

# Marketing Campaign Authorization Memo

To: \_\_\_\_\_

From: \_\_\_\_\_

Date: \_\_\_\_\_

Subject: Authorization for Retail Marketing Campaign

## Campaign Overview

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## Retail Outlets Involved

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## Campaign Details

Start Date: \_\_\_\_\_

End Date: \_\_\_\_\_

Budget: \_\_\_\_\_

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## Objectives

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## Key Approvals

Marketing Manager: \_\_\_\_\_

Finance Manager: \_\_\_\_\_

Retail Director: \_\_\_\_\_

Authorized By: \_\_\_\_\_ Date: \_\_\_\_\_

Received By: \_\_\_\_\_ Date: \_\_\_\_\_

