

FREE OPERATIONAL TEMPLATE

New Campaign Launch Checklist

Use this 60-point checklist to coordinate campaign scope, creative assets, stock, pricing, store layouts, signage, digital activation, team readiness, live evidence, issue closure, and takedown.

Campaign / market

Launch date

Store / channel

Campaign owner

1. Campaign brief, scope, timeline, dependencies, and ownership

1

Confirm the campaign name, objective, launch date, end date, markets, stores, departments, and customer channels included.

APPROVAL

NAME

Enter

DATE / TIME

Enter

APPROVAL

Sign

🕒

Execution tip:

Lock the campaign scope, dates, store applicability, owners, dependencies, and escalation rules before assets are released.

2

Verify the approved brief, brand standards, artwork direction, promotional terms, pricing rules, legal copy, and reference examples are available.

RECORD TABLE

Record	Expected	Observed	Owner	Action
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Execution tip:

Lock the campaign scope, dates, store applicability, owners, dependencies, and escalation rules before assets are released.

3

Define applicability by region, store format, department, fixture, window, digital screen, product category, and inventory profile.

SCORED RESPONSE

Ready

Needs action

Not ready

N/A

🕒

Execution tip:

Lock the campaign scope, dates, store applicability, owners, dependencies, and escalation rules before assets are released.

4

Assign named owners for creative assets, stock, pricing, visual merchandising, digital activation, store communication, evidence review, and approval.

RECORD TABLE

Record	Expected	Observed	Owner	Action
--------	----------	----------	-------	--------

🕒

Execution tip:

Lock the campaign scope, dates, store applicability, owners, dependencies, and escalation rules before assets are released.

5

Review production lead times, shipment dates, installation windows, system dependencies, known blockers, and contingency plans.

RECORD TABLE

Record	Expected	Observed	Owner	Action
--------	----------	----------	-------	--------

🕒

Execution tip:

Lock the campaign scope, dates, store applicability, owners, dependencies, and escalation rules before assets are released.

6

Define critical launch failures and escalation rules for missing stock, incorrect pricing, unapproved artwork, unsafe installation, or missed go-live.

CRITICAL

SCORED RESPONSE

Ready

Needs action

Not ready

N/A

🕒

Execution tip:

Lock the campaign scope, dates, store applicability, owners, dependencies, and escalation rules before assets are released.

2. Creative assets, approvals, localization, and version control

- 7 Confirm the master campaign artwork, copy, photography, logos, color references, product claims, and promotional messages are formally approved.

LIVE EVIDENCE

Ready

Needs action

Not ready

N/A

LIVE PHOTO

Add


Execution tip:

Use one approved master source and make every market, format, language, revision, activation date, and expiry date easy to identify.

- 8 Verify each file has the correct dimensions, resolution, bleed, safe area, crop, orientation, font treatment, and production specification.

VERSION CHECK

VERSION

Enter

MARKET

Enter

APPROVAL

Sign


Execution tip:

Use one approved master source and make every market, format, language, revision, activation date, and expiry date easy to identify.

- 9 Check localized versions use the approved language, currency, dates, product names, legal statements, and market-specific content.

SCORED RESPONSE

Ready

Needs action

Not ready

N/A


Execution tip:

Use one approved master source and make every market, format, language, revision, activation date, and expiry date easy to identify.

- 10 Confirm file names, version numbers, approval status, activation dates, expiry dates, and distribution lists are controlled and traceable.

RECORD TABLE

Record

Expected

Observed

Owner

Action


Execution tip:

Use one approved master source and make every market, format, language, revision, activation date, and expiry date easy to identify.

- 11 Approve campaign assets for websites, apps, email, social media, kiosks, digital signage, delivery platforms, and internal communication.

LIVE EVIDENCE

Ready

Needs action

Not ready

N/A

LIVE PHOTO

Add


Execution tip:

Use one approved master source and make every market, format, language, revision, activation date, and expiry date easy to identify.

- 12 Remove draft, expired, superseded, or unapproved files from shared folders, print queues, store packs, and publishing systems.

CRITICAL

SCORED RESPONSE

Ready

Needs action

Not ready

N/A


Execution tip:

Use one approved master source and make every market, format, language, revision, activation date, and expiry date easy to identify.

