Event-Specific Branding

Requirement:

Marketing Managers need a way to temporarily adjust Salesforce record page colors to reflect ongoing campaigns and events, increasing user engagement and aligning with marketing strategies.

User Story:

As a **Marketing Manager**, I want to temporarily change the colors of Salesforce record pages for special events so that I can promote awareness and engagement during campaigns, both in the standard app and console app.

Acceptance Criteria:

- The system must allow for the temporary application of event-specific color schemes to Salesforce record pages.
- Users should be able to view event-specific colors during the event period in both standard and console app navigation.
- The system must automatically revert to the default color scheme after the event concludes.

Technical Implementation:

Use Case: A company is running a seasonal holiday campaign, such as a Christmas, and wants to reflect this theme across their internal systems, particularly on Salesforce Opportunity Object record pages.

Objective: Apply festive colors to Salesforce Opportunity object record pages to enhance the team's alignment with the holiday spirit, boosting morale and focus during the campaign period between 24th and 25th December 2024.

Technical Tasks:

- Create **a formula field of type text** on Opportunity Object with the **formula as Text(Today()).**

For Trial & Demo:

- Go to relative **opportunity record page** to apply Branding Sets.
- **Drag and drop** branding set component on the opportunity record page as the last component.
- **Apply colors** in branding set for Christmas sale.
- Apply **rgba(34, 139, 34, 0.7)** to SLDS Header Background Color.
- Apply **rgba(255, 223, 186, 0.7)** to SLDS Netural Base Background Color.
- Apply **rgb(255, 223, 186)** to SLDS Button Neutral Color.
- Apply **#fc7591** to SLDS Button Neutral Background Color.
- **Apply component visibility** filter for when Opportunity record Today Date value is 24 dec or 25 dec.
- Add filter **Record > Today Date equals 2024-12-24**.
- Add another filter **Record > Today Date equals 2024-12-25**.
- Select Show Component When as **any filters are true**.

Test Cases

Name	Description	Expected Result
Event-Specific Color Scheme Application	Test the ability to apply temporary color changes to record pages for a specific event in both standard and console apps.	The record pages should reflect the event-specific colors for the duration of the campaign in both navigation types.
Automatic Reversion to Default Colors	Ensure that the record pages revert to the default color scheme after the event concludes in both navigation types.	The pages should automatically return to the original colors without manual intervention in both app types.