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| **Campaign Brief Creation Template** | | |
| Campaign Name | Nike Running Shoes Summer Promotion | |
| Campaign Type | Promotional Campaign | |
| Brand | Nike | |
| Business & Marketing Objectives: | Increase sales of Nike running shoes by implementing limited-time offers and countdown promotions. Engage the target audience of young adults through tailored messaging and promotions across digital channels. | |
| Target Audiences: | Young adults, primarily aged 18-30, who are fitness enthusiasts and fashion-conscious individuals. | |
| Channels: | Social Media (Instagram, Facebook, TikTok, Pinterest), Email Marketing, Nike's Official Website, Influencer Partnerships | |
| Campaign Duration | | Budget Allocation |
| May 06, 2025, to May 31, 2025. | | - Social Media Advertising: $4,500 - Email Marketing: $2,500 - Creative Production: $2,500 - Total Budget: $9,500 |
| Core Message & Positioning: | Run with Comfort, Style, and Performance – Elevate Your Summer with Nike Running Shoes! | |
| Email Subject Line: | Get Ready for Summer with Exclusive Discounts on Nike Running Shoes! | |
| Email Content: | Dear [Customer Name],   Summer is just around the corner, and there's no better time to step up your running game! Enjoy exclusive offers on our latest Nike running shoes designed for optimal comfort and style. Don't miss out on these limited-time offers that will elevate your summer experience. Click here to explore our collection and find your perfect pair!   Happy running, The Nike Team | |
| Creative Assets Required: | - Engaging "how-to" videos featuring product demonstrations for Instagram and TikTok. - Vibrant, shareable graphics for Pinterest boards. - Email templates promoting bundle offers and limited-time discounts. - Eye-catching social media carousel posts showcasing product features and benefits. | |
| Compliance, Legal & Brand Guidelines: | - Adhere strictly to Nike’s brand design guidelines and tone of voice. - Ensure all marketing materials are compliant with advertising standards and regulations. | |
| Technical & Operational Requirements: | - Utilize marketing tools such as Buffer or Hootsuite for social media post scheduling. - Leverage Mailchimp for email marketing campaigns. - Implement discount code tracking and UTM parameters for performance analysis. | |
| Measurement & Reporting: | - KPIs will include social media growth, sales metrics, email open rates, and click-through rates (CTRs). - The performance will be reviewed weekly with insights documented for final analysis by May 25, 2025, using Google Analytics. | |
| Historical Insights: | - Based on historical data, limited-time offers and the incorporation of countdown elements can significantly boost conversion rates, while engaging content such as videos and infographics tend to drive higher audience engagement. | |
| Roles & Responsibilities: | - Campaign Manager: Oversee execution and ensure inventory is managed in real-time. - Creative Team: Design visuals for social media and email campaigns. - Social Media Specialist: Run advertising, manage engagement, and community interactions. - E-commerce Specialist: Optimize the online shopping experience for Nike products. - Data Analyst: Monitor campaign metrics and provide actionable insights. | |
| Comments and Approval: |  | |