**PROPOSAL**

**PRODUCT NAME**

**MARKETING CAMPAIGN IDEA**

**TREATMENT**

**Marketing aims and objectives**

* **-**
* **Benefits of repurposed product or service**
* **Target market and segment (e.g. consistent positioning)**

**Choice of effective channel(s)**

**Content** (e.g.key messages, clear, easytoadapt,

interesting)

**Product style(**e.g.recognition-creating a consistent

visual identity, common look and feel, message, consistent customer experience).

**Social, Moral and Ethical design and market decisions**

**How to monitor campaign effectiveness** **and reach,** i.e. consumer reaction, consumer involvement, financial data