

Capacity Building - Part 3



Identify

Analyse

Plan

Engage



1. Communication Campaigns

2. Communication Campaign Tools

- a) Creative Brief – including for video production
- b) Campaign Plan
- c) Press Release
- d) Social Media Content Calendar
- e) Evaluation Report

3. Discussion

Communication Campaigns



campaign *noun*

a series of planned activities that are intended to achieve a particular social, commercial or political aim

an anti-smoking campaign



Campaign against

Climate change

Communication Plan Components

Audience



Identify audience for the project including:

- Residents
- Clusters
- Committees
- Working Groups
- Board of Directors
- Internal Staff
- Media
- Other Key Stakeholders

WHO?

Message Type



Determine Messaging type (may vary by audience):

- Letter
- Face-to-Face*
- Status Report
- Project Update

WHAT?

Delivery Method



Determine appropriate delivery method:

- Meeting*
- Informal Presentation
- Formal Presentation
- Mail/Email
- RA News
- Reston magazine
- Website

HOW?

Schedule



Determine frequency:

- Daily
- Weekly
- Monthly
- Quarterly
- Milestone
- As-Needed

WHEN?

Message Source



Determine source of message:

- RA Board
- CEO
- Director of Capital Projects
- Project Manager
- Consultant
- Communications Team

OWNER?

*Prioritize opportunities for 2-way communication



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5 Communication Campaign Tools

1. Creative Brief
2. Campaign Plan
3. Press Release
4. Social Media
Content
Calendar
5. Evaluation
Report



Campaign Strategy Framework



- **Goals & Monitoring**
What are we trying to achieve through our campaign and how will we know when we achieve it?
- **Insight & Targeting**
Who are we trying to reach and influence?
- **Key campaign messages**
How are we trying to position our department, products and services?
Which campaign will engage and convert our audience?
- **Media plan and budget**
Which media channels will we use to reach and influence our target audience?
What will be the sequence and integration of media activities?
- **Material production**
Managing the communication material to support the campaign.
- **Execution**
What needs to be trialed and reviewed before the campaign is launched and adjusted during the campaign.



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Creative Brief - example

Reebok

Company Background

Reebok is an American made company that has expanded worldwide. They specialize in sport and lifestyle products. They have a strong heritage and authenticity in sports and fitness. The brand is committed to designing products that reflect creativity and change/ growth.

Objective

Create awareness of demo and 25% off discount while removing stigma of men wearing EasyTone.

Target

- Men
- 35 – 50 years old
- Married with children
- \$70K - \$90K
- Career is very important to them
- They spend a lot of hours at work
- When they aren't working they are spending time with their families
- They like to exercise but there are not enough hours in the day
- No one likes being out of shape but it is hard to stay in shape while managing a career and family life
- They're good employees who work hard and when they get home they work hard to keep their marriage on track and to make sure their kids are growing up properly
- They are definitely not lazy, if they had the time to exercise they would but unfortunately they don't

Brand Voice

Compassionate/ Understanding

Insight

Most men like to be in shape but don't have time because of work and family life.

Single Minded Thought

Reebok EasyTones are for men who don't have enough time in the day to exercise.

Execution Requirements

Print

PayPal Creative Brief - example

THE PROBLEM

The brand's extensive service has led misinterpretations about PayPal being an online shopping payment system. Currently, the brand perception is that PayPal's just an alternative to credit cards or other means of online payment.

OUR GOAL

PayPal's main essence is to deal with our daily money transactions. Our goal is to clarify the misconceptions surrounding the brand and re-iterate what PayPal is all about: A virtual wallet where the user's in control.

OUR KEY INSIGHT

Young entrepreneurs find ways on how to earn money to feel the sense of independence. At the same time, they are still supported by their parents. They need a service that would give them the flexibility of receiving money (either allowance from their parents, or getting paid from walking the dog as one of their part-time jobs), while still struggling to balance the life of a typical teenager.

WHO WILL WE ENGAGE?

