

NRF 2027

Retail's Big Show Marketing Opportunities

Your buyers are making decisions now.
Own this moment.



THE PROBLEM

The decision is made before you're in the room

Buyers research around moments: trade shows, buying seasons, regulatory deadlines, budget cycles, launches. Search demand spikes 2-10x. That spike is the anonymous phase.

70%

Of the buying journey is complete before a vendor is ever contacted. Absence from the anonymous phase means pitching into a decision that's already made.

Sources: Forrester/SiriusDecisions · Google · LinkedIn B2B Institute · Ehrenberg-Bass · Content Marketing Institute

**Your job is to
be the answer
before the
shortlist
exists. Ours is
to put you
there.**



Capture NRF 2027 momentum

As retail's biggest most important event, this is a tentpole moment for our industry:



Attention rises

Audience traffic and time-on-site spike measurably



Conversation accelerates

The market is publicly debating the same questions



Buyers decide

Shortlists get built and vendors get chosen



Budgets open

Brands hold dedicated spend for the moment



You can convene

The one moment where we put you in the room with the whole market



Be in the conversation before it starts, and be the trusted resource after it ends.

SmartBrief + National Retail Federation

Maximize ROI from NRF 2027: Retail's Big Show with NRF SmartBrief

Reach **industry decision-makers** and **executives** from top **retailers** and **brands** before, during and after the event with NRF SmartBrief.

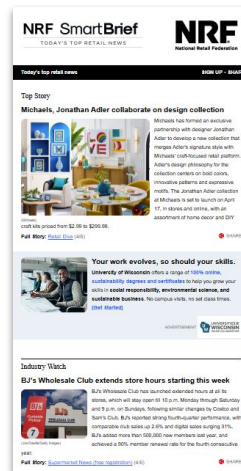
Amplify awareness, drive booth traffic and stay top of mind with **NRF members** and **Big Show attendees**.

The SmartBrief Solution

Since 2003, SmartBrief has partnered with NRF to deliver curated industry intelligence aligned with top trends and retail's most important moments. Channels include:

- **7 NRF-branded SmartBrief newsletters:** Always-on opportunities for contextual alignment across key functions
- **Trend alignment:** Comprehensive coverage of the topics that matter most in retail, including AI, logistics, sustainability and more
- **NRF Retail's Big Show exclusives:** Multichannel coverage and amplification of retail's most important event

This integrated approach keeps retail professionals informed while providing advertisers consistent access to high-value audiences.



"Having SmartBrief as trusted partners is probably the most important thing in terms of how we view not only the present but the future."

- Bill Thorne, NRF

THE MARKET

NRF SmartBrief Audience

NRF's industry leadership combined with SmartBrief's trusted reach provides an always-on connection to the decision-makers shaping the future of retail.

162,000

Unique Audience Reach

240,000

Total Audience Reach

Who they are

- Senior retail decision-makers responsible for strategy, operations and tech investment
- Director-level & above at major member and nonmember organizations

Representative Companies

- Walmart
- Target
- Macy's
- Meijer
- Nordstrom
- Nike
- Tractor Supply Co.
- Home Depot
- TJX Companies
- Ahold Delhaize

How we reach them

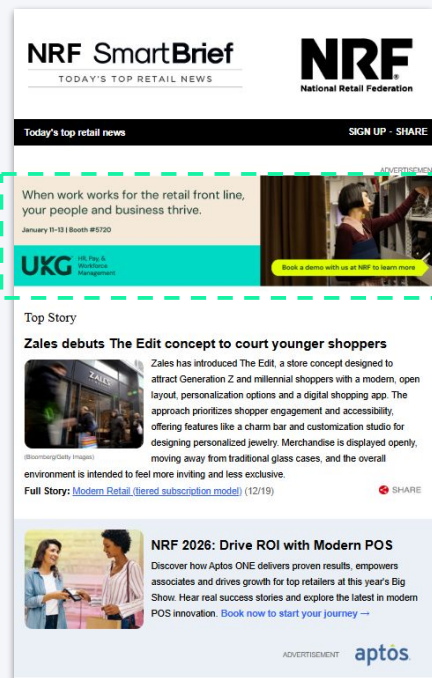
- First-party newsletter audience
- Topic/behavioral targeting
- Audience extensions: social + web
- Custom content mix

"If what we're doing is not helping our members to succeed, then we're not doing our jobs. SmartBrief plays a very integral role in that mission."

Bill Thorne, NRF

SPONSORSHIP OPPORTUNITIES

NRF 2027 Advertising Examples



NRF SmartBrief
TODAY'S TOP RETAIL NEWS

NRF
National Retail Federation

Today's top retail news SIGN UP - SHARE

When work works for the retail front line, your people and business thrive.
January 9-13 | Booth #5720

UKG HR, Pay & Performance Management

Book a demo with us at NRF to learn more.

