

Sheet: Sheet1

	Section	Activity	Details	Expenditure	Requirements from Other Teams	Owner										
Establish Luxe brand identity and global hubs.	Objective 1	Brand Positioning	Define brand positioning and core values.	Brand Strategy Development	Marketing Department	Marketing	Brand Strategy	Brand Positioning	Brand Values	Brand Identity	Brand Guidelines	Brand Assets	Brand Communications	Brand Monitoring	Brand Reporting	Brand Evaluation
ive premium readership and strong retention base.	Objective 2	Content Strategy	Develop high-quality content for digital and print.	Content Creation & Distribution	Editorial Department	Editorial	Content Strategy	Content Creation	Content Distribution	Content Monitoring	Content Reporting	Content Evaluation	Content Optimization	Content Innovation	Content Collaboration	Content Feedback
uxscapes as a lifestyle brand, emphasizing hospitality, automotive.	Objective 3	Partnerships	Identify and establish partnerships with luxury brands.	Partnership Development	Business Development	Business Development	Partnerships	Partnership Identification	Partnership Negotiation	Partnership Execution	Partnership Monitoring	Partnership Reporting	Partnership Evaluation	Partnership Optimization	Partnership Innovation	Partnership Collaboration
blends global reach with local relevance.	Objective 4	Digital Marketing	Implement digital marketing campaigns across key platforms.	Digital Campaign Execution	Digital Marketing Department	Digital Marketing	Digital Marketing Strategy	Digital Campaign Planning	Digital Campaign Execution	Digital Campaign Monitoring	Digital Campaign Reporting	Digital Campaign Evaluation	Digital Campaign Optimization	Digital Campaign Innovation	Digital Campaign Collaboration	Digital Campaign Feedback
two-pronged focus: (1) Brand Awareness & (2) Direct Sales.	Objective 5	Brand Awareness	Implement brand awareness campaigns across key channels.	Brand Awareness Campaign Execution	Marketing Department	Marketing	Brand Awareness Strategy	Brand Awareness Campaign Planning	Brand Awareness Campaign Execution	Brand Awareness Campaign Monitoring	Brand Awareness Campaign Reporting	Brand Awareness Campaign Evaluation	Brand Awareness Campaign Optimization	Brand Awareness Campaign Innovation	Brand Awareness Campaign Collaboration	Brand Awareness Campaign Feedback
	Phase 1	Awareness & Pre-Launch Buzz	Generate initial buzz and awareness through digital and print.	Pre-Launch Buzz Generation	Marketing Department	Marketing	Pre-Launch Buzz Strategy	Pre-Launch Buzz Campaign Planning	Pre-Launch Buzz Campaign Execution	Pre-Launch Buzz Campaign Monitoring	Pre-Launch Buzz Campaign Reporting	Pre-Launch Buzz Campaign Evaluation	Pre-Launch Buzz Campaign Optimization	Pre-Launch Buzz Campaign Innovation	Pre-Launch Buzz Campaign Collaboration	Pre-Launch Buzz Campaign Feedback
matic trailers and digital content.	Activity 1.1	Digital Content Creation	Create engaging digital content for social media and website.	Digital Content Creation	Digital Marketing Department	Digital Marketing	Digital Content Strategy	Digital Content Creation Planning	Digital Content Creation Execution	Digital Content Creation Monitoring	Digital Content Creation Reporting	Digital Content Creation Evaluation	Digital Content Creation Optimization	Digital Content Creation Innovation	Digital Content Creation Collaboration	Digital Content Creation Feedback
luxury lifestyle and aspirational messaging.	Activity 1.2	Key Opinion Leader (KOL) Engagement	Engage KOLs to promote the brand and its values.	KOL Engagement	Marketing Department	Marketing	KOL Engagement Strategy	KOL Engagement Campaign Planning	KOL Engagement Campaign Execution	KOL Engagement Campaign Monitoring	KOL Engagement Campaign Reporting	KOL Engagement Campaign Evaluation	KOL Engagement Campaign Optimization	KOL Engagement Campaign Innovation	KOL Engagement Campaign Collaboration	KOL Engagement Campaign Feedback
