sample report · fictional company · every figure is invented

Northfield Sparkling Tea

Campaign brief and budget

Northfield
drinks · fictional

A complete example of the report in the US$49 campaign package, from management summary to evidence register, with scenarios, sensitivity, and a synthetic audience appendix.

Campaign **Northfield Sparkling Tea launch**	Company **Northfield Drinks (fictional)**	Market **Klang Valley, Malaysia**	Currency **MYR**
Period **8 weeks**	Generated **28 October 2026**	Versions **inputs v3 · report v1 · calc 1.0**	Scenario mode **Assumption-only**

01 Management summary

MYR 120,000
campaign budget

110,000
incremental cans, central case

MYR 29,600
contribution after campaign costs

88,236
incremental cans to break even

Northfield Sparkling Tea launches in 40 Klang Valley stores over 8 weeks with a budget of MYR 120,000. The plan aims for 150,000 cans, of which 110,000 are incremental to the no-campaign baseline of 40,000 cans. On the confirmed assumptions, the central case returns an estimated MYR 29,600 of contribution after campaign costs.

The result depends most on net revenue per can, then on variable cost and incremental volume. Below 88,236 incremental cans, the campaign does not recover its cost. The low case loses MYR 11,200. We recommend approval on one condition: hold the final three weeks of media until week three sell-through confirms distribution.

02 Business context

Northfield Drinks sells a ready-to-drink lemon tea through supermarkets and convenience stores in the Klang Valley. Sparkling Tea is its first carbonated variant. It shares the chiller shelf and the price point with the lemon tea.

The launch is listed in 40 stores. The first production run is 120,000 cans, and the customer confirmed a second run of 40,000 cans after the diagnostic flagged the stock gap.

03 Baseline

Without a campaign, the listing alone is expected to sell 40,000 cans over 8 weeks. This estimate comes from the first two weeks of listing sales (E3). The scenarios measure the campaign against this baseline over the same stores, period, and definitions.

04 Objectives

Objective	Measure	Target
Commercial	Incremental cans over baseline	110,000
Commercial	Contribution after campaign costs	MYR 29,600 or more
Supporting	Buyers in eight weeks	44,000
Supporting	Repeat purchase rate	28%

05 Audience

Urban professionals aged 25 to 34 in the Klang Valley who buy a chilled drink at a convenience store at least twice a week. Their current choices are sparkling soft drinks and iced coffee. The main barriers are an unfamiliar taste and a price above soft drinks on promotion.

06 Proposition

Real brewed tea, lightly sparkling, less sweet than a soft drink.

Support points: brewed from tea leaves, light sparkle, a can sized for one break.

07 Strategy

1. Weeks 1 to 4: drive trial through sampling, creators, and visibility at the chiller.
2. Weeks 5 to 8: turn trial into repeat by retargeting people who engaged, while displays hold the shelf.
3. Protect contribution: avoid price promotion, which would discount the lemon tea buyers who switch.

08 Messaging

Message	Where it runs
Your break, lightly sparkling	Online video, in-store display
Brewed tea, less sweet	Creators, paid social
Try it chilled today	Sampling, retargeting

09 Channel roles

Channel	Role	Measured by
Sampling	Put the product in hands at launch	Samples given, trial rate in sampled stores
Creators	Show the drink in real moments for the audience	Reach, saves, link clicks
Paid social	Build reach and retarget engaged viewers	Reach, frequency, engagement rate
Online video	Explain the taste and the occasion	Completed views
In-store display	Win the choice at the chiller	Display compliance, store sales

10 Activity plan

When	Activity	MYR
Pre-launch	Concept check, film and stills, creator briefing	26,000
Weeks 1 to 2	Launch: sampling, creators, paid social, online video, displays	32,100
Weeks 3 to 4	Build trial: creators continue, retarget engaged viewers	26,100
Weeks 5 to 6	Convert to repeat: video ends in week 6, displays stay	18,600
Weeks 7 to 8	Sustain: paid social and displays only	11,600
As needed	Contingency	5,600