Top Story

Zales debuts The Edit concept to court younger shoppers

Zales has introduced The Edit, a store concept designed to attract Generation Z and millennial shoppers with a modern, open layout, personalization options and a digital shopping app. The approach prioritizes shopper engagement and accessibility, offering features like a charm bar and customization studio for designing personalized jewelry. Merchandise is displayed openly, moving away from traditional glass cases, and the overall environment is intended to feel more inviting and less exclusive.

Full Story: [Modern Retail](#) (tiered subscription model) (12/19)

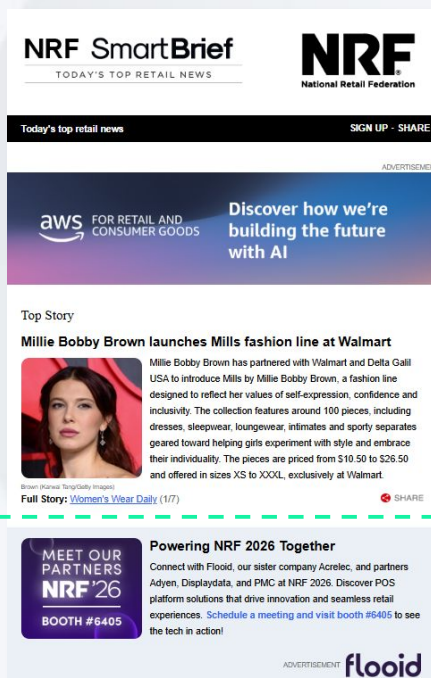
SHARE

NRF 2026: Drive ROI with Modern POS

Discover how Aptos ONE delivers proven results, empowers associates and drives growth for top retailers at this year's Big Show. Hear real success stories and explore the latest in modern POS innovation. [Book now to start your journey](#) →

ADVERTISEMENT **aptos**

Billboard



NRF SmartBrief
TODAY'S TOP RETAIL NEWS

NRF
National Retail Federation

Today's top retail news SIGN UP - SHARE

ADVERTISEMENT

aws FOR RETAIL AND CONSUMER GOODS

Discover how we're building the future with AI

Top Story

Millie Bobby Brown launches Mills fashion line at Walmart

Millie Bobby Brown has partnered with Walmart and Delta Gall USA to introduce Mills by Millie Bobby Brown, a fashion line designed to reflect her values of self-expression, confidence and inclusivity. The collection features around 100 pieces, including dresses, sleepwear, loungewear, intimates and sporty separates geared toward helping girls experiment with style and embrace their individuality. The pieces are priced from \$10.50 to \$26.50 and offered in sizes XS to XXXL, exclusively at Walmart.

Full Story: [Women's Wear Daily](#) (1/7)

SHARE

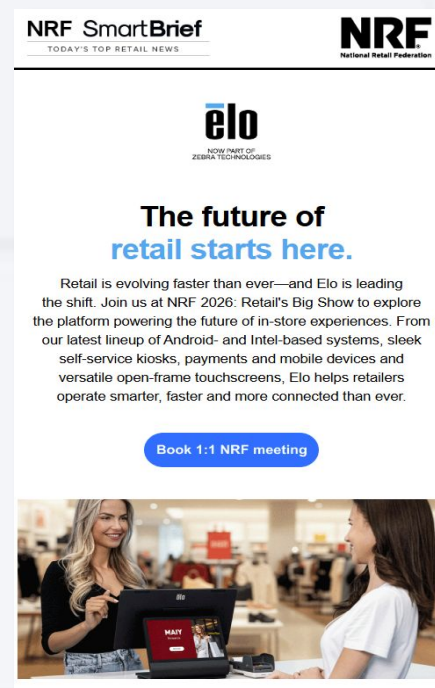
MEET OUR PARTNERS
NRF '26
BOOTH #6405

Powering NRF 2026 Together

Connect with Floid, our sister company Acrelec, and partners Adyen, Displaydata, and PMC at NRF 2026. Discover POS platform solutions that drive innovation and seamless retail experiences. [Schedule a meeting and visit booth #6405](#) to see the tech in action!

ADVERTISEMENT **floid**

Rectangle-Text



NRF SmartBrief
TODAY'S TOP RETAIL NEWS

NRF
National Retail Federation

elo
NOW PART OF ZEBRA TECHNOLOGIES

The future of retail starts here.

Retail is evolving faster than ever—and Elo is leading the shift. Join us at NRF 2026: Retail's Big Show to explore the platform powering the future of in-store experiences. From our latest lineup of Android- and Intel-based systems, sleek self-service kiosks, payments and mobile devices and versatile open-frame touchscreens, Elo helps retailers operate smarter, faster and more connected than ever.