3. Product, inventory, pricing, promotion, and POS readiness

- 13** Confirm the campaign SKU list, product hierarchy, variants, sizes, colors, bundles, gifts, exclusions, and substitution rules are final.

RECORD TABLE

Record	Expected	Observed	Owner	Action
--------	----------	----------	-------	--------


Execution tip:

Validate product, stock, price, promotion, and checkout behavior together so stores do not launch a campaign customers cannot buy correctly.

- 14** Verify opening stock, store allocations, display quantities, safety stock, launch buffers, replenishment dates, and distribution status.

ACTUAL / TARGET

ACTUAL	TARGET	VARIANCE
Enter	Enter	Enter


Execution tip:

Validate product, stock, price, promotion, and checkout behavior together so stores do not launch a campaign customers cannot buy correctly.

- 15** Check stock has arrived in saleable condition and is available in the right stores, backrooms, fixtures, digital catalogues, and fulfillment locations.

RECORD TABLE

Record	Expected	Observed	Owner	Action
--------	----------	----------	-------	--------


Execution tip:

Validate product, stock, price, promotion, and checkout behavior together so stores do not launch a campaign customers cannot buy correctly.

- 16** Verify campaign prices, promotional mechanics, qualifying products, customer conditions, start times, end times, taxes, and markdown rules.

CRITICAL

PRICE CHECK

DISPLAYED	POS / SOURCE	VARIANCE
Enter	Enter	Enter


Execution tip:

Validate product, stock, price, promotion, and checkout behavior together so stores do not launch a campaign customers cannot buy correctly.

- 17** Test shelf labels, promotional tickets, barcodes, bundles, coupons, loyalty offers, discounts, POS logic, and at least one end-to-end transaction.

CRITICAL

SCORED RESPONSE

Ready

Needs action

Not ready

N/A


Execution tip:

Validate product, stock, price, promotion, and checkout behavior together so stores do not launch a campaign customers cannot buy correctly.

- 18** Define the temporary customer control and escalation route for shortages, late stock, price mismatches, failed offers, or unavailable campaign items.

CRITICAL

RECORD TABLE

Record	Expected	Observed	Owner	Action
--------	----------	----------	-------	--------


Execution tip:

Validate product, stock, price, promotion, and checkout behavior together so stores do not launch a campaign customers cannot buy correctly.

4. Store layout, windows, fixtures, mannequins, and planogram readiness

- 19 Confirm each store has the correct window directive, floor plan, fixture plan, planogram, display sequence, and reference images.

LIVE EVIDENCE

Ready

Needs action

Not ready

N/A

LIVE PHOTO

Add


Execution tip:

Test the directive in the real space and protect customer flow, visibility, accessibility, fixture stability, and product availability.

- 20 Inspect fixtures, stands, mannequins, shelves, hooks, props, lightboxes, screens, hardware, and installation tools for readiness and safe condition.

SCORED RESPONSE

Ready

Needs action

Not ready

N/A


Execution tip:

Test the directive in the real space and protect customer flow, visibility, accessibility, fixture stability, and product availability.

- 21 Verify dimensions, placement, sightlines, customer circulation, emergency access, accessibility, power points, and safe clearances.

CRITICAL

ACTUAL / TARGET

ACTUAL

Enter

TARGET

Enter

VARIANCE

Enter


Execution tip:

Test the directive in the real space and protect customer flow, visibility, accessibility, fixture stability, and product availability.

- 22 Check hero products, adjacencies, facings, outfit stories, size runs, color flow, product density, and replenishment access match the directive.

SCORED RESPONSE

Ready

Needs action

Not ready

N/A


Execution tip:

Test the directive in the real space and protect customer flow, visibility, accessibility, fixture stability, and product availability.

- 23 Remove previous campaign materials, expired offers, obsolete props, conflicting messages, and residual products before the new setup begins.

CRITICAL

LIVE EVIDENCE

Ready

Needs action

Not ready

N/A

LIVE PHOTO

Add


Execution tip:

Test the directive in the real space and protect customer flow, visibility, accessibility, fixture stability, and product availability.

- 24 Capture pre-launch setup evidence and obtain approval for windows, entrances, feature zones, fixtures, and high-priority stores.

APPROVAL

NAME

Enter

DATE / TIME

Enter

APPROVAL

Sign


Execution tip:

Test the directive in the real space and protect customer flow, visibility, accessibility, fixture stability, and product availability.

