

# Co-Brand Email Campaign Collaboration

Brand 1 Name

Brand 2 Name

Contact Person (Brand 1)

Contact Person (Brand 2)

Email (Brand 1)

Email (Brand 2)

Campaign Name / Title

Purpose / Objective

Campaign Timeline

Key Deliverables

Target Audience

Responsibilities (Brand 1)

Responsibilities (Brand 2)

Email Content Outline

Design/Creative Notes

Call-to-Action

Approvals Needed