Book 1:1 NRF meeting



Dedicated Send

NRF 2027 Advertising Examples



SPECIAL REPORT

NRF '26 RETAIL'S BIG SHOW

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TOSHIBA

NRF 2026

JACOB K. JAVITS CONVENTION CENTER | BOOTH #3623 | JAN. 11-13

ADVERTISEMENT

Looking Ahead to NRF 2026: Retail's Big Show

Retailers will head to New York City this weekend for [NRF 2026: Retail's Big Show](#), a three-day event at the Javits Center to explore the latest in retail trends, technology innovations and expectations for the year ahead. The theme of this year's show, "The Next Now," will highlight the untapped potential for retailers amid a diverse and growing global value chain.

The show will run over Jan. 11, 12 and 13, and attendees eager to get started sooner will have the chance to kick off the party early with store tours and an Opening Party on Jan. 10.

In addition to the more than 1,000 exhibitors and more than 185 sessions, attendees will hear keynote addresses from retail and business leaders, starting with NRF Board Chairman [Bob Eddy](#), Chairman and CEO of BJ's Wholesale, and Dick's Sporting Goods Executive Chairman [Ed Stack](#). On Jan. 12, American Express executive [Colleen Taylor](#) will take the stage, and NRF President and CEO [Matthew Shay](#) will host a fireside chat with NRF 2026 Visionary Award recipient and Abercrombie & Fitch CEO [Fran Horowitz](#).

Other high-profile retail leaders will also share insights throughout the show, including Fanatics founder and CEO [Michael Rubin](#), Walmart US President and CEO and incoming Walmart Inc. CEO [John Furner](#), Alphabet and Google CEO [Sundar Pichai](#), REI Co-op President and CEO [Mary Beth Laughlin](#), LVMH Chief Omnichannel and Data Officer [Gonzague de Pirey](#), Louis Vuitton Global Senior Vice-President, Client Development & Digital [Souma Hadadi](#), FairPrice Group CEO [Yogul Chavala](#), Ralph Lauren Chief Branding and Innovation Officer [David Lauren](#), Shopify President [Harley Finkelstein](#), Gymshark founder and CEO [Jan Francis](#), SKIMS founding partner and serial entrepreneur [Emma Grede](#), Ulta Beauty President and CEO [Katie Steinel](#), Vans Global Brand President [Sun Choe](#), Timberland Global Brand President [Nina Flood](#), The North Face Global Brand President [Caroline Brown](#), Cathart President and CEO [Linda Hubbard](#), VaynerMedia CEO [Gary Vaynerchuk](#), PepsiCo North America President [Michael Del Pozzo](#) and SharkNinja CEO [Mark Bannock](#).

Pre-Show Conference Report



SPECIAL REPORT

NRF '26 RETAIL'S BIG SHOW

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adyen

Payments built for your next move

ADVERTISEMENT

Looking Back at NRF 2026: Retail's Big Show

Retailers, industry leaders and members of the media explored the theme of The Next Now at [NRF 2026: Retail's Big Show](#) at the Javits Center in New York City last week. The three-day event offered a packed agenda of educational and informational sessions, networking opportunities and insights into solutions likely to set retailers up for success in a rapidly changing landscape.

This NRF SmartBrief Special Report looks back at the sessions, news and highlights from the show. If you couldn't attend this year's event, you can catch up on articles, photos and videos from the three-day event in this [2026 Event Recap](#).

And don't forget to subscribe to [NRF SmartBrief](#) to continue receiving this free resource of top retail news in your inbox every day.

- Plus: Watch this brand-new NRF 2026: Retail's Big Show Recap video



Post-Show Conference Report



SPECIAL REPORT

NRF '26 RETAIL'S BIG SHOW

SmartBrief

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Retail Forward: Return on Intelligence

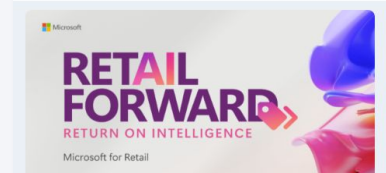
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Monday

NRF 2026: Retail's Big Show Day 2

Monday's sessions started with a talk by actor and entrepreneur [Ryan Reynolds](#), known for his work with [Aviation Gin](#), [Mint Mobile](#) and [Maximum Effort](#), and [Adyen](#) CFO [Ethan Tandovsky](#). The conversation explored the importance of authentic storytelling, humor and community engagement in driving growth. Next up was a fireside chat between NRF President and CEO [Matthew Shay](#) and Abercrombie & Fitch CEO and NRF's 2026 Visionary Award recipient [Fran Horowitz](#).

For the first time this year, NRF also hosted a second event focused on reverse logistics. Check out a [recap](#) of the two-day NRF Rev show, which wrapped up on Monday.