5. Signage, POSM, print production, and digital activation

- 25 Confirm all point-of-sale materials, signs, banners, decals, shelf strips, wobblers, display cards, and campaign packs were received and counted.

RECORD TABLE

Record	Expected	Observed	Owner	Action
--------	----------	----------	-------	--------


Execution tip:

Match every asset to its exact placement, product, promotion, channel, activation time, and expiry date before customers see it.

- 26 Inspect printed materials for damage, color variation, incorrect trimming, missing pieces, poor adhesion, production defects, and outdated content.

LIVE EVIDENCE

Ready

Needs action

Not ready

N/A

LIVE PHOTO

Add


Execution tip:

Match every asset to its exact placement, product, promotion, channel, activation time, and expiry date before customers see it.

- 27 Install every asset in the approved position and confirm it matches the correct product, fixture, store format, customer journey, and campaign phase.

SCORED RESPONSE

Ready

Needs action

Not ready

N/A


Execution tip:

Match every asset to its exact placement, product, promotion, channel, activation time, and expiry date before customers see it.

- 28 Verify digital screens, menus, kiosks, websites, apps, social pages, email, and marketplace assets are scheduled and displaying correctly.

CRITICAL

LIVE EVIDENCE

Ready

Needs action

Not ready

N/A

LIVE PHOTO

Add


Execution tip:

Match every asset to its exact placement, product, promotion, channel, activation time, and expiry date before customers see it.

- 29 Test QR codes, landing pages, links, offer codes, contact details, dates, prices, product claims, videos, and interactive campaign elements.

CRITICAL

VERSION CHECK

VERSION

Enter

MARKET

Enter

APPROVAL

Sign


Execution tip:

Match every asset to its exact placement, product, promotion, channel, activation time, and expiry date before customers see it.

- 30 Remove expired, duplicated, conflicting, unofficial, or previous-campaign materials from all physical and digital customer touchpoints.

CRITICAL

SCORED RESPONSE

Ready

Needs action

Not ready

N/A


Execution tip:

Match every asset to its exact placement, product, promotion, channel, activation time, and expiry date before customers see it.

6. Store communication, staff training, customer messaging, and launch support

- 31 Brief store managers on the campaign objective, products, customer offer, key dates, setup sequence, evidence requirements, and escalation contacts.**

APPROVAL

NAME	DATE / TIME	APPROVAL
Enter	Enter	Sign

Execution tip: Brief teams with one practical launch pack that explains what changes, how the offer works, what customers may ask, and who resolves issues.

- 32 Train customer-facing teams on product knowledge, key messages, benefits, demonstrations, recommendations, upselling, and campaign language.**

SCORED RESPONSE

Ready Needs action Not ready N/A

Execution tip: Brief teams with one practical launch pack that explains what changes, how the offer works, what customers may ask, and who resolves issues.

- 33 Provide clear FAQs for eligibility, exclusions, redemption, refunds, substitutions, stockouts, online orders, loyalty rules, and complaint handling.**

RECORD TABLE

Record	Expected	Observed	Owner	Action
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Execution tip: Brief teams with one practical launch pack that explains what changes, how the offer works, what customers may ask, and who resolves issues.

- 34 Assign setup, launch-day checks, replenishment, recovery, digital checks, issue reporting, closing, and takedown responsibilities by role.**

RECORD TABLE

Record	Expected	Observed	Owner	Action
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Execution tip: Brief teams with one practical launch pack that explains what changes, how the offer works, what customers may ask, and who resolves issues.

- 35 Confirm campaign uniforms, badges, scripts, samples, demonstration tools, customer handouts, and staff communication materials are ready where applicable.**

LIVE EVIDENCE

Ready Needs action Not ready N/A LIVE PHOTO Add

Execution tip: Brief teams with one practical launch pack that explains what changes, how the offer works, what customers may ask, and who resolves issues.

- 36 Verify launch-day staffing, management coverage, technical support, VM support, stock support, and emergency escalation are sufficient.**

CRITICAL

SCORED RESPONSE

Ready Needs action Not ready N/A

Execution tip: Brief teams with one practical launch pack that explains what changes, how the offer works, what customers may ask, and who resolves issues.

7. Launch-day readiness, go-live control, and customer journey testing

- 37 Complete the final opening review before customers arrive, including windows, feature zones, stock, prices, signage, systems, cleanliness, and staffing.

