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# Creative Campaign Development

**AND STRATEGY  
IMPLEMENTATION ADVISORY**

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# CREATIVE CAMPAIGN & LAUNCH EXECUTION ROADMAP

- Big idea and campaign narrative
- Channel and content ecosystem
- Timeline and rollout phases
- KPIs and performance logic
- Asset production and implementation priorities

## STRATEGIC OUTCOME

**You receive a high-impact campaign strategy and execution plan that:**

- Turns launches and campaigns into cultural moments
- Aligns creative with business and revenue objectives
- Builds demand before the sales phase
- Creates a cohesive multi-channel experience
- Combines brand storytelling with performance mechanics
- Delivers scalable and repeatable campaign frameworks



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# SCOPE OF SERVICE

## 1. CAMPAIGN OBJECTIVES & STRATEGIC ROLE

- Role of the campaign within the business and growth strategy
- Launch vs. brand vs. revenue-driven campaign logic
- Definition of success metrics and KPIs
- Audience and behavioural insight analysis
- Demand creation vs. demand capture approach

## 2. BIG IDEA & CREATIVE CONCEPT DEVELOPMENT

- Core campaign idea and narrative direction
- Cultural and category relevance
- Emotional and visual hook strategy
- Key messaging and storytelling angle
- Concept scalability across channels

## 3. CAMPAIGN ARCHITECTURE & CUSTOMER JOURNEY

- Pre-launch → launch → post-launch flow
- Awareness → consideration → conversion system
- Content and touchpoint sequencing
- Momentum and anticipation mechanics
- Community and audience participation logic

## 4. VISUAL DIRECTION & CREATIVE IDENTITY

- Campaign visual world and art direction
- Translation of the concept into a recognisable aesthetic
- Balance between brand, product, and performance content
- High-impact and shareable visual formats
- Consistency across all campaign assets

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# SCOPE OF SERVICE

## 5. CHANNEL & CONTENT ECOSYSTEM

- Role of each platform within the campaign
- Hero content vs. support content structure
- Organic, paid, PR, influencer, and email integration
- Format strategy by phase and objective
- Distribution and amplification system

## 6. CONVERSION & REVENUE MECHANICS

- Offer and product integration into the campaign narrative
- Landing and sales flow logic
- Drop, waitlist, and exclusivity mechanics
- Urgency and decision-driving triggers
- AOV and bundle strategy within the campaign

## 7. CREATOR, COMMUNITY & VIRALITY SYSTEM

- Role of influencers and creators in campaign amplification
- UGC and participation mechanics
- Seeding and collaboration strategy
- Shareability and cultural visibility logic
- Social proof and momentum loops

## 8. IMPLEMENTATION ROADMAP & SCALING FRAMEWORK

- Production and asset priority list
- Timeline and rollout plan
- Team and resource structure
- Performance tracking and optimisation logic
- Post-campaign scaling and evergreen adaptation

# STRUCTURE

## Phase 1 - Strategic Deep-Dive

90-minute session to define objectives, offer, audience, timing, and growth context.

## Phase 2 - Strategy Development

Big idea, creative system, and full campaign architecture build-out.

## Phase 3 - Strategy Presentation

90-minute working session with execution roadmap, rollout plan, and priorities.