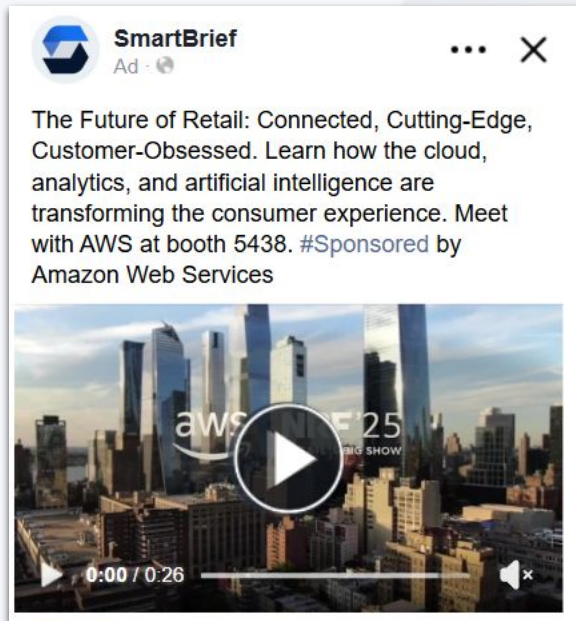


Download e-book: Harnessing AI Innovations to stay ahead

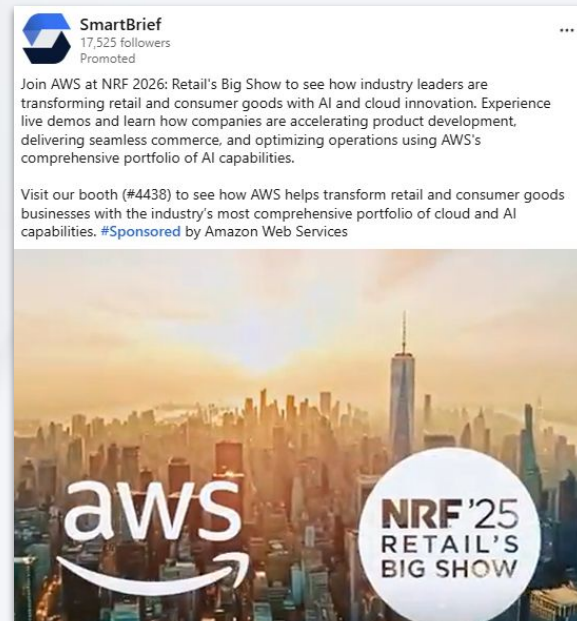
Learn how AI is transforming retail—and how your team can use AI tools to personalize shopping experiences, empower your workforce, and improve operational efficiency. At NRF 2026, visit our immersive booth #4503 to see how Microsoft powers ROI across the retail value chain.

Show Daily Conference Report

NRF 2027 Advertising Examples



[SmartSocial Ads - Meta](#)



[SmartSocial Ads - LinkedIn](#)

NRF 2027 Advertising Examples

NRF '26
RETAIL'S
BIG SHOW

JANUARY 11-13 | NYC

The Next Now

FROM THE EDITORS OF
SmartBrief

Look inside for a sneak peek at NRF 2026: Retail's Big Show

DIGITAL PREVIEW

NRF '26
RETAIL'S
BIG SHOW
JANUARY 11-13, 2026

DIGITAL PREVIEW

RETAIL'S BIG SHOW: THE NEXT NOW

Get ready for NRF 2026: Retail's Big Show

RETAILERS PREPARE FOR THE NEXT NOW.

NRF 2026: Retail's Big Show will take place in New York City Jan. 11-13, 2026, bringing together retail industry leaders and innovators to explore the latest trends, technology and strategies shaping the future of retail. Attendees can expect a comprehensive agenda that includes keynote presentations, product demonstrations and interactive workshops designed to address the challenges and opportunities in today's retail landscape.

This year's theme, "The Next Now," reflects the urgent need for retailers to adapt to evolving consumer expectations and technological advancements. Key topics include the impact of AI, the importance of innovation and digital, and expanding commerce into experiential modes. NRF 2026 will feature sessions on enhancing customer experience, improving operational efficiency, adopting business models and developing talent. Industry leaders will discuss the latest trends and strategies, with a focus on innovation and technology.

The 2026 event will debut a dedicated AI Stage for retailers. Don't miss the *Opening Party* celebrating the Mardi Gras season, *Donut Dunk* and *Retail's Big Concert* featuring live performances.

The Expo will feature the latest retail solutions, plus an *Innovators Showcase*, *Startup Hub* and *Executive Innovation Zone*, each showcasing breakthrough technology and innovations. Visitors can also sign up for *Guest Tours* and *Insider Tours*, which offer expert-led, guided walking tours.

Exhibitor Big Ideas is retailing and will offer a series of more than 100 sessions, giving you access to some of the retail industry's brightest solution providers, who will share case studies and product demonstrations to help you learn what technology is right for you and how other retailers have implemented it. There will also be a *Daylong Retail Media Network* (separate registration fee required).

Enjoy this digital preview to learn more about the scheduled speakers, educational sessions and special programs Retail's Big Show will offer. Register today for NRF 2026: Retail's Big Show.