11 Timing

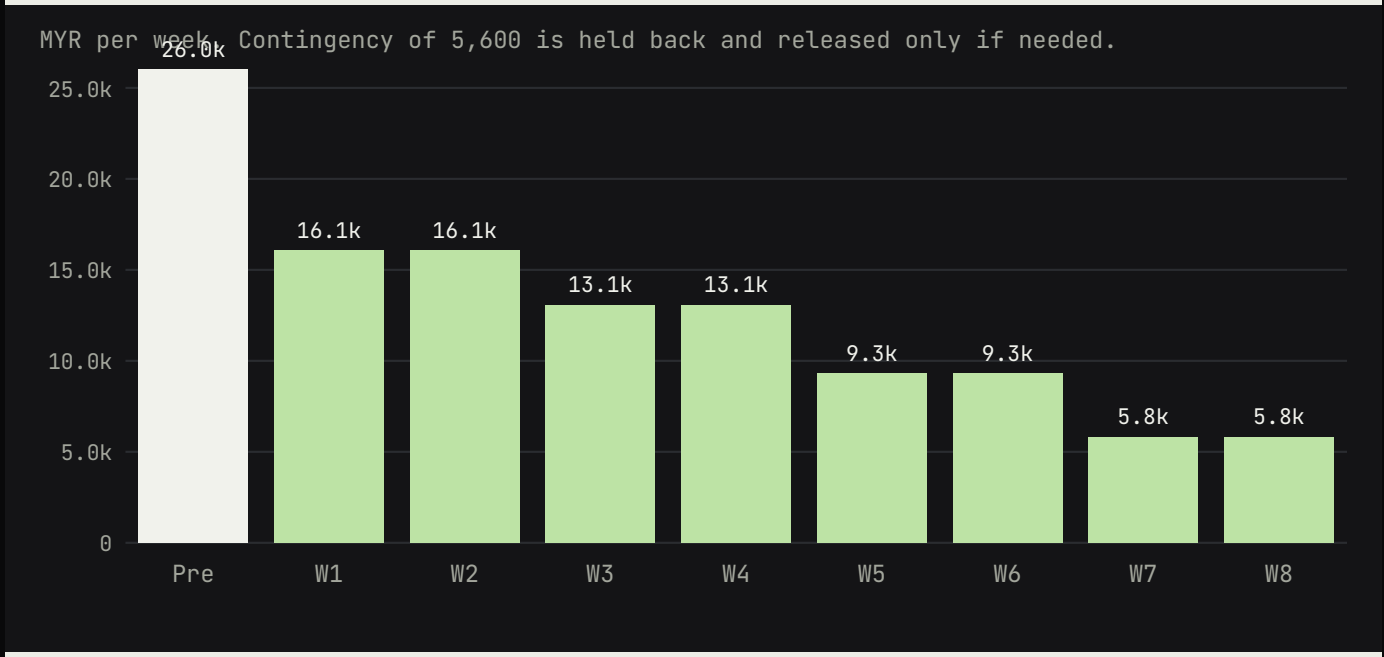


Figure 1. Weekly spend. Launch weeks carry the most activity. Pre-launch spend is production and research.

