

Scenario Task — Business or Marketing

The Campaign Goes Live at Noon



Scenario card Marketing Agency Wednesday, 9:30am

- You work for a small UK marketing agency.
- Your team is preparing a promotional campaign for a local independent gym launching a new membership package.
- The campaign is scheduled to go live at 12:00pm today.
- The account manager is meeting another client until 11:00am and has asked your team to prepare the campaign materials for final approval.
- The team has three people available, including yourself.

Information you receive

The campaign includes:

- two Instagram posts;
- a short promotional email;
- a landing page on the gym's website;
- a promotional graphic;
- a list of questions customers may ask.

The campaign message is: *“Join this month and get your first month half price.”*

The team has received:

- the gym's logo and brand colours;
- an approved set of photographs;
- a draft email;
- a nearly finished landing page;
- an agreed launch time;
- the gym manager's contact details.

Some materials still need proofreading and checking against the agreed offer.

The task

Prepare a launch-readiness plan so the campaign can go live accurately and professionally at noon.

You must identify:

1. What needs checking before launch.
2. What work can happen at the same time.
3. Who should be involved in final approval.
4. How the team will make sure all materials communicate the same offer.
5. What should happen if an error is discovered.

Planning board

Campaign element	What needs checking?	Who will do it?	Ready / Needs action
Instagram posts			
Promotional email			
Landing page			
Promotional graphic			
Customer questions			

Unexpected change

NEW INFORMATION — 10:20am

The gym manager emails:

“Just checking you have the right offer. The half-price first month is only available with a 12-month membership. We need that made clear.”

The promotional email has already been scheduled, and the Instagram graphics do not mention the 12-month condition.

A colleague says:

“The posts look great. Could we just leave them and explain the condition if anyone asks?”