**2021 Strategy & Business Operations Candidate Project**

For this exercise, you are being tasked with creating campaign lists based on the (fictitious) customer data sets provided and the rules below.

**Universal rules:**

* Nobody should receive multiple copies of the same email, even if they have different account IDs with the same email address. Fans can be a part of multiple campaigns.
* Files are not mutually exclusive, Season Ticket Holders may also be Single Game Buyers
* If a fan has been contacted by a Twins Sales Rep after 3/28/2021 (based on the CRM ownership file), any sales email should come from that reps email address
* Any service email, and any salesemail to a fan who has not been contacted since 3/28/2021, should come from tickets@twinsbaseball.com
* No current Twins Season Ticket Holder should receive any message about purchasing additional tickets

Each campaign may also have audience criteria that need to be applied in addition to the universal rules above

**Campaign 1 (2 for 1 Offer):**

* **Summary:** “The Minnesota Twins are offering a 2 for 1 offer for any tickets purchased for the June 26th game.”
* **Audience Criteria**: All fans, except those who have purchased tickets for games after June 26th.
* **Email Type:** Sales

**Campaign 2 (Flex 40 Promo):**

* **Summary:** “The Flex 40 package for the Minnesota Twins is a great way to ensure playoff priority, get our great season ticket holder benefits, and save money on the games you attend”
* **Audience Criteria:** All fans, except for those who were Season Ticket Holders in 2018 or 2019
* **Email Type:** Sales

**Campaign 3 (STH Benefits):**

* **Summary:** “Register now for our exclusive Season Ticket Holder Autograph Session”
* **Audience Criteria:** All current Season Ticket Holders
* **Email Type:** Service

**Campaign 4 (Game Time Update):**

* **Summary:** “The start time for the August 3rd game has been changed to 6:05 PM”
* **Audience Criteria:** People with tickets for August 3rd, in addition to all current season ticket holders
* **Email Type:** Service