—Susan Kruetz, SmartBrief's Director of Content

Retail's Big Show: by the Numbers

3 DAYS | **1,000 EXHIBITORS**

170+ SESSIONS | **450 SPEAKERS**

40,000+ ATTENDEES

NEW HUNKER

B2B | **SmartBrief**

aws FOR RETAIL AND CONSUMER GOODS

Build the future with AI

Join us at NRF 2026: Retail's Big Show to discover how we're building the future with AI.

Join Amazon Web Services (AWS) to experience our latest innovations through demonstrations from AWS, Amazon, and AWS Partners. Don't miss our Feature Session, Big Ideas presentations, and in-booth theater talks highlighting how industry leaders are accelerating product innovation, enhancing marketing effectiveness, delivering seamless commerce experiences, and optimizing operations.

Learn more at aws.amazon.com/retail/nrf-2026
Booth #4438

[Digital Preview](#)

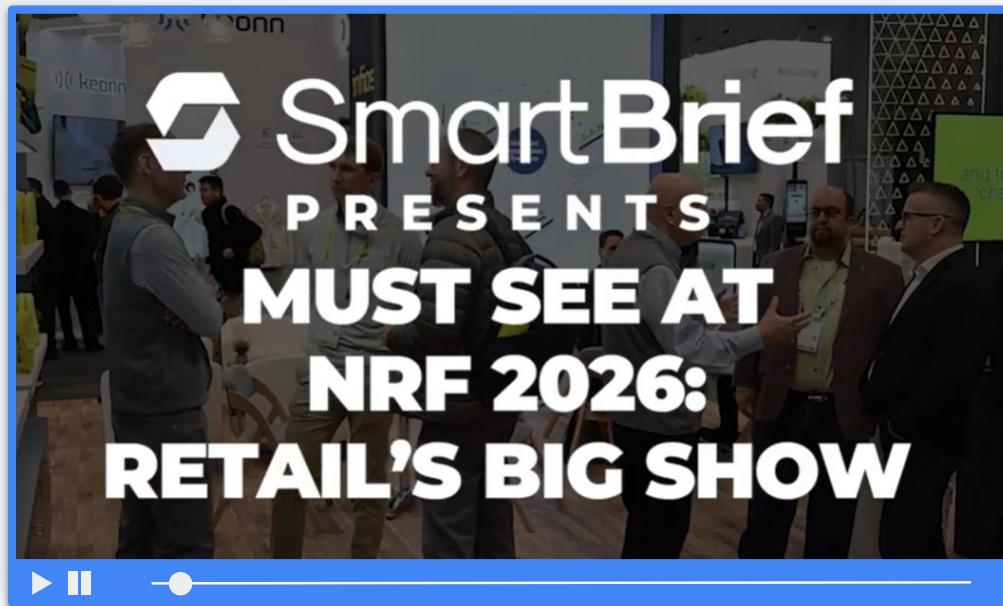
Video: Must See Video Short

Generate Buzz During the Show

A SmartBrief industry influencer will produce a one minute social video at your booth.

Your video can include hi-res graphics, existing b-Roll and booth b-Roll and will be promoted via NRF SmartBrief newsletter ad placements.

Video provided the next day for use on your website and other marketing purposes.



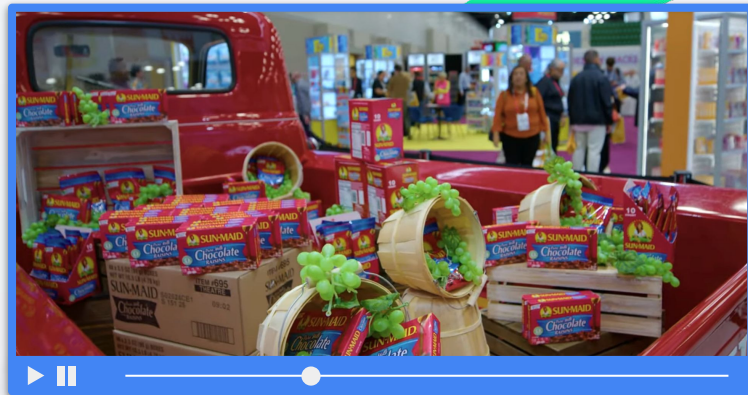
Video: From-the-Floor Video

Extend Your Presence During and After the Show

Announce your product with video. Our experienced team uses professional audio, video and lighting equipment to produce a high quality 3-5 minute video shot at your show booth.

Your video will be hosted on SmartBrief.com and promoted via newsletter ad placements in the NRF SmartBrief newsletter issues for one month following the event.

You own the video file for use on your website and other marketing purposes.



Display: Billboard Ad

What Is It

This ad unit is ideal for driving brand and product awareness. Being above the fold ensures that your ad is seen by all readers.

