

PRISE4US Saved Campaign Inputs

The exact campaign, audience, channel, creative, objective and commercial assumptions stored for this forecast version.

Brand	National CPG Brand Rebuild 2026
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Forecast	National CPG Brand Rebuild 2026 v1
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Version	Version 1
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Campaign type	Brand Building
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Historical basis	No historical dataset
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Version ID	#104
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Campaign and commercial brief

Industry	CPG
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Category	Beverages
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Product Category	Sports Drinks
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Historical Dataset	No historical dataset
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Aov	0
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Brand Name	National CPG Brand Rebuild 2026
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Campaign Type	Brand Building
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Channels	CTV, Premium OTT, YouTube, FAST
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Clv	0
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End Date	2026-10-15
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Margin	0
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Start Date	2026-09-01
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Total Budget	2,400,000
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Audience

Age Ranges	25-34, 35-44, 45-54, 55-64
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Attributes	sports_fans, parents
Household Types	single, couples, families
Income Ranges	50k_100k, 100k_150k
Tam	90,000,000

Creative

Attention Score	78
Attentive Seconds	12.50
Call To Action	Learn More
Creative Variants	6
Length	15
Lengths	15, 30, 60
Message Strategies	Product, Emotional, Lifestyle
Previous Brand Lift	3.20
Previous Search Lift	1.20
Previous VCR	84
Talent Type	Customer
Type	Brand Story

Objectives

App	0
Brand	45
Consideration	15
Reach	35
Sales	5
Website	0

Targets

Brand Lift	4
Completed Views	75,000,000
Frequency	3
Reach	30,000,000
Sales Lift	0.50
Search Lift	1.50

Record integrity

This PDF reflects the immutable saved campaign input record. Editing and generating another forecast creates a new version without changing this document source.