

BRAND Jam Shed
CAMPAIGN Jam Sessions
Version 1.00
DATE 22-Apr-2025
Budget £500,000



Start 21-Sep-2025
End 27-Dec-2025
Duration (Weeks) 13.9



Accolade Wines

Funnel	Channel	Partner	Platform	Targeting	Format	Investment	Split	Audience	Target	Metric	CPM	Impressions / Clicks	Frequency	Unique Users	Reach	VIDEO VIEWS	CPVM	INTERACTIONS	CPI(M)	Sales	CPA					
£500,000																										
Awareness																										
£250,000																										
50%	Video - BVOD	Programmatic platform - Scoola, The Trade Desk, Xandre, Adform	ITV, C4, My5	25-44 + Wine Shoppers	30"	£150,000	£150,000	40,000,000	21,000,000	CPM	£25.00	6,000,000	6	1,000,000	4.76%	5,700,000	£26									
	Video - Pre-Roll	Google	YouTube	Demo, Interest, Behaviour, Custom (1PD)	TrueView In-Stream Ads 30"	£20,000	49,000,000	23,500,000	CPM	£9.00	2,222,222	2	1,111,111	4.73%	2,111,111	£24										
						£20,000									CPM	£9.00	2,222,222	2	1,111,111	9.46%	2,111,111	£24				
						£10,000															CPM	£6.00	1,666,667	2	833,333	3.55%
Audio	Global Player / Spotify	Various	Demo, Interest, Behaviour, Custom (1PD)	Bumper Ads 6"	£50,000	£50,000	25,000,000	12,500,000	CPM	£18.00	2,777,778	6	462,963	1.85%	2,638,889	£19										
Interest																										
£200,000																										
40%	Video - Social	Meta	Facebook / Instagram	Demo, Interest, Behaviour, Custom (1PD)	15-60"	£150,000		43,000,000	22,500,000	CPM	£7.50	20,000,000	6	3,333,333	14.81%			150,000	£1.00							
		Tiktok	Tiktok		15-60"	£50,000		3,700,000	1,750,000	CPM	£6.00	8,333,333	6	1,388,889	79.37%			208,333	£0.24							
Decision \ Action																										
£50,000																										
10.00%	Shopping	CitrusAd / Criteo RM - Retail Activ	Tesco, Sainsbury's, Asda	Keywords, Categories, Isles, Banner ads	Text and image	£30,000	£30,000			CPC	£1.00	30,000								1,500.0	£20.00					
	Shopping	Google	Google Shopping	Focus: High-impact shopping ads targeting festive and purchase-intent keywords. Keywords: "holiday wine gifts," "bold red wines for celebrations," "Jam Shed wine deals."	Text and image	£10,000	£10,000			CPC	£0.90	11,111									555.6	£18.00				
	Search	Google / Bing / DuckDuckGo	Various	Focus: Paid search ads targeting high-conversion queries and retargeting. Keywords: "buy Jam Shed wine," "wine gifts delivered," "affordable wine near me."	Text	£10,000	£10,000			CPC	£1.20	8,333									416.7	£24.00				

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CREATIVE HERO

SHED SEVEN

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Campaign Budget £500,000

Funnel	Golden Split	Capmaign Spit				21/9	28/9	5/10	12/10	19/10	26/10	2/11	9/11	16/11	23/11	30/11	7/12	14/12	21/12
						-14	-13	-12	-11	-10	-9	-8	-7	-6	-5	-4	-3	-2	-1
Awareness	58.00%	50.00%	ITV, C4, My5	£150,000	30.00%	£60,000			£75,000			£15,000.00							
			YouTube	£50,000	10.00%	£20,000			£25,000			£5,000.00							
			Spotify / Global Player	£50,000	10.00%	£20,000			£25,000			£5,000.00							
Interest \ Decision	40.00%	40.00%	Meta - FB + IG	£150,000	30.00%	£45,000			£75,000			£30,000							
			TikTok	£50,000	10.00%	£15,000			£25,000			£10,000							
Action	2.00%	10.00%	CitrusAd / Criteo retail Media	£30,000	6.00%	£30,000													
			Google Shopping	£10,000	2.00%	£10,000													
			Search	£10,000	2.00%	£10,000													

Awareness Media:

- Build Phase (Weeks 1–7): 40% of the total budget.
- Spike Phase (Weeks 8–12): 50% of the total budget.
- Sustain Phase (Weeks 13–14): 10% of the total budget.

Interest \ Decision Media:

- Build Phase (Weeks 1–6): 30% of the total budget.
- Spike Phase (Weeks 7–11): 50% of the total budget.
- Sustain Phase (Weeks 12–14): 20% of the total budget.