

Sales Promotion Campaign Proposal

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Verifying signatures

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Overview of Campaign Implementation

Overview

Hold a large-scale campaign at the three major locations in the metropolitan area, held over three days during the holiday period, in order to increase awareness and favorability of the product to be released this coming spring.

Target

Fathers taking families out on a trip during the holidays. Segment holding the purse strings in the household.

Approach

Promotion with aide of campaign girls to boost brand image and promote the product's appeal. Promote the product's ease of use by having customers actually take the product in hand and try it out.

Tasks

Obtain specification information on competing products to be released at the same time, to urgently determine promotional points.

Budget

Budget estimate basis

Campaign is implemented at three locations in the metropolitan area. Estimates are given for advance advertising, staff deployment, promotional materials fees, and an exclusive photographer's fees.

Item	Quantity	Unit price	Amount
Promotion planning fees	1	US\$10,000	US\$10,000
Campaign resources	20	US\$1,500	US\$30,000
Lighting & properties	1	US\$6,300	US\$6,300
Promotional materials production fees	200,000	US\$0.50	US\$100,000
Media fees	1	US\$10,000	US\$10,000
Facilities fees	3	US\$5,600	US\$16,800
Photography fees	3	US\$2,500	US\$7,500
Miscellaneous fees	1	US\$12,500	US\$12,500
Total			US\$193,100

Timetable

Dates	Tasks
1st week	Analyze product features and selling points
2nd week	Study locations where promotion is to be held
3rd week	Study proposed promotional planning
4th week	Decide on aspects of proposed planning to implement
5th week	Hold campaign girl auditions and selection Draft plans for/outsource production of promotional novelties
6th week	Decide on campaign progression and timetable
7th week	Carry out location hunting and progression rehearsal
8th week	Deliver promotional materials
9th week	Kick off campaign