placement video and digital content.	Activity 1.3	Video Content Creation	Create high-quality video content for digital and print.	Video Content Creation	Digital Marketing Department	Digital Marketing	Video Content Strategy	Video Content Creation Planning	Video Content Creation Execution	Video Content Creation Monitoring	Video Content Creation Reporting	Video Content Creation Evaluation	Video Content Creation Optimization	Video Content Creation Innovation	Video Content Creation Collaboration	Video Content Creation Feedback
Editorial tie-ups with luxury publications.	Activity 1.4	Editorial Content Creation	Create editorial content for luxury publications.	Editorial Content Creation	Editorial Department	Editorial	Editorial Content Strategy	Editorial Content Creation Planning	Editorial Content Creation Execution	Editorial Content Creation Monitoring	Editorial Content Creation Reporting	Editorial Content Creation Evaluation	Editorial Content Creation Optimization	Editorial Content Creation Innovation	Editorial Content Creation Collaboration	Editorial Content Creation Feedback
	Phase 2	Engagement & Consideration	Engage potential customers and build consideration.	Engagement & Consideration	Marketing Department	Marketing	Engagement & Consideration Strategy	Engagement & Consideration Campaign Planning	Engagement & Consideration Campaign Execution	Engagement & Consideration Campaign Monitoring	Engagement & Consideration Campaign Reporting	Engagement & Consideration Campaign Evaluation	Engagement & Consideration Campaign Optimization	Engagement & Consideration Campaign Innovation	Engagement & Consideration Campaign Collaboration	Engagement & Consideration Campaign Feedback
Launch gated luxury content and digital ads.	Activity 2.1	Gated Content Creation	Create gated content for digital and print.	Gated Content Creation	Digital Marketing Department	Digital Marketing	Gated Content Strategy	Gated Content Creation Planning	Gated Content Creation Execution	Gated Content Creation Monitoring	Gated Content Creation Reporting	Gated Content Creation Evaluation	Gated Content Creation Optimization	Gated Content Creation Innovation	Gated Content Creation Collaboration	Gated Content Creation Feedback
Sequential messaging and digital ads.	Activity 2.2	Sequential Content Creation	Create sequential content for digital and print.	Sequential Content Creation	Digital Marketing Department	Digital Marketing	Sequential Content Strategy	Sequential Content Creation Planning	Sequential Content Creation Execution	Sequential Content Creation Monitoring	Sequential Content Creation Reporting	Sequential Content Creation Evaluation	Sequential Content Creation Optimization	Sequential Content Creation Innovation	Sequential Content Creation Collaboration	Sequential Content Creation Feedback
Highly engaged visual content and digital ads.	Activity 2.3	Visual Content Creation	Create highly engaging visual content for digital and print.	Visual Content Creation	Digital Marketing Department	Digital Marketing	Visual Content Strategy	Visual Content Creation Planning	Visual Content Creation Execution	Visual Content Creation Monitoring	Visual Content Creation Reporting	Visual Content Creation Evaluation	Visual Content Creation Optimization	Visual Content Creation Innovation	Visual Content Creation Collaboration	Visual Content Creation Feedback
er with Aman Resorts and other luxury brands.	Activity 2.4	Co-branding	Engage in co-branding with luxury brands.	Co-branding	Business Development	Business Development	Co-branding Strategy	Co-branding Campaign Planning	Co-branding Campaign Execution	Co-branding Campaign Monitoring	Co-branding Campaign Reporting	Co-branding Campaign Evaluation	Co-branding Campaign Optimization	Co-branding Campaign Innovation	Co-branding Campaign Collaboration	Co-branding Campaign Feedback