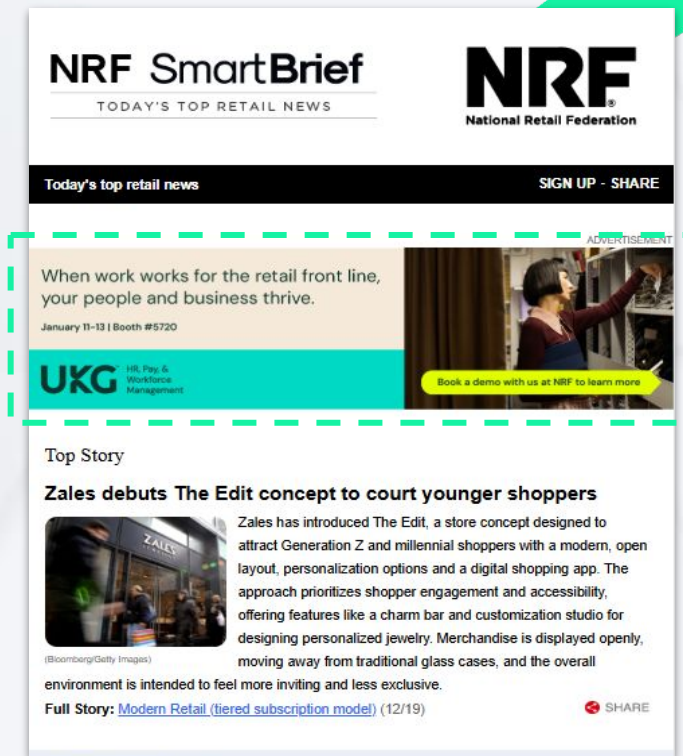
How To Use It

Available on per-day sponsorship. Select the newsletter that best aligns with your target audience and the date(s) of your choice.

What's Needed

- Billboard image

[Download Full Specs Sheet](#)



Native: Rectangle-Text Ad

What Is It

This native ad unit is ideal for branding, downloads, driving traffic to events, content and other product offerings.

How To Use It

Available on per day sponsorship. Select the newsletter that best aligns with your target audience and the date(s) of your choice.

What's Needed

- Ad image, logo and 250 characters of text

[Download Full Specs Sheet](#)

Top Story

Millie Bobby Brown launches Mills fashion line at Walmart



Brown (Kenwei Tang/Getty Images)

Full Story: [Women's Wear Daily](#) (1/7)

SHARE

Millie Bobby Brown has partnered with Walmart and Delta Galil USA to introduce Mills by Millie Bobby Brown, a fashion line designed to reflect her values of self-expression, confidence and inclusivity. The collection features around 100 pieces, including dresses, sleepwear, loungewear, intimates and sporty separates geared toward helping girls experiment with style and embrace their individuality. The pieces are priced from \$10.50 to \$26.50 and offered in sizes XS to XXXL, exclusively at Walmart.

MEET OUR
PARTNERS
NRF '26
BOOTH #6405

Powering NRF 2026 Together

Connect with Flooid, our sister company Acrelec, and partners Adyen, Displaydata, and PMC at NRF 2026. Discover POS platform solutions that drive innovation and seamless retail experiences. [Schedule a meeting and visit booth #6405](#) to see the tech in action!

ADVERTISEMENT

flooid

E-Blast: Dedicated Send

What Is It

This exclusive send is ideal for generating leads, driving clicks and promoting white papers, webinars and live events. This send is 100% share of voice.

How To Use It

Available on per day sponsorship. Select the newsletter that best aligns with your target audience and the date(s) of your choice.

What's Needed

- E-blast HTML and subject line

[Download Full Specs Sheet](#)

NRF SmartBrief
TODAY'S TOP RETAIL NEWS

NRF
National Retail Federation

elo
NOW PART OF
ZEBRA TECHNOLOGIES

The future of retail starts here.

Retail is evolving faster than ever—and Elo is leading the shift. Join us at NRF 2026: Retail's Big Show to explore the platform powering the future of in-store experiences. From our latest lineup of Android- and Intel-based systems, sleek self-service kiosks, payments and mobile devices and versatile open-frame touchscreens, Elo helps retailers operate smarter, faster and more connected than ever.

[Book 1:1 NRF meeting](#)



SPONSORSHIP OPPORTUNITIES

Show Daily & Conference Report

What Is It

SmartBrief Conference Reports and Show Dailies offer an opportunity to align with this premier thought leadership event – driving interest in your brand before, during and after the conference.

Benefits

Augment and enhance your brand's presence at the show.

Get more mileage out of your event-related content via measurable engagement with attendees and non-attendees alike.