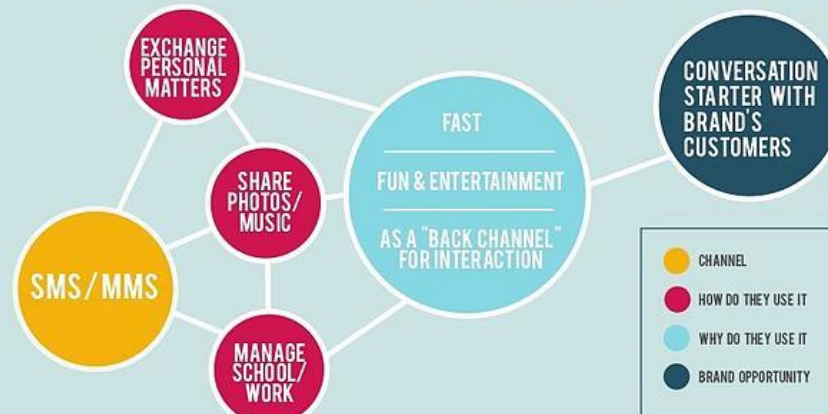
Teenagers, whose age ranges from 12-17 years old, they try to balance between school, a part-time job, extra-curricular activities, family, and friends. At this point in their lives, they are starting to become independent and branch out their lives through their friends, classmates and other people around them. They are curious, and are trying to establish connections that would stand the test of time. They trust their friends and peers, basically because they value their opinions. They want control over their money, how they're going to use it, and when they're going to use it, but not want the complexities that come with using a credit card.

OUR MAIN MESSAGE

RECEIVE MONEY WHENEVER, WHEREVER.

OUR OPPORTUNITIES

(PLEASE CHECK THE NEXT PAGE FOR OTHER POSSIBILITIES)



Creative Brief - example



Hush Puppies®

HUSH PUPPIES BRIEF
ADT/001/IMC
Group-5(M2)

BRAND STATEMENT

The Hush Puppies is a lifestyle brand that provides shoes, eyewear, watches and clothing for both men and women.

Brand statement

PROJECT BACKGROUND

Hush Puppies history is rooted in innovation from inventing the first truly casual shoes to developing technologies that make the shoes more comfortable, lightweight and worry free. The brand strives to constantly evolve Hush Puppies world renowned comfort, bringing customers the most advanced technologies available in footwear today. The project consists in developing an advertising marketing campaign of the Hush Puppies shoes that provide comfort and relaxation just by wearing them, because these characteristics are invaluable and enables them to find one more reason to relax.

Campaign context and background

TARGET AUDIENCE

Males and Females between 20 - 40 years where the audience should be belonging to ClassA, ClassB and chunk of ClassC whose rate of life requires: comfort, functionality and style. People wearing these shoes should need to feel natural, relaxed, authentic, with a young spirit, free, simple and healthy.

Audience demographics & psychographics

ADVERTISING OBJECTIVE

New campaign to increase brand awareness and demand of the Hush Puppies shoes.

Campaign goals

CONSUMER MESSAGE

Shoes made as per your lifestyle and choices.

“Driving idea”

KEY CONSUMER BENEFIT

Provides comfort, functionality and style that touches the lives and imaginations.

Key message

BENEFIT SUPPORT

- Whether it is water, stain and scuff resistant *WorryFreeSuede*, or the newest exclusive technology, *WaveReflex* featuring extreme flexibility and technologies like *Zero G*, *Bounce*, etc. Hush Puppies strives to provide benefits that enables to find one more reason to relax.
- Dual-density foam footbed with contoured arch for better grip and elegant shoe designs.
- Handstitched and Environmental aware products.

Product details

COMPETITION

AllenCooper, LeeCooper, Blanca, NavyFont, RedTape, Adidas, Nike, Puma and others(as well as other premium Bata product lines too is a setback).

Competition

ADVERTISING TONE

Trustworthy, Comfortable, Durable, Modern, Innovative

Brand voice and communication channels

ADVERTISING MEDIUM

In-store & Outdoor Advertising, Magazines Advertisement and Social Network Advertisements.

Other requirements

MANDATORY ELEMENTS

Hush Puppies Logo, Real Product Image, Attention drawing Text or TagLines, Price and Technology(s), Values and Benefits, Availability(retailers,online & physical stores), Company Website.

Creative Brief Structure

- Campaign theme
- Objectives
- Audience
- Messaging
- Materials
- Stakeholders
- Budget
- Timeline
- Distribution



VIDEO PRODUCTION CREATIVE BRIEF

Campaign Name: _____

1. **OVERVIEW** – What is the background of this campaign?

2. **OBJECTIVES** - What will this campaign accomplish?

3. **TARGET AUDIENCE** – Who is the video targeting?

4. **COMPETITION** – Who/what is your campaign competing with?