12 Budget

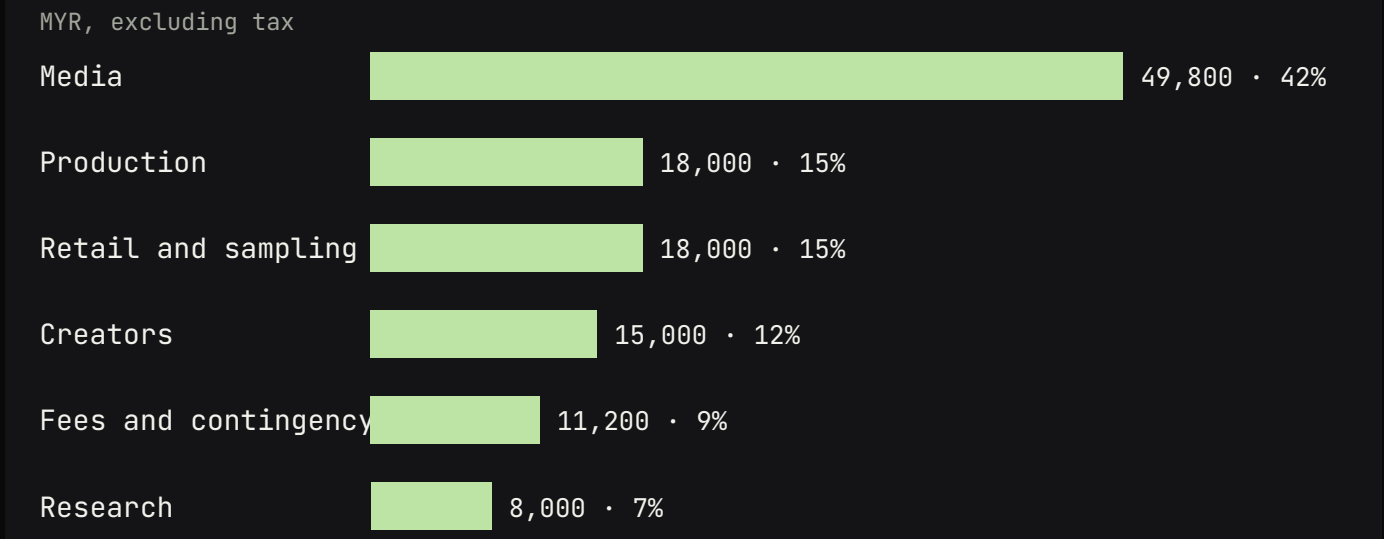


Figure 2. Budget by category.

Activity	Unit	Quantity	Rate	Total	Timing	Basis
Concept check research	study	1	8,000	8,000	Pre-launch	Modelled assumption
Film and stills production	package	1	18,000	18,000	Pre-launch	Customer rate
Paid social	1,000 impressions	2,400	12	28,800	Weeks 1 to 8	Sourced rate
Online video	1,000 impressions	1,500	14	21,000	Weeks 1 to 6	Sourced rate
Creators	creator	6	2,500	15,000	Weeks 1 to 4	Customer rate
In-store display	store	40	300	12,000	Weeks 1 to 8	Customer rate
Sampling	sample	10,000	0.60	6,000	Weeks 1 to 2	Modelled assumption
Agency service fee	fee	1	5,600	5,600	Weeks 1 to 8	Customer rate
Contingency	allowance	1	5,600	5,600	As needed	Modelled assumption
Total, excluding tax				**120,000**		

MYR, excluding tax. Every line shows whether its rate came from the customer, a source, or a modelled assumption.

13 Measurement

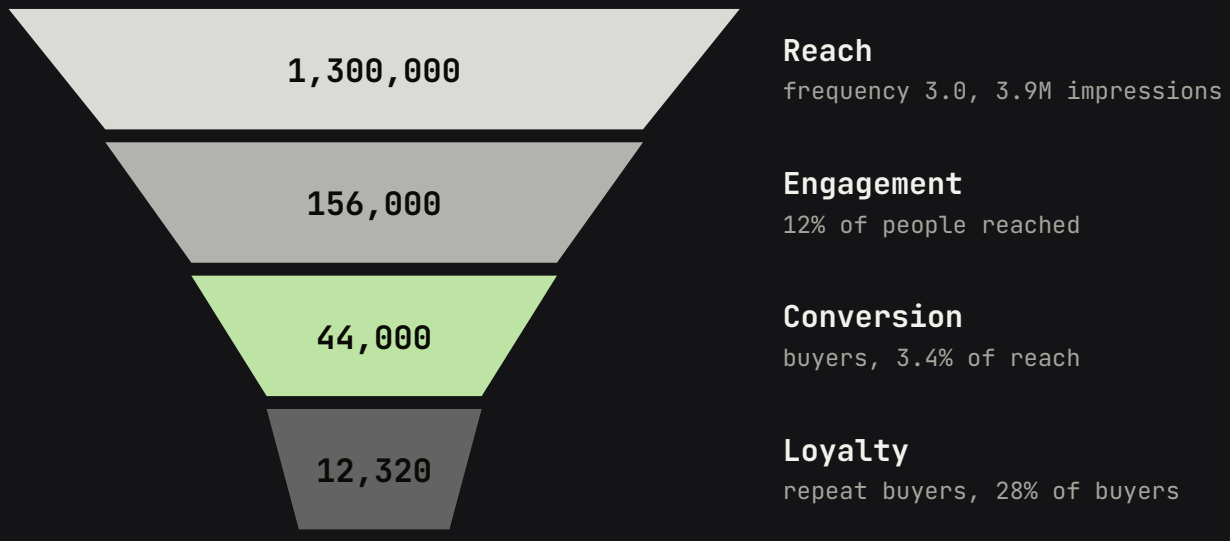


Figure 3. Measurement funnel. Planning targets, assumption-only mode.