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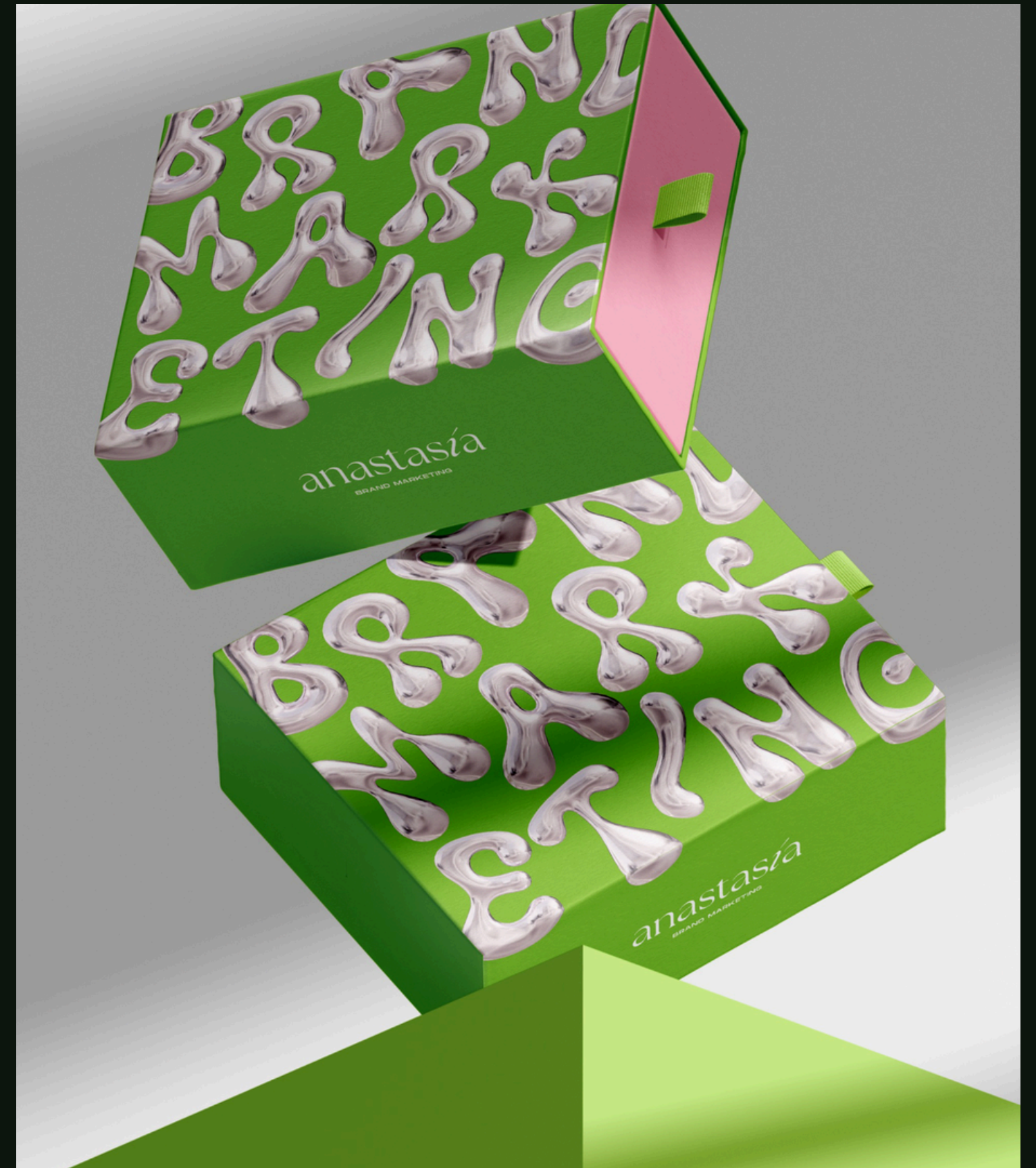
# IMPLEMENTATION ADVISORY (OPTIONAL)

To ensure the strategy is implemented correctly and delivers its full potential, you may add an additional support layer.

Each session focuses on progress review, key decisions, performance-based optimisation, and clear next-step priorities. All progress is reviewed in advance to keep the conversation highly strategic and action-driven.

