

Risk ID	Risk Description	Likelihood (High/Medium/Low)	Impact (High/Medium/Low)	Mitigation Strategy	Owner	Status
R1	Budget Overruns due to unplanned campaign expenses	Medium	High	Monitor budget closely, regularly review expenditures	Project Manager	Open
R2	Poor audience engagement with the marketing campaign	Medium	High	Adjust campaign based on real-time feedback and data	Marketing Agency	Open
R3	Delays in ad material production	Medium	Medium	Set clear deadlines, maintain constant communication	Content Creation Team	Open
R4	Competitor response weakening the campaign's impact	Medium	Medium	Monitor competitor actions, adjust strategy as needed	Project Manager	Open
R5	Failure to meet projected sales growth targets	Medium	High	Regularly monitor sales data, optimize promotions	Sales Team	Open
R6	Supply chain disruption affecting promotional materials	Low	Medium	Establish backup suppliers	Procurement Team	Open
R7	Regulatory or legal issues related to advertising content	Low	High	Consult with legal team on all campaign materials	Legal Department	Open
R8	Negative customer feedback due to the campaign	Low	Medium	Collect feedback quickly, respond and adapt	Customer Support Team	Open
R9	Technology failures affecting digital campaign performance	Low	High	Ensure platform stability, perform pre-launch tests	IT Department	Open
R10	Loss of key influencers or media partners during campaign	Low	Medium	Build relationships with multiple influencers/partners	Marketing Team	Open