KPI	Target	Source	Owner	When
Reach	1,300,000 people	Platform reports	Brand manager	Weekly
Engagement	156,000 engaged viewers	Platform reports	Brand manager	Weekly
Trial	44,000 buyers	Retail sell-out data	Sales lead	Weekly
Repeat	28% of buyers	Loyalty app panel	Insights lead	Week 6 and week 8
Incremental cans	110,000	Sell-out against baseline	Finance partner	Week 8
Lemon tea sales	Within 10% of trend	Retail sell-out data	Sales lead	Weekly

14 Risks

Risk	Likelihood	Response	Evidence
Supply runs short in weeks 5 to 8	Medium	Second run of 40,000 cans confirmed. Hold late media until week three sell-through.	E8
Buyers switch from lemon tea rather than add a purchase	Medium	Track lemon tea sales weekly. Shift messaging to new occasions if the share passes 15%.	E6
Trial does not turn into repeat purchase	High	Retarget triallists from week four. Review repeat rate at week six.	E7
Media rates differ from the sourced references	Low	Contingency of MYR 5,600 covers a 10% rate rise on paid media.	E4

15 Approval questions

1. Do you approve MYR 120,000, with MYR 5,600 of contingency held back?
2. Do you accept holding the final three weeks of media until week three sell-through is known?
3. Who owns the weekly lemon tea sales check?
4. Is a 28% repeat rate acceptable as the planning assumption, given that no repeat data exists yet?

16 Evidence

ID	Source	Basis	Used for
E1	Campaign brief, uploaded by the customer	Customer-provided	Objectives, audience, period, stores
E2	Price and cost sheet, confirmed in intake	Customer-provided	Net revenue and variable cost per can
E3	First two weeks of listing sales, confirmed in intake	Customer-provided	No-campaign baseline
E4	Public media rate references for Malaysia (fictional for this example)	Sourced	Paid social and online video rates
E5	Agency and creator quotes	Customer-provided	Production, creators, service fee
E6	Cannibalisation share of 10%	Modelled assumption, confirmed	Lost lemon tea contribution
E7	Repeat rate of 28% and 2.5 cans per buyer	Modelled assumption, confirmed	Measurement targets
E8	Supplier confirmation of a second production run	Customer-provided	Stock of 160,000 cans
E9	Brand logo found by a web search on the brand name (fictional for this example)	Sourced, confirmed by the customer	Report cover

A Scenario comparison

Net revenue MYR 3.20 and variable cost MYR 1.70 per can give MYR 1.50 of contribution per incremental can. 10% of incremental cans come from the lemon tea, which earns MYR 1.40 per can, so each incremental can nets MYR 1.36.