Align with a trusted source of thought leadership, including original conference content that can't be found anywhere else:

- Keynote coverage and recaps
- Q&As with industry leaders
- Event resources and need-to-know details

What's Needed

- Billboard, Half-Page Unit and Rectangle-Text

[Download Full Specs Sheet](#)

SPECIAL REPORT

NRF '26 RETAIL'S BIG SHOW

SmartBrief

SIGN UP · SHARE

Advertisement

Retail Forward:
Return on Intelligence

Monday

NRF 2026: Retail's Big Show Day 2

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Microsoft

RETAIL FORWARD

RETURN ON INTELLIGENCE

Microsoft for Retail

Download e-book: Harnessing AI Innovations to stay ahead

Learn how AI is transforming retail—and how your team can use AI tools to personalize shopping experiences, empower your workforce, and improve operational efficiency. At NRF 2026, visit our immersive booth #4503 to see how Microsoft powers ROI across the retail value chain, empowering transformative retail.

Year in Review

What Is It

The Year In Review Special Report is an annual state-of-the-industry, pairing the year's most-read stories and topics with a highly anticipated look at what to expect in the new year.

Benefits:

- Exclusive sponsorship opportunity limited to only one advertiser per publication
- Three advertising placements designed to maximize both brand recognition and engagement
- Build awareness ahead of NRF 2027, positioning your brand in front of decision-makers before conversations begin on the show floor

What's Needed

- Billboard, Half-Page Unit and Rectangle-Text

[Download Full Specs Sheet](#)

SPECIAL REPORT

NRF 2025 RETAIL'S BIG SHOW

SmartBrief

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SAP Industry Market Report for Retail: Grow Without Boundaries

2024 IN REVIEW

Retailers brought their A game this year amid new challenges ranging from concerns over proposed new tariffs to the learning curve that comes with mastering AI and other cutting-edge technology. Read on to check out some of the most popular retail news of the year and get a glimpse of what retailers are focusing on heading into 2025.

[in](#) [x](#) [f](#) [e](#)



SAP Industry Market Report for Retail: Grow Without Boundaries

Download Report

Discover what matters most to retailers

With insights from over 14,000 retailers, expert research, and best practices, learn how to succeed in the future of retail. Download the report.

ADVERTISEMENT



SPONSORSHIP OPPORTUNITIES

Display: Digital Ebook Ad

What Is It

This ad placement is ideal for aligning your brand alongside this premier thought leadership event – driving interest before and during the conference.

Benefits

Augment and enhance your brand's presence at the show.

Get more mileage out of your event-related content with attendees and non-attendees alike.

Align with a trusted source of thought leadership, including original conference content that can't be found anywhere else.

What's Needed

- Full page ad or half page ad

Download Full Specs Sheet

The image shows a digital ebook advertisement for NRF 2026 Retail's Big Show. The ad is designed to look like a magazine spread, with a teal header and a white body. The top left corner features the NRF 2026 logo and the text 'DIGITAL PREVIEW'. The main headline reads 'Retail's Big Show: The Next Now'. Below this, there is a section titled 'Get ready for NRF 2026: Retail's Big Show' with the subtext 'RETAILERS PREPARE FOR THE NEXT NOW.' The ad lists key statistics: 3 DAYS, 1,000 EXHIBITORS, 170+ SESSIONS, 450 SPEAKERS, and 40,000+ ATTENDEES. A large image of a city skyline is featured on the right side. The bottom of the ad includes a quote from Susan Bush, NRF's Director of Content, and a list of sponsors including Amazon, Google, and Microsoft. The AWS logo is prominently displayed on the right side of the ad, with the text 'FOR RETAIL AND CONSUMER GOODS' and 'Build the future with AI'. The ad also includes a call to action: 'Join us at NRF 2026: Retail's Big Show to discover how we're building the future with AI.' and 'Join Amazon Web Services (AWS) to experience our latest innovations through demonstrations from AWS, Amazon, and AWS Partners. Don't miss our Feature Session, Big Ideas presentations, and in-booth theater talks highlighting how industry leaders are accelerating product innovation, enhancing marketing effectiveness, delivering seamless commerce experiences, and optimizing operations.' The ad concludes with the text 'Learn more at aws.amazon.com/retail/nrf-2026 Booth #4438'.

SPONSORSHIP OPPORTUNITIES

SmartSocial

What Is It

SmartSocial is an audience extension where we can retarget our lists of professional subscribers across multiple social media platforms by matching their email addresses to their accounts. Users are also likely scrolling through social feeds when they have more down-time, allowing them a moment to engage with the promotion and click through to the landing pages.