5. **MESSAGE** - What is the theme and message of your campaign?

6. **TONE** - Paired with the message, explain what your campaign will be like--funny, sincere, scary?

7. **VISUALS** - What will the campaign look like? What types of images or sequences will we see?

8. **SCHEDULING** - Give a brief roadmap of what production will look like and list barriers.

9. **BUDGET** – What is the cost for video production?

10. **DEADLINES**

PRE-PRODUCTION – When is the draft script & revised script due? When is budget ready? When is the casting ready?

PRODUCTION – When will shooting begin and end?

POST-PRODUCTION – When will the first video cut & final cut be ready?

DISTRIBUTION – When will be start promoting the final video and for how long?



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Campaign Plan Structure

1. Campaign Theme
2. Campaign Objectives
3. Campaign Strategy
4. Campaign Framework
5. Campaign Activities
6. Media Channel Activity
7. Campaign Activities Timeline
8. Communication Scripts
9. Communication Material
10. Budget



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Campaign **Activities**

Activity	
Audience	
Message	
Detail	
Channel	



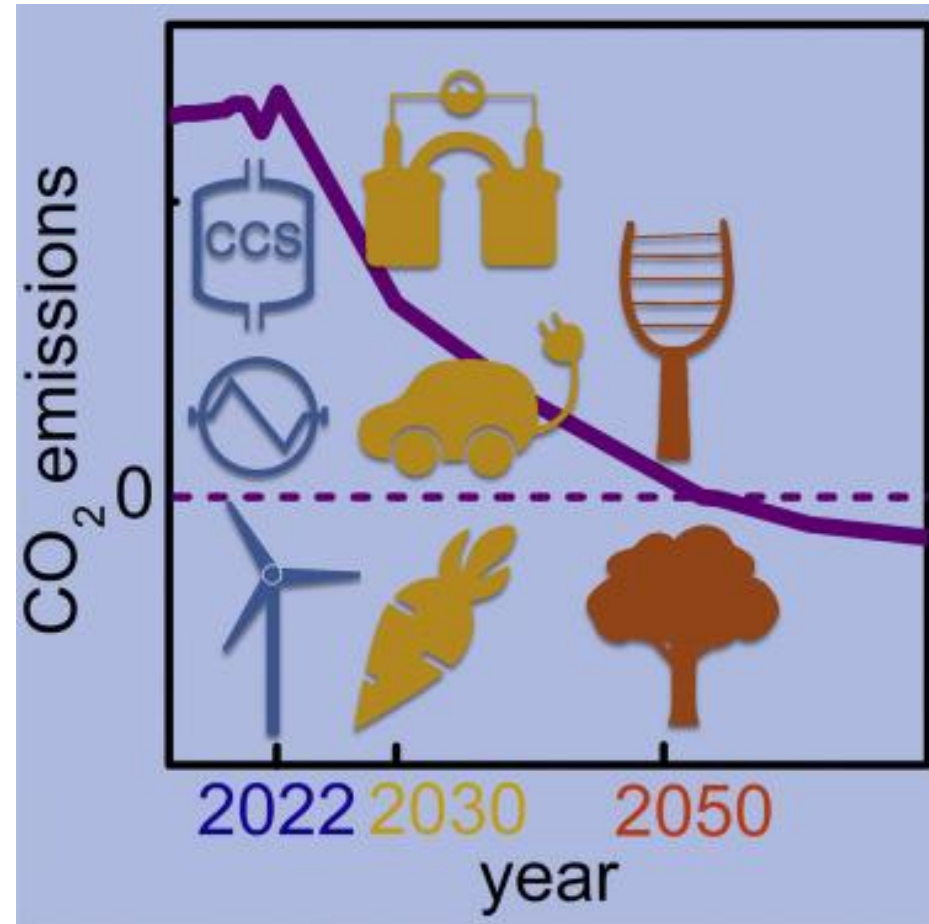
Media Channel Activities

Channel	Activities
Press	
Print	
Radio	
TV	
Website	
Social Media	
SMS	
Billboard	



Campaign Activities **Timeline**

Date	Activities
Leading up to campaign launch	
Campaign launch	
After the campaign launch	



