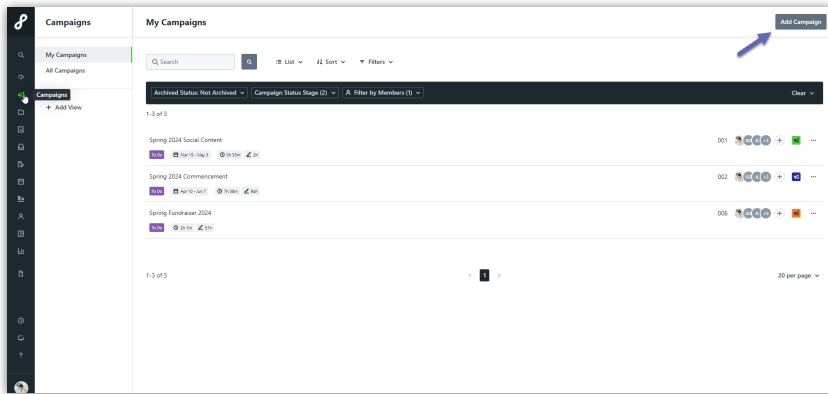


# Creating a Campaign

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In the [Lytho Workflow hierarchy](https://guide.lytho.com/help/working-in-lytho-workflow) (<https://guide.lytho.com/help/working-in-lytho-workflow>), Campaigns exist at the very top allowing you to more easily manage related Projects.

To initiate a new Campaign, navigate to the **Campaigns** list, and click **Add Campaign** in the top right.



If you do not see the "Add Campaign" button, reach out to your account administrator for [Permission](https://guide.lytho.com/help/managing-roles-and-permissions#assigning-permissions) assistance.

Type the name in the **Campaign Name** field and click **Create Campaign**.

×

Create Campaign

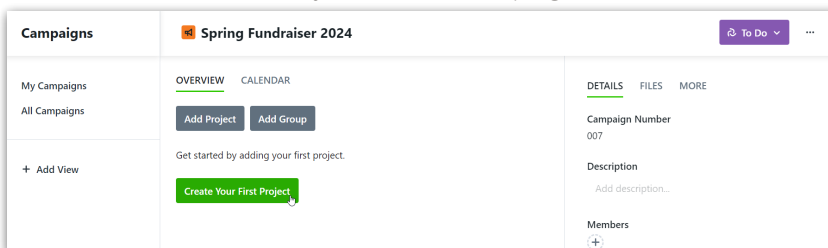
Campaign Name \*

Mother's Day Campaign

Cancel

Create Campaign

Once a Campaign has been created, you can [create Projects](https://guide.lytho.com/help/creating-a-project#creating-a-project-within-a-campaign) (<https://guide.lytho.com/help/creating-a-project#creating-a-project-within-a-campaign>) directly within the Campaign.





Check out our Campaign Request [knowledge article](https://guide.lytho.com/help/creating-campaign-requests) (https://guide.lytho.com/help/creating-campaign-requests) to see how Requests can create Campaigns!

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