

Briefing 1: Eco-Friendly Travel Gear Campaign

Brand: NatureWalk Gear

Campaign Goals: Increase brand awareness and sales for our new line of eco-friendly travel backpacks.

Target Audience: Environmentally conscious travelers aged 18-35.

Key Messages:

Highlight the sustainable materials used in the backpacks.

Showcase the durability and versatility of the backpacks for different types of travel.

Emphasize the brand's commitment to donating a portion of sales to reforestation efforts.

Content Requirements:

One IGTV video featuring a day trip or a short hike using the backpack.

Three Instagram stories highlighting different features of the backpack.

One blog post or vlog discussing the importance of eco-friendly travel choices.

Hashtags: #NatureWalkGear #EcoTravelWithUs #SustainableJourneys

Call to Action: Use promo code ECO20 for a 20% discount on our website.

Timeline: Campaign to run from April 1st to April 30th.