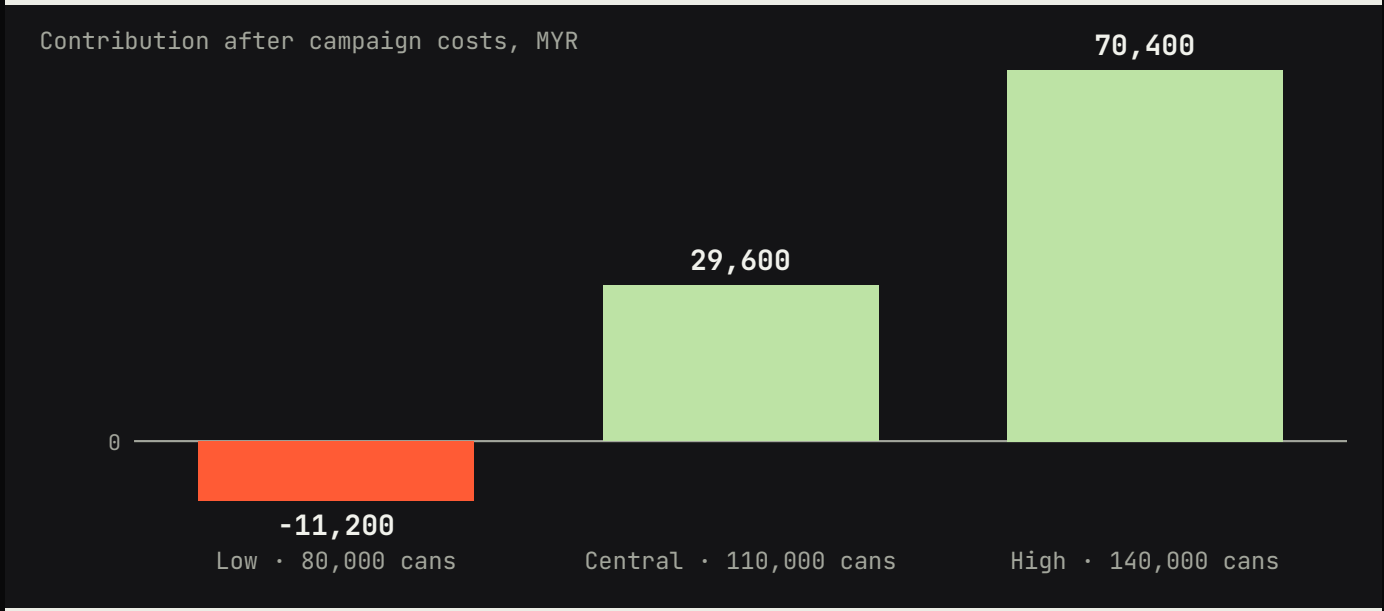


Figure 4. Contribution after campaign costs by scenario.