Capabilities

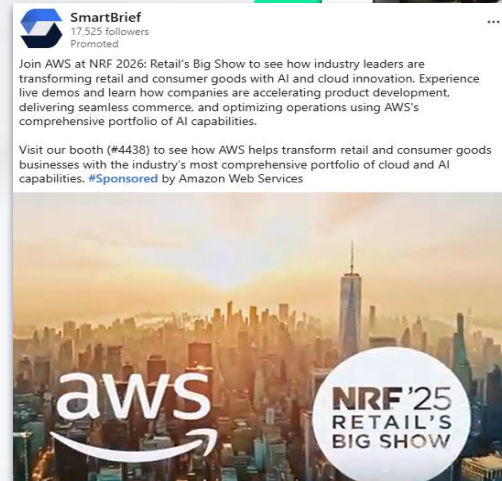
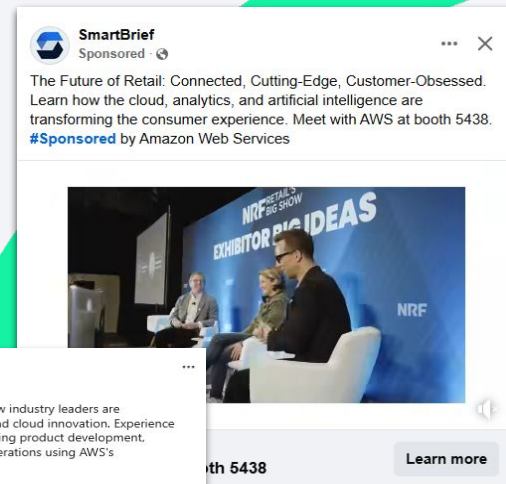
Target a specific newsletter(s) or target audiences by position level or function, company size and type, or location across the reader network.

Platforms:

[Facebook/Instagram](#), [LinkedIn](#)

What's Needed

- Static images, GIFs and video assets accepted



Website Impressions – Display

What Is It

Reach your desired target persona(s)/accounts with highly targeted web display ads across the web.

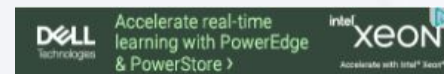
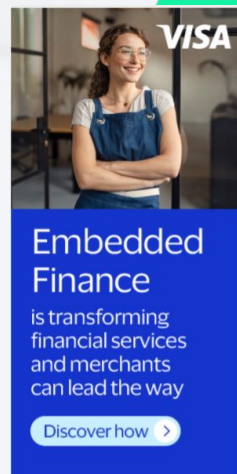
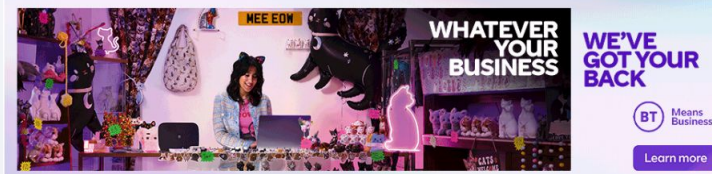
Capabilities

We partner with Bombora to take your TAL and/or your persona targeting information and overlay this information with their intent signal data to create customized segments that are more likely to engage with your campaign.

Our expert ad operations team manages each campaign, making optimizations throughout the duration of the campaign to capitalize on sites and/or placements which are demonstrating the highest CTR's.

What's Needed

- Image Ad Units – [Sizes & Creative Guidelines](#)
- Animated Ad Units – [Sizes & Creative Guidelines](#)
- Video Ad Units – [Creative Guidelines](#)



Sponsorship Rates

PRODUCT	RATE CARD
NRF SmartBrief Conference Special Report Email Sponsorship <i>Reaching NRF SmartBrief subscribers AND NRF event attendee emails</i>	\$15,000 – Only 1 left!
NRF SmartBrief Conference Special Reports “Show Daily” Sponsorship (x3 Issues) <i>Reaching NRF SmartBrief subscribers AND NRF event attendee emails each day of the show</i>	\$45,000
NRF Digital Preview E-Magazine Sponsorship	Full Page Ad: \$10,000 Half Page Ad: \$5,000
NRF SmartBrief Dedicated Send E-blast	\$20,000
NRF SmartBrief Newsletter Ads <i>Guaranteed impressions served into remnant Billboard and Rectangle-Text ad space within the NRF SmartBrief newsletters</i>	\$40 CPM <i>(\$5K minimum required)</i>
NRF SmartBrief Audience Extension	LinkedIn: \$65 CPM Facebook/Instagram: \$35 CPM Web Display: \$25 CPM
Custom Video Options From Tradeshow Floor <i>Includes promotion of video in NRF SmartBrief newsletters for one month following the show</i>	Must See Video Short: \$7,500 From-the-Floor Video: \$10,000
NRF Post-Show E-book Sponsorship	Full Page Ad with Executive Q&A: \$15,000 Full Page Ad: \$10,000 Half Page Ad: \$5,000
NRF Post-Show Webinar Sponsorship + Panel Participation <i>February 2027</i>	\$10,000

NEXT STEPS

Make the most of this moment

NEXT STEPS

- 1 Confirm the package and lock in flight dates with IO
- 2 Creative brief and asset deadlines
- 3 Kickoff call
- 4 Launch campaign, measure, optimize performance

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