SCORED RESPONSE

Ready

Needs action

Not ready

N/A


Execution tip:

Complete a full customer journey before opening or go-live and resolve anything that could create a misleading, unavailable, or inconsistent experience.

- 38 Verify every store and digital channel went live at the approved local time and that early or late activation did not create conflicting messages.

CRITICAL

SCORED RESPONSE

Ready

Needs action

Not ready

N/A


Execution tip:

Complete a full customer journey before opening or go-live and resolve anything that could create a misleading, unavailable, or inconsistent experience.

- 39 Inspect hero displays, campaign windows, entrances, shelf labels, signage, screens, product presentation, and staff readiness during live trading.

LIVE EVIDENCE

Ready

Needs action

Not ready

N/A

LIVE PHOTO

Add


Execution tip:

Complete a full customer journey before opening or go-live and resolve anything that could create a misleading, unavailable, or inconsistent experience.

- 40 Run a sample customer journey from discovery through product selection, promotion qualification, checkout, receipt, collection, delivery, or redemption.

CRITICAL

PRICE CHECK

DISPLAYED

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POS / SOURCE

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VARIANCE

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Execution tip:

Complete a full customer journey before opening or go-live and resolve anything that could create a misleading, unavailable, or inconsistent experience.

- 41 Confirm display stock, selling stock, backroom stock, samples, packaging, replenishment routes, and fulfillment inventory remain accessible.

RECORD TABLE

Record	Expected	Observed	Owner	Action
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Execution tip:

Complete a full customer journey before opening or go-live and resolve anything that could create a misleading, unavailable, or inconsistent experience.

- 42 Escalate every launch blocker with business impact, temporary control, named owner, due time, required evidence, and approval to continue trading.

CRITICAL

ACTION TRACKER

Finding	Priority	Owner	Due	Proof
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Execution tip:

Complete a full customer journey before opening or go-live and resolve anything that could create a misleading, unavailable, or inconsistent experience.

8. Visual quality, brand compliance, live evidence, and approval

43 Compare the live execution with the approved reference and verify campaign hierarchy, hero message, product focus, and brand story are clear.

CRITICAL

LIVE EVIDENCE

Ready

Needs action

Not ready

N/A

LIVE PHOTO

Add


Execution tip:

Capture wide and close evidence from normal customer viewpoints, then keep failed stores open for correction until new proof is accepted.

44 Inspect alignment, color balance, lighting, print quality, cleanliness, garment or product condition, fixture finish, and overall presentation.

SCORED RESPONSE

Ready

Needs action

Not ready

N/A


Execution tip:

Capture wide and close evidence from normal customer viewpoints, then keep failed stores open for correction until new proof is accepted.

45 Check the campaign is visible from the entrance, key customer paths, decision points, relevant aisles, checkout, and digital navigation.

SCORED RESPONSE

Ready

Needs action

Not ready

N/A


Execution tip:

Capture wide and close evidence from normal customer viewpoints, then keep failed stores open for correction until new proof is accepted.

46 Capture timestamped wide-angle and close-up photos for windows, entrances, fixtures, signage, labels, screens, stock, and any exception.

CRITICAL

LIVE EVIDENCE

Ready

Needs action

Not ready

N/A

LIVE PHOTO

Add


Execution tip:

Capture wide and close evidence from normal customer viewpoints, then keep failed stores open for correction until new proof is accepted.

47 Review store evidence centrally and record approval, rejection, comments, priority, owner, due date, and evidence required for closure.

APPROVAL

NAME

Enter

DATE / TIME

Enter

APPROVAL

Sign


Execution tip:

Capture wide and close evidence from normal customer viewpoints, then keep failed stores open for correction until new proof is accepted.

48 Correct failed execution, remove unsafe or inaccurate materials, restore product availability, and submit new evidence for final verification.

CRITICAL

LIVE EVIDENCE

Ready

Needs action

Not ready

N/A

LIVE PHOTO

Add


Execution tip:

Capture wide and close evidence from normal customer viewpoints, then keep failed stores open for correction until new proof is accepted.

9. Ongoing maintenance, availability, customer response, and issue closure

49 Schedule daily campaign recovery, cleaning, product facing, garment steaming, prop alignment, digital-screen, and signage-condition checks.