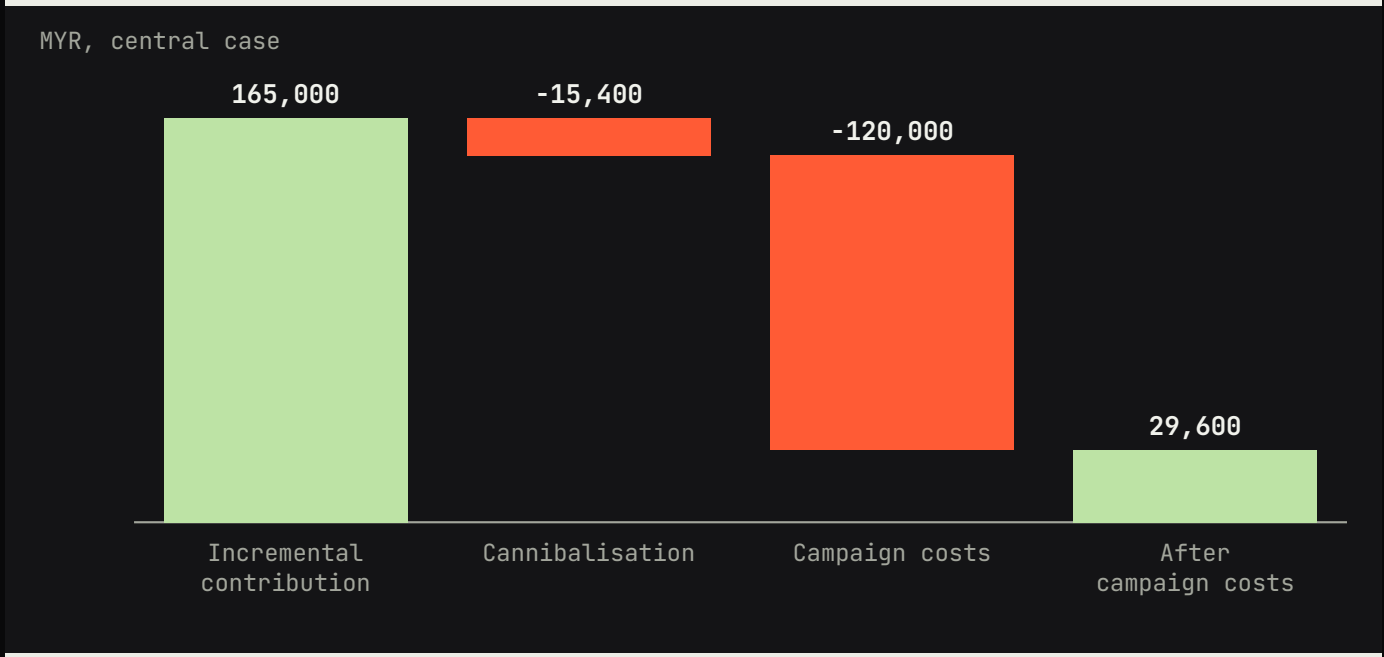


Figure 5. From incremental contribution to the result, central case.

Measure	Low	Central	High
Incremental cans	80,000	110,000	140,000
Incremental net revenue	256,000	352,000	448,000
Incremental contribution	120,000	165,000	210,000
Contribution lost from lemon tea	-11,200	-15,400	-19,600
Campaign costs	-120,000	-120,000	-120,000
Total: contribution after campaign costs	**-11,200**	**29,600**	**70,400**

MYR. Assumption-only mode: the range is a scenario range, not a statistical interval.

B Sensitivity

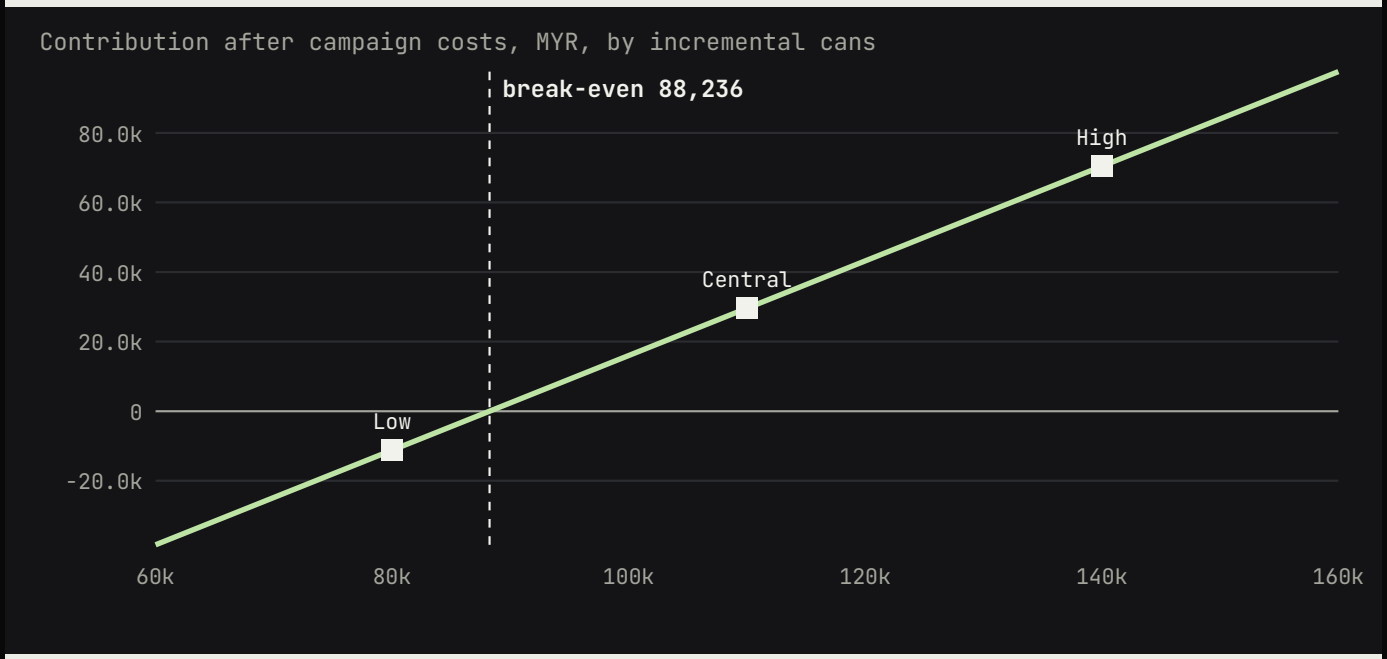


Figure 6. Each incremental can adds MYR 1.36. Break-even is 88,236 incremental cans.

