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| **Campaign Brief Creation Template** | | |
| Campaign Name | Nike Summer Running Shoes Promotion | |
| Campaign Type | Promotional Campaign | |
| Business & Marketing Objectives: | - Increase sales of Nike running shoes during the summer promotion period. - Enhance brand visibility among young adults through online channels. - Gain insights into consumer behavior, leveraging past campaign data to refine marketing strategies. | |
| Target Audiences: | Young adults aged 18-30, primarily fitness enthusiasts and individuals looking to enhance their running gear. | |
| Channels: | - Social Media (Instagram, Facebook, TikTok) - Email Marketing - Google Ads - Influencer Partnerships - Nike's official website | |
| Campaign Duration | | Budget Allocation |
| May 6, 2025 - May 31, 2025 | | - Social Media Advertising: $4,500 - Email Marketing: $2,500 - Creative Production: $3,000 - Influencer Partnerships: $2,000 |
| Core Message & Positioning: | "Run Into Summer: Unleash Your Potential with Nike's Exciting New Running Shoes and Exclusive Online Offers!" | |
| Creative Assets Required: | - Eye-catching countdown videos and graphics for social media platforms. - Engaging carousel posts showcasing highlighted products and exclusive offers. - Personalized email templates promoting special deals and new product launches. - Website banners for drawing attention to the promotion. | |
| Compliance, Legal & Brand Guidelines: | - Ensure all promotional materials align with legal advertising standards and Nike's brand guidelines. - Include transparency in pricing, clearly displaying original and discounted prices. | |
| Technical & Operational Requirements: | - Utilize social media scheduling tools (e.g., Hootsuite or Buffer) for post management. - Implement email marketing campaigns through Mailchimp or Salesforce Marketing Cloud. - Track campaign performance with UTM parameters and discount code measures for accurate ROI evaluation. | |
| Measurement & Reporting: | - Key performance indicators: growth in social media followers, sales increase, email open rates, and click-through rates on promotions. - Conduct weekly reviews of campaign performance and make real-time adjustments as necessary. - A comprehensive performance report due by June 5, 2025, utilizing platforms such as Google Analytics to capture necessary metrics. | |
| Historical Insights: | - Previous campaigns showcased a 15% increase in website traffic during promotional events, particularly beneficial for the summer shoe launch. - Implementing a sense of urgency through limited-time offers is crucial for driving conversions. | |
| Roles & Responsibilities: | - \*\*Campaign Manager:\*\* Oversee overall execution and monitor inventory levels. - \*\*Creative Team:\*\* Design visuals for social media, email, and the website. - \*\*Social Media Specialist:\*\* Manage ad campaigns and interact with consumer feedback. - \*\*E-commerce Specialist:\*\* Optimize the website for user experience and upsell opportunities. - \*\*Data Analyst:\*\* Analyze sales data and adjust strategies accordingly. | |