SCORED RESPONSE

Ready

Needs action

Not ready

N/A



Execution tip:

Keep the campaign accurate and saleable throughout its full duration, not only on launch day, by checking condition, stock, pricing, and customer feedback.

50 Monitor stockouts, low stock, substitutions, damaged products, missing sizes, failed screens, broken fixtures, and deteriorating printed materials.

RECORD TABLE

Record	Expected	Observed	Owner	Action
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Execution tip:

Keep the campaign accurate and saleable throughout its full duration, not only on launch day, by checking condition, stock, pricing, and customer feedback.

51 Track customer questions, complaints, redemption failures, price disputes, misleading messages, product feedback, and service recovery.

RECORD TABLE

Record	Expected	Observed	Owner	Action
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Execution tip:

Keep the campaign accurate and saleable throughout its full duration, not only on launch day, by checking condition, stock, pricing, and customer feedback.

52 Verify prices, promotional conditions, availability statements, digital content, legal copy, and customer information remain accurate during the campaign.

CRITICAL

SCORED RESPONSE

Ready

Needs action

Not ready

N/A



Execution tip:

Keep the campaign accurate and saleable throughout its full duration, not only on launch day, by checking condition, stock, pricing, and customer feedback.

53 Control mid-campaign changes, extensions, new phases, creative swaps, price updates, delayed stock, local exceptions, and emergency withdrawals.

RECORD TABLE

Record	Expected	Observed	Owner	Action
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Execution tip:

Keep the campaign accurate and saleable throughout its full duration, not only on launch day, by checking condition, stock, pricing, and customer feedback.

54 Assign every issue to a named owner with priority, due date, temporary control, escalation route, and objective closure evidence.

CRITICAL

ACTION TRACKER

Finding	Priority	Owner	Due	Proof
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Execution tip:

Keep the campaign accurate and saleable throughout its full duration, not only on launch day, by checking condition, stock, pricing, and customer feedback.

10. Campaign close, takedown, performance review, learning, and sign-off

55 Confirm campaign end dates, local takedown times, phased closures, extension approvals, store responsibilities, and communication plans.

CRITICAL

APPROVAL

NAME	DATE / TIME	APPROVAL
Enter	Enter	Sign

Execution tip: Do not close the campaign until physical and digital takedown, price reversion, residual stock, asset returns, open issues, and lessons are confirmed.

56 Remove physical assets, restore standard layouts, return reusable props, dispose of materials correctly, and record residual or transferred stock.

RECORD TABLE

Record	Expected	Observed	Owner	Action
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Execution tip: Do not close the campaign until physical and digital takedown, price reversion, residual stock, asset returns, open issues, and lessons are confirmed.

57 Verify campaign prices, promotions, coupons, landing pages, screens, apps, websites, emails, and marketplace content are deactivated or reverted.

CRITICAL

SCORED RESPONSE

Ready

Needs action

Not ready

N/A

Execution tip: Do not close the campaign until physical and digital takedown, price reversion, residual stock, asset returns, open issues, and lessons are confirmed.

58 Compare execution compliance, stock availability, sales, conversion, engagement, redemption, customer response, issue volume, and closure time.

ACTUAL / TARGET

ACTUAL	TARGET	VARIANCE
Enter	Enter	Enter

Execution tip: Do not close the campaign until physical and digital takedown, price reversion, residual stock, asset returns, open issues, and lessons are confirmed.

59 Record lessons, recurring failures, successful practices, vendor performance, store support needs, content improvements, and next-campaign actions.

RECORD TABLE

Record	Expected	Observed	Owner	Action
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Execution tip: Do not close the campaign until physical and digital takedown, price reversion, residual stock, asset returns, open issues, and lessons are confirmed.

60 Complete final sign-off by campaign owner, retail operations, visual merchandising, marketing, commercial, reviewer, date, and time.

CRITICAL

APPROVAL

NAME	DATE / TIME	APPROVAL
Enter	Enter	Sign

Execution tip: Do not close the campaign until physical and digital takedown, price reversion, residual stock, asset returns, open issues, and lessons are confirmed.

RUN THIS CHECKLIST DIGITALLY

Turn campaign plans into verified store execution

Use Taqtics to schedule rollout tasks, capture live evidence, escalate launch blockers, assign corrections, verify closure, and compare campaign execution across every store and channel.

Try the New Campaign Launch Checklist in Taqtics