

## Merchandise Pre-Order Campaign

**Objective:** Drive pre-orders for event merchandise.

**Target Audience:** Registered attendees, fans.

### Channels:

- Email marketing
- Social media
- Website

**Key Message:** "Pre-order your PLAY! Summit merchandise now and show your support!"

**Details:** This campaign will offer exclusive pre-order opportunities for event merchandise, highlighting unique items and limited editions. Early supporters will receive discounts and special perks.

We are excited to announce that we have launched a pre-order campaign for our PLAY! Summit merchandise. This is your chance to get your hands on some amazing items that celebrate the spirit of play and creativity. Whether you are looking for a t-shirt, a mug, a tote bag, or a poster, we have something for you. And if you act fast, you can enjoy some exclusive benefits:

- Get 10% off your first order when you use the code PLAY10 at checkout
- Receive a free sticker pack with every purchase
- Enter a raffle to win a signed copy of the PLAY! Summit book, featuring insights and stories from our speakers and partners
- Be among the first to receive your merchandise before the event starts

But hurry, this offer is only valid until October 31st, so don't miss this opportunity to show your support and join the PLAY! Summit community. Visit our website now and pre-order your merchandise today!

Here are some examples of the merchandise you can find on our website:

[IMAGE: A t-shirt with the PLAY! Summit logo and slogan "Play more, create more"]

[IMAGE: A mug with the word PLAY in different languages and colors]

[IMAGE: A tote bag with a playful pattern of icons related to the event themes]

[IMAGE: A poster with a collage of photos from previous PLAY! Summits]

Our pre-order campaign is off to a great start, thanks to your enthusiasm and support. Here are some analytics on how the campaign is progressing:

- We have received over 500 orders in the first week, surpassing our initial goal by 25%
- Our most popular item is the t-shirt, followed by the mug and the poster

- Our website traffic has increased by 40% since the launch of the campaign, and our social media engagement has grown by 35%

- We have received positive feedback from our customers, who praised the quality, design, and variety of our merchandise

We are thrilled by these results, and we hope to keep the momentum going until the end of the campaign. We appreciate your support and we can't wait to see you wearing and using our merchandise at the PLAY! Summit!