**Available exclusively for strategy clients.**

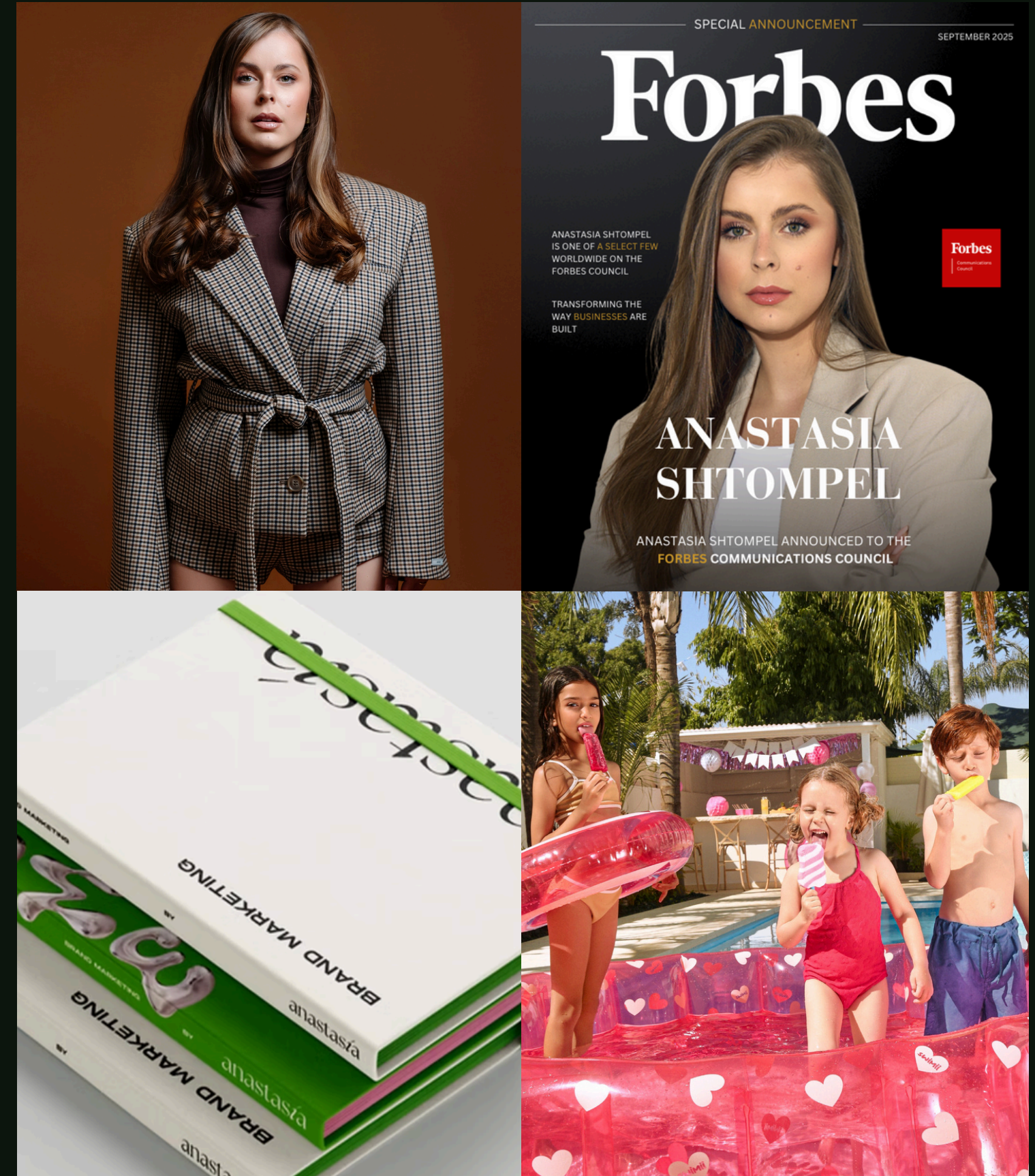
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# ABOUT ME

- Entrepreneur, marketer, and founder of a marketing education app with nearly 9 years of experience
- Forbes Council Member
- Former Head of Marketing at multi-million-dollar company
- Built a premium DTC U.S. brand with clients including top luxury hotel chains
- Worked with many DTC industry leaders, including leading companies like Bali Body
- Marketing & business influencer and speaker with 130K+ followers and 31M+ monthly views, followed by entrepreneurs like Jessica Alba (Honest), Rosie Huntington-Whiteley, Jen Atkin (OUAI), Negin Mirsalehi (Gisou), Olivia Culpo, and other brands like Revolve, FWRD, Lola Blankets, and many others
- Executed high-profile collaborations with MasterClass, Kim Kardashian, and more

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# Book an intro call

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