

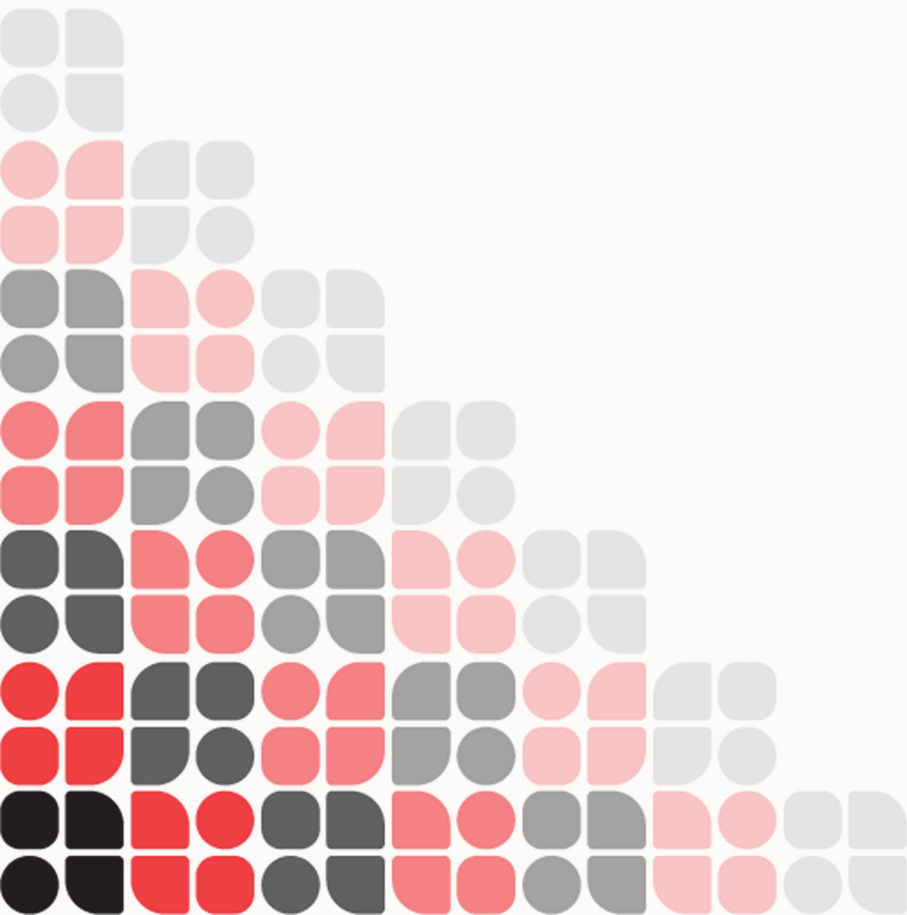


Global



Fashion Project

Role of an Advertising Campaign Manager





Role of an Advertising Campaign Manager

1. Campaign Strategy and Planning

The Advertising Campaign Manager at a company plays a critical role in overseeing and managing advertising and marketing activities to boost brand awareness and promote products. Below is an overview of the main tasks required for this role:

- Develop and implement advertising and marketing strategies to introduce products, trends, and new collections.
- Collaborate with the marketing team to define campaign objectives, target customers, and allocate budgets.
- Build detailed plans, including timelines and key performance indicators (KPIs), to measure campaign effectiveness.

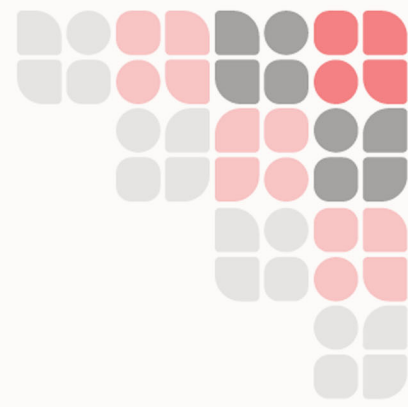
2. Creative Direction

- Work with creative teams, including designers, copywriters, and art directors, to develop engaging content and advertising materials that reflect the style of the products.
- Ensure all creative elements align with the brand identity and the message the company wants to convey.

3. Media Planning and Buying

- Select appropriate advertising channels such as print, TV, social media platforms, or online ads to effectively reach the target audience.
- Negotiate and purchase advertising space on suitable media, optimizing costs and communication effectiveness.





4. Budget Management

- Track and manage the advertising budget for each campaign, ensuring spending stays within approved limits.
- Evaluate the cost-effectiveness of each advertising channel and adjust the budget accordingly to maximize return on investment (ROI).

5. Campaign Execution

- Oversee the execution of advertising campaigns from planning to completion, ensuring all activities run according to schedule.
- Coordinate with internal teams such as marketing, sales, and external partners to ensure smooth campaign execution.

6. Performance Analysis

- Monitor key metrics such as click-through rates, conversion rates, and ROI to assess campaign performance.
- Use data and analysis to make necessary adjustments and improve future campaign effectiveness

7. Market Research

- Stay updated on market trends and consumer behavior, as well as analyze competitors in the industry
- Conduct research to identify new growth opportunities or areas for improvement in advertising strategies.





8. Brand Management

- Maintain and develop the company's brand image through advertising campaigns, upholding the values and style the company promotes.
- Ensure all advertising content reflects the design philosophy and lifestyle the company aims to communicate.

9. Team Management

- Lead and manage a working team, including advertising specialists, designers, and analysts
- Assign tasks and ensure that every team member understands their roles and responsibilities, providing support as needed.

10. Reporting and Communication

- Prepare periodic reports on campaign performance for stakeholders.
- Communicate effectively with senior management and other departments to ensure alignment and transparency in advertising activities
- The role of an Advertising Campaign Manager in a company requires a strong understanding of trends, blending creative thinking with analytical skills. Project management and communication abilities are essential to ensure the successful execution of campaigns, creating harmony between the product and the needs of the target customers.

