### **Marketing Campaign Problem Statement**

**1. Campaign Objective:**

* State the purpose of the campaign.
* Example: "Increase brand awareness among millennials in urban areas."

**2. Current Challenge:**

* Describe the problem the campaign is addressing.
* Example: "Current campaigns have not effectively engaged the target audience, with an engagement rate of only 2%."

**3. Target Audience:**

* Define the demographic and psychographic details of the audience.
* Example: "Tech-savvy millennials aged 25-35, residing in metropolitan cities."

**4. Desired Outcome:**

* Define measurable campaign goals.
* Example: "Achieve a 10% engagement rate and a 5% increase in website traffic over three months."

**5. Constraints:**

* Highlight limitations such as budget, time, or resources.
* Example: "The campaign must stay within a $30,000 budget."

**6. Root Cause (Optional):**

* Outline potential causes of the challenge.
* Example: "Generic messaging may not resonate with this audience."

**7. Call to Action/Next Steps:**

* Specify what needs to happen to solve the problem.
* Example: "Conduct a focus group to understand audience preferences and adjust messaging."