

# Campaign Strategy Kickoff – Minutes

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## Summary

The team aligned on a performance-driven campaign focusing on paid social and Google Ads with strong creative emphasis on short-form video.

## Key Decisions

- Primary KPI: ROAS  $\geq$  3.5
- Secondary KPI: Increase brand search volume by 20%
- Core channels: Meta Ads, TikTok Ads, Google Search

## Audience Insights

- Focus on Gen Z and Millennials
- Strong preference for mobile-first content
- Influencer-driven discovery is critical

## Creative Direction

- Emphasis on authenticity (UGC style)
- Fast-paced video content
- Minimal polished studio work

## Timeline

- Creative production: 2 weeks
- Campaign launch: July 15
- First optimization review: +2 weeks post-launch

## Action Items

- Creative team to draft initial concepts (Due: Friday)

- Media buyer to finalize budget allocation
- SEO specialist to align landing pages

## **Risks**

- Tight production timeline
- Dependency on influencer contracts