

Seasonal Campaigns SOP: Process Overview Deck

This presentation outlines the comprehensive timeline and procedures for international marketing campaigns, developed during a contract assignment with a global fashion retailer. The framework is designed to enhance operational efficiency for management teams across regions.

We'll walk through the entire campaign process from initial brainstorming to final launch, highlighting key milestones, deliverables, and cross-functional touch points that ensure seamless execution across all channels.

by Edward Liriano



Campaign Kickoff & Strategy Alignment



Postmortem & Analysis

Create ecosystem overview with YOY & WOW data, including customer research, consumer insights, business analysis, and competitive review



Merchandising Priorities

Develop key themes and inspiration boards aligned with Photo Studio requirements and shot requests



Omni-channel Strategy

Finalize ecosystem and campaign timing cadence with matrix for weekly focus across all channels



Cross-functional Planning

Conduct working sessions for activations, events, promotions, content, and copy with all teams including IT, Buying, Analytics, Store Ops, and E-commerce



Executive Briefing & Creative Kickoff



CMO Presentation

Integrated Marketing presents condensed seasonal campaign briefing with key messages and priority levels to Chief Marketing Officer



Executive Leadership Review

Present to Executive Leadership Team for final approval of campaign direction



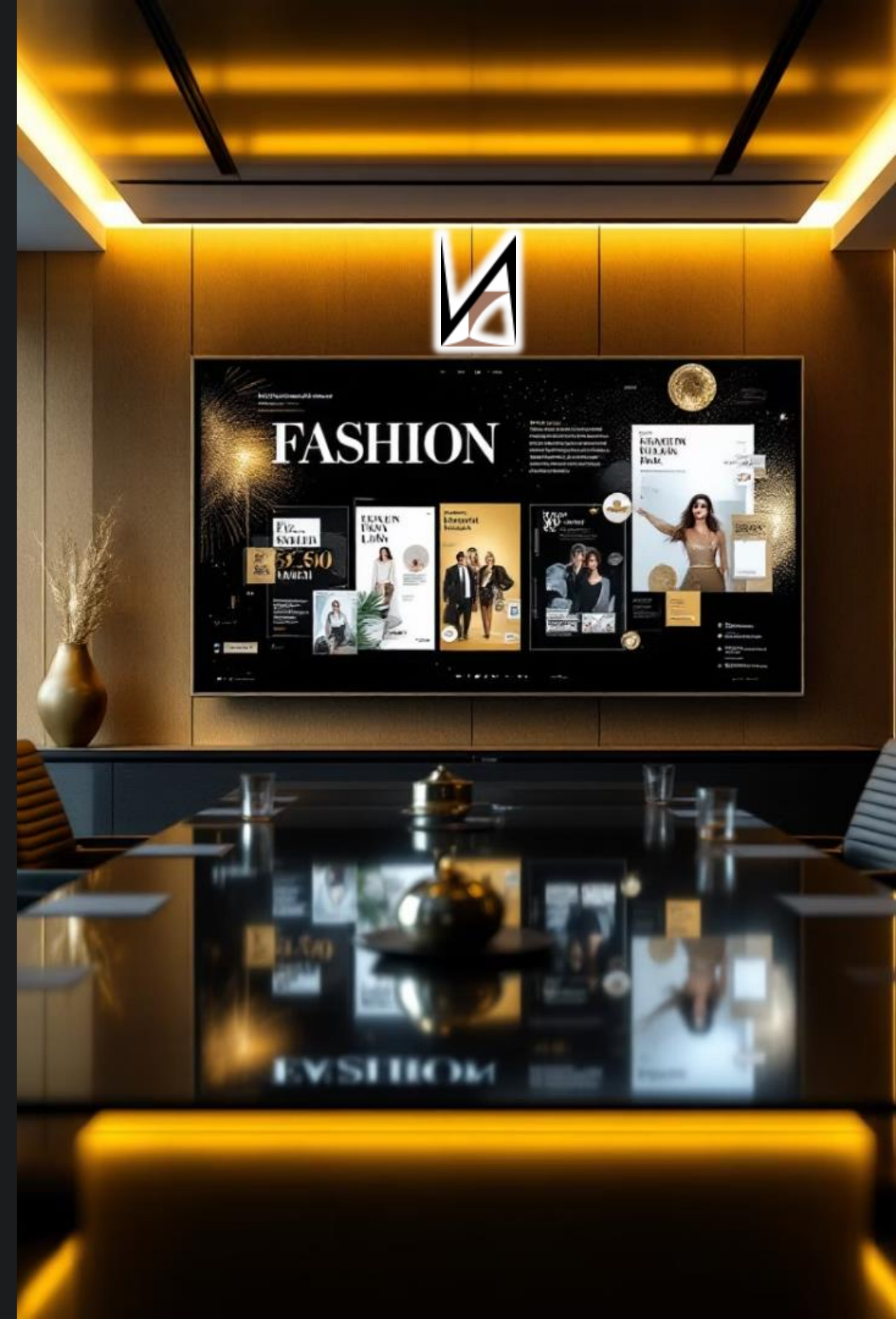
Store Kit Planning

Initial build of Store Kit Requests (KRL) and week-to-week cadence begins



Creative Agency Kickoff

Photo Studio collaborates with external creative agencies on campaign specifics for upcoming photo shoots



Creative Development & Photo Production

Platform Exploration

External creative agencies develop initial platform concept options for presentation and selection

PMS colors are confirmed for the campaign



Photo Production

Photo shoot begins with internal teams and agencies

Final selects are reviewed with CMO and external creative agencies

Photo contact sheet is uploaded to the Digital Asset Management system (DAM)

Style Guide Development & Digital Planning





Storefront & Signage Development



Mockup Creation

Design team creates storefront mockup files



Testing & Printing

Printing and testing of storefront mockups begins



Translation

EU translations team reviews style guide for regional adaptation



Signage Deck

Design team creates signage deck including translated files for EU



Approval Process & Production

Executive Approvals

CMO and Executive Leadership Team review and approve signage deck and storefront mockups

Marketing Operations updates KRL based on approved signage deck

Creative Finalization

External creative agencies present final creative for review (R2) and approval

Final retouched images are uploaded to DAM and sent to Design team

Store Instructions

Marketing Operations creates in-store written and video instructions

In-Store Partners (ISP) provide feedback on instructions

Regional Production

Design releases PDF files to EU/NA regions

NA/EU translations initialized for all materials



Campaign Launch & Implementation

Production & Shipping

Printing and finishing begins in NA and EU regions. Kitting and packing processes start, with signage shipping to stores in both regions according to the established timeline.

Digital Implementation

SFCC Digital Build implementation is completed and undergoes quality assurance. Digital assets are finalized, packaged, and shared with the Executive Leadership Team after CMO approval.

In-Store Execution

Planograms arrive in stores, followed by signage. All materials are in place for the coordinated global launch of the campaign across in-store and online channels.