

Communication Campaign: A Major Tool for Social Marketing Prince George Campaigns

Planning Your Own Campaign

Strategic Awareness Campaign Plan

The following questions will help you get started in designing a communication campaign. It is probably a good idea to work through them sequentially, as they do stimulate discussion and tend to build one on to the other.

1. Why do we need a strategic awareness campaign?
2. What is our organizational background
 - A. Who are we?
 - B. What are we trying to address?
 - C. Who benefits?
 - D. What is our role in this issue?
3. What is the bigger picture?
 - A. What is happening in the North, Canada, or world that connects to our activity?
 - B. What is the political climate?
 - C. How do we want to be viewed?
 - D. Do we have a history of media stories?
 - E. Who are our allies?
 - F. Who supports us?
4. What are our goals?
 - A. What is our ultimate goal?
 - B. How will the world be a better place if we get it?
 - C. How much time do we have to do them?
 - D. What are our mini goals?
5. Objectives of the Communication Campaign
 - A. Why are we mounting this campaign? -S.M.A.R.T.
 - B. What do we want our target group to do?
 - C. How will we measure success?
6. Target Audience
 - 1st Target
 - 2nd Target
 - Sympathetic Supporters
 - Opposition Reporters
7. Strategies
 - . What media coverage will make the most impact?
 - A. News Conference
 - Media Briefing
 - Can we make our story visual?
 - Paid advertising
 - Print, Radio, T.V. Bill board

