

Campaign title	Budget	Start date	End date	Objective	Audience	Platform	Format	Creatives	Call to action
20% Off Promotion	\$600	6/5	6/19	Website visitors	People who have specific bedding in mind and are worried website won't allow them to find it. Want an easy way to filter options (colors, fabrics, patterns) on the the website. Live in cities, college educated Adults w/ children 30-50 ages are interested in home improvement and shopping.	Facebook	Static image	-Image of parents dynamically reading to kids in bed, acting scene using sheets at props. -Text describes how website lets customer filter and find specific bedding -Text mentions 20% off promotion	- Get 20% off your entire order! - Order Online and get 20% off! - Get 20% off on your online ord