

# Meeting Decision Insights

## Executive Summary

The meeting discussed a decline in Instagram engagement, deciding to shift focus from Ferrausals to short-form video content, reallocating budget from print to video, and addressing concerns around the product launch and creative workload.

## Decision Points

### 1. Shift focus from Ferrausals to short-form video content

Rationale: Ferrausals are seeing less interaction, while Reels are still performing well

### 2. Reallocate budget from print to video

Rationale: Need to boost video content, and print allocation hasn't been fully used this quarter

### 3. Pause some evergreen pieces to lighten creative's workload

Rationale: Creative might be overloaded with multiple projects

### 4. Revisit influencer call-up for launch after reviewing initial content performance

Timeline: Next week

## Risks & Concerns

### 1. Potential last-minute hold-up with product launch

### 2. Creative might be overloaded

## Action Items

### 1. Update the calendar and send revised plan

Assignee: Meeting organizer

Due: Friday

### 2. Check in with assuming about review progress

Assignee: TBD

Due: Early next week

### 3. Talk to creative about prioritizing tasks

Assignee: TBD

Due: Next week

## Unresolved Questions

1. Will the product launch be delayed?
2. Will the influencer call-up be successful?