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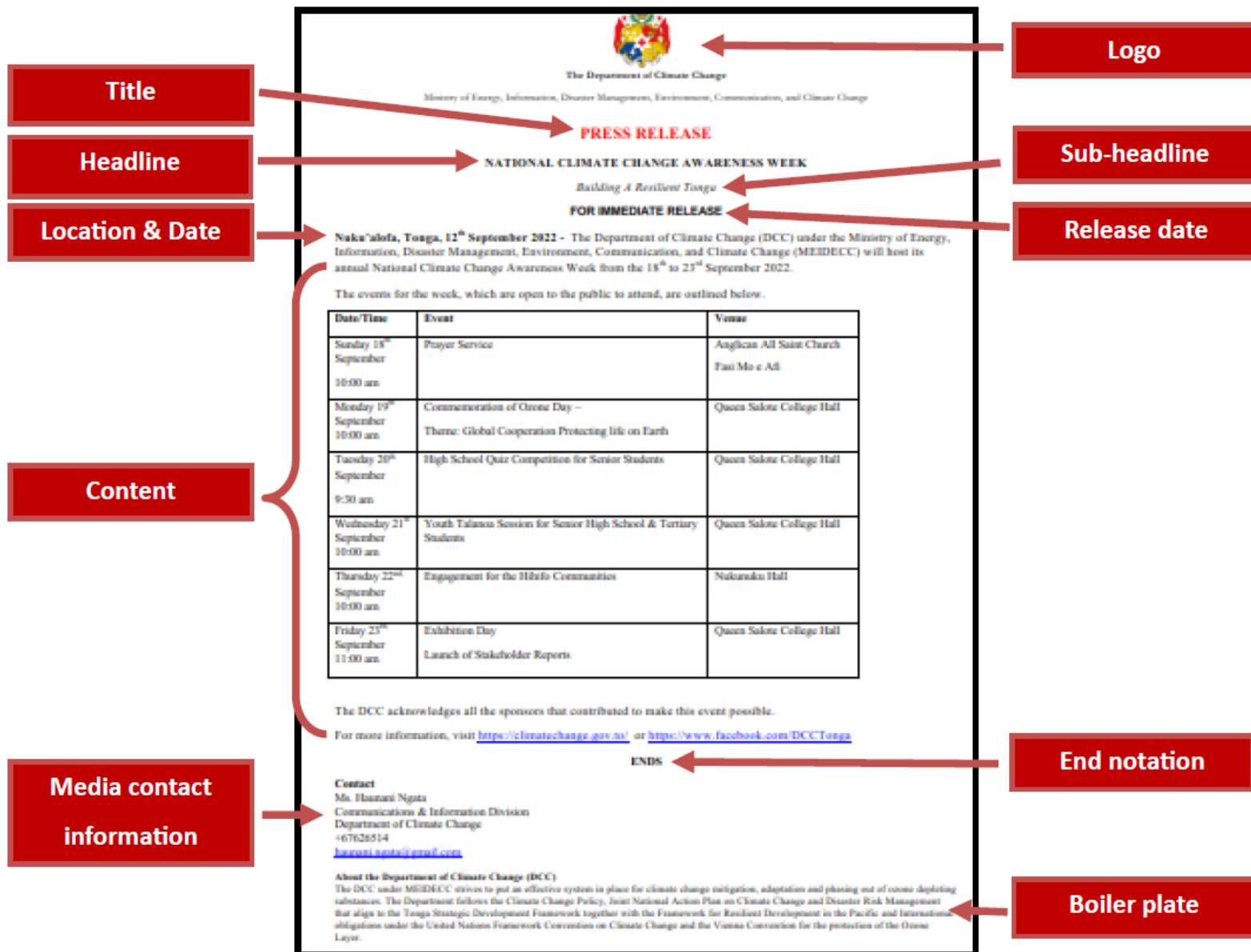
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Press Release Structure





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Social Media Content Planner

Department of Climate Change Social Media Content Planner

2022

CALENDAR YEAR

DECEMBER

CALENDAR MONTH

SUNDAY

FIRST DAY OF WEEK

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

27

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Social Media Content Planner

Department of Climate Change Social Media Planner - Weekly

	Monday	Tuesday	Wednesday	Thursday	Friday
Facebook	Post website link	Share community content	Post an interesting question	Create an image-based post	Share funny content
Instagram	Preview a climate activity	Introduce a new employee or team member	Share posts from happy stakeholders	Create a brief behind the scenes video tour of the Department with Instagram Reels	Upload photos of a recent Department corporate activity
Twitter	<u>Retweet</u> community content	Compose tweet linking to content from website	Compose tweet linking to community content	Compose tweet linking to content from website with an image	<u>Retweet</u> community content
TikTok	Unveiling one of the Department Division activities	Show a "how-to" for followers	Do a meet the team video	Do a TikTok "Duet" with stakeholders or influencers	Post a funny community dance
All Platforms	Check for and respond to mentions, replies, comments and messages				