	Phase 3	Conversion & Retention	Convert leads into customers and retain them.	Conversion & Retention	Marketing Department	Marketing	Conversion & Retention Strategy	Conversion & Retention Campaign Planning	Conversion & Retention Campaign Execution	Conversion & Retention Campaign Monitoring	Conversion & Retention Campaign Reporting	Conversion & Retention Campaign Evaluation	Conversion & Retention Campaign Optimization	Conversion & Retention Campaign Innovation	Conversion & Retention Campaign Collaboration	Conversion & Retention Campaign Feedback
Run high-intensity digital ads and email campaigns.	Activity 3.1	Digital Ads & Email Campaigns	Run high-intensity digital ads and email campaigns.	Digital Ads & Email Campaigns	Digital Marketing Department	Digital Marketing	Digital Ads & Email Campaigns Strategy	Digital Ads & Email Campaigns Planning	Digital Ads & Email Campaigns Execution	Digital Ads & Email Campaigns Monitoring	Digital Ads & Email Campaigns Reporting	Digital Ads & Email Campaigns Evaluation	Digital Ads & Email Campaigns Optimization	Digital Ads & Email Campaigns Innovation	Digital Ads & Email Campaigns Collaboration	Digital Ads & Email Campaigns Feedback
premium subscription and digital content.	Activity 3.2	Premium Subscription	Offer premium subscription and digital content.	Premium Subscription	Business Development	Business Development	Premium Subscription Strategy	Premium Subscription Campaign Planning	Premium Subscription Campaign Execution	Premium Subscription Campaign Monitoring	Premium Subscription Campaign Reporting	Premium Subscription Campaign Evaluation	Premium Subscription Campaign Optimization	Premium Subscription Campaign Innovation	Premium Subscription Campaign Collaboration	Premium Subscription Campaign Feedback
Income flow, brand awareness, and digital content.	Activity 3.3	Brand Awareness & Digital Content	Implement brand awareness and digital content.	Brand Awareness & Digital Content	Marketing Department	Marketing	Brand Awareness & Digital Content Strategy	Brand Awareness & Digital Content Campaign Planning	Brand Awareness & Digital Content Campaign Execution	Brand Awareness & Digital Content Campaign Monitoring	Brand Awareness & Digital Content Campaign Reporting	Brand Awareness & Digital Content Campaign Evaluation	Brand Awareness & Digital Content Campaign Optimization	Brand Awareness & Digital Content Campaign Innovation	Brand Awareness & Digital Content Campaign Collaboration	Brand Awareness & Digital Content Campaign Feedback

campaigns target

Channel	Ad Type	Quantity	Unit Price	Total Spend	Impressions	Clicks	CTR	Conversions	CPA	ROI	Proof Points						
Phase	KPI	Definition	Target	Actual	Budget	Allocation	Actual	Actual	Actual	Actual							
Total Spend	CHF 400,000	Impressions	10,000,000	10,000,000	CHF 400,000	100%	100%	100%	CHF 400,000	-							
Cost per 1,000 Impressions (CPM)	CHF 40	CPM	CHF 40	CHF 40	CHF 40	100%	100%	100%	CHF 40	-							
Periodic Completion Rate	40%	Completion Rate	40%	40%	40%	100%	100%	100%	40%	-							
Conversion Rate	0.5%	Conversion Rate	0.5%	0.5%	0.5%	100%	100%	100%	0.5%	-							
Total Leads Generated	5,000	Leads	5,000	5,000	5,000	100%	100%	100%	5,000	INR 500							
Average Cost per Lead (CPL)	CHF 80	CPL	CHF 80	CHF 80	CHF 80	100%	100%	100%	CHF 80	INR 500							
Conversion Rate	0.5%	Conversion Rate	0.5%	0.5%	0.5%	100%	100%	100%	0.5%	INR 1,800							
Cost per Acquisition (CPA)	CHF 160	CPA	CHF 160	CHF 160	CHF 160	100%	100%	100%	CHF 160	INR 1,800							
Return on Ad Spend (ROAS)	3x	ROAS	3x	3x	3x	100%	100%	100%	3x	-							
Engagement Rate	2%	Engagement Rate	2%	2%	2%	100%	100%	100%	2%	engaged subscriber via email							
Average Lifetime Value (LTV)	CHF 15,000	LTV	CHF 15,000	CHF 15,000	CHF 15,000	100%	100%	100%	CHF 15,000	-							