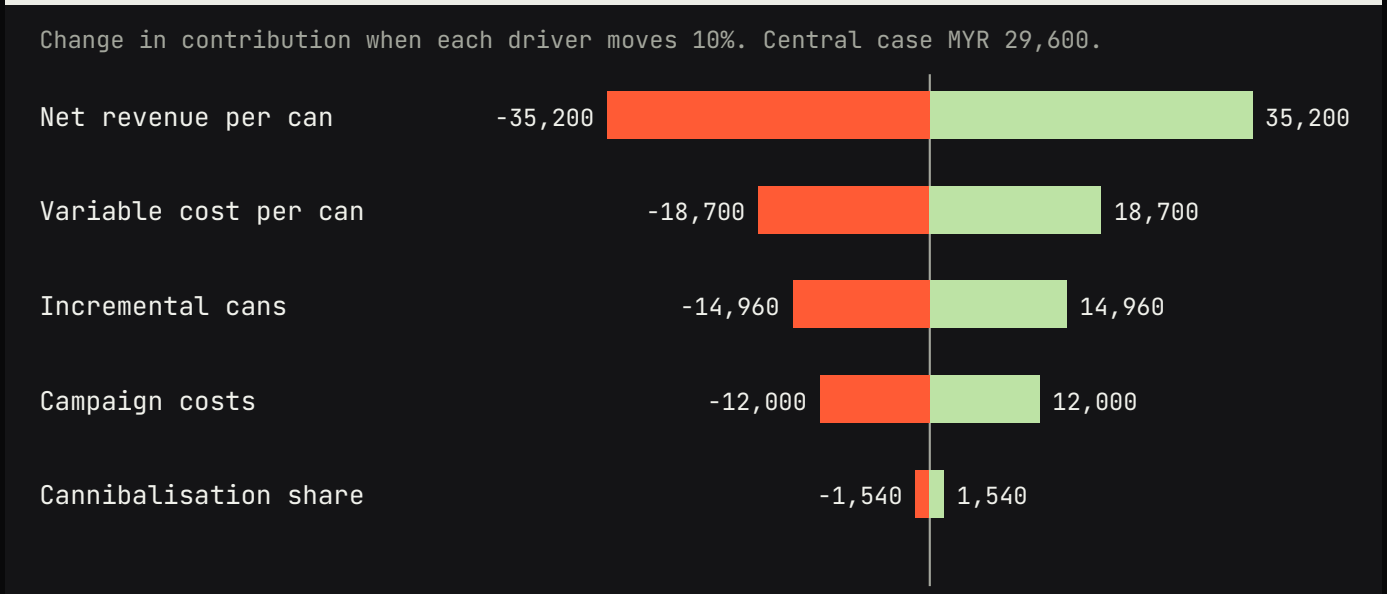


Figure 7. Net revenue per can moves the result most.

C Synthetic audience exploration

Synthetic. These are hypotheses generated from the audience definition, not real interviews, measured demand, or conversion rates.

Four Ps	Likely reaction	Likely objection
Product	Curious about a less sweet sparkling drink	Will the tea taste flat once chilled?
Price	Sees the price as fair next to the lemon tea	Compares the price with soft drinks on promotion
Place	Buys at convenience stores near work	May not find it outside the 40 launch stores
Promotion	Responds to creators they already follow	Ignores generic sampling without a reason to try

Suggested research: a taste test of chilled samples in two launch stores before week one. No financial assumption was changed by this exploration.

D Methodology notes

Financial figures come from programmed calculations (calc 1.0) on confirmed inputs (inputs v3). The language model wrote the narrative and did not calculate. The scenario mode is assumption-only because the customer supplied no sales history beyond two weeks of listing. Unknown values were left unknown, never set to zero.

This sample report uses a fictional company. It shows the format of the package and how the numbers reconcile. It is not evidence of forecast performance.