _____
Influencer Partnerships	\$ _____
PR Activities	\$ _____
Total	\$ _____

7. Measurement & KPIs

- Impressions & reach
- Brand recall surveys
- Website/social media traffic
- Engagement rate
- Media mentions

8. Next Steps

1. Review proposal and provide feedback.
2. Confirm campaign goals and budget.
3. Approve timeline and deliverables.

Contact Information

Name: _____

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