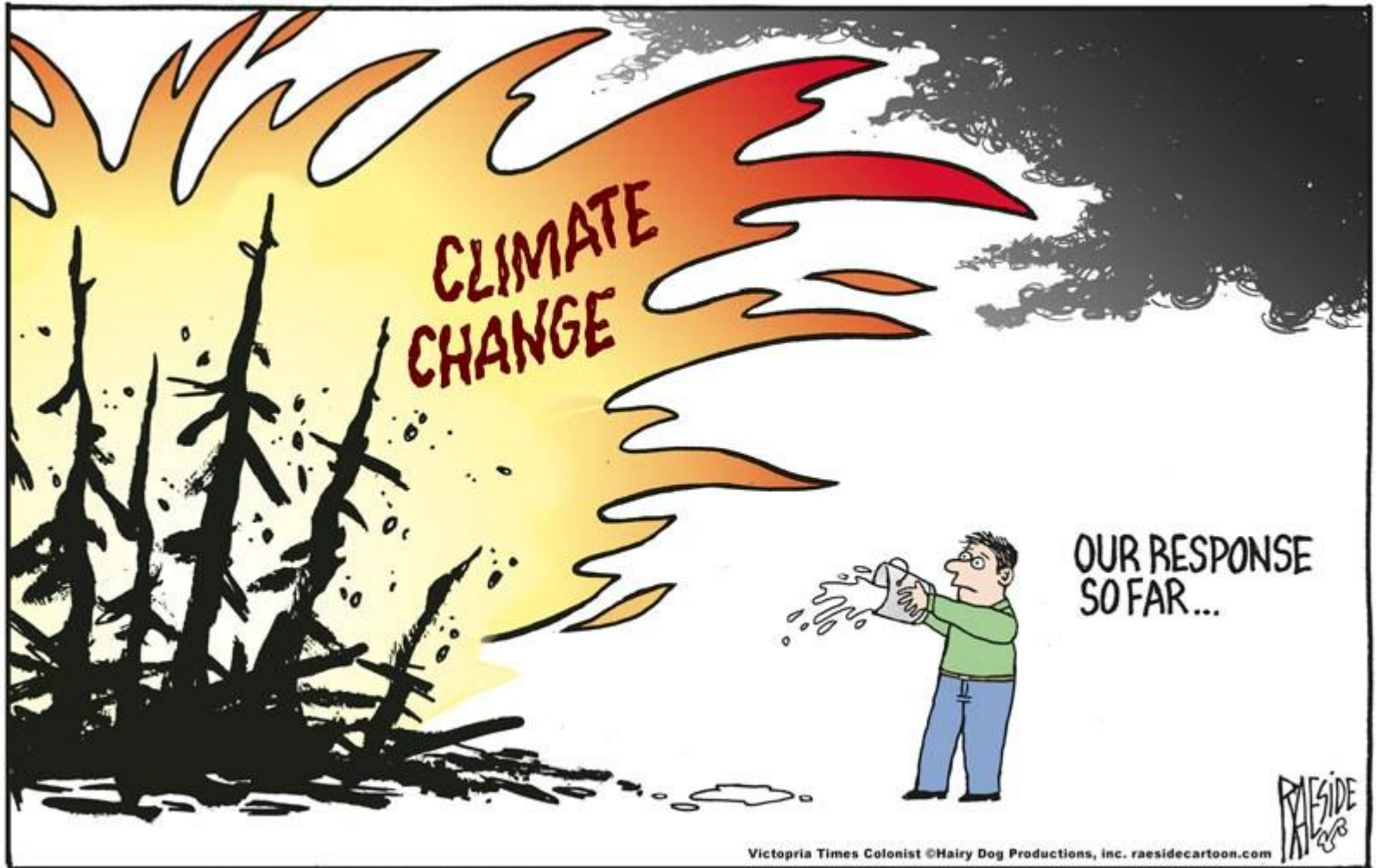
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Campaign **Evaluation** Report



ACTIVITY



