

Campaign Brief — Summer Luxe 2025

Objective:

- Increase brand awareness among 25-40 urban professionals.

Target audience:

- High-income women, 25-40, fashion-forward.

Key messages:

- Timeless luxury, sustainable materials, artisanal craftsmanship.

KPIs:

- Reach: 2M impressions
- CTR target: 1.2%
- Conversions: 500 sales

Timeline:

- Planning: May 1-15
- Launch: June 1
- End: July 31

Budget:

- Total media budget: \$120,000