Planning a Campaign

Essential elements of a campaign:

1. Determine the communication objectives
2. Identify the target audience
3. Design the message
4. Design the materials
5. Choose the media
6. Implement
7. Evaluate

Steps for campaign development. These are not entirely sequential. Often, you do work on multiple steps at the same time and the results of one step could send you back to a previous step to confirm or deny the direction of the work.

1. Formative process, which includes all of the following:
   - Clearly articulate health problem
   - Determine audience(s)
   - Conduct interviews and focus groups with audience(s)
   - Create a clear goal for campaign (this will inform the campaign evaluation as well)
   - Examine existing campaigns
   - Develop underlying messages

2. Developing creative materials, which includes all of the following:
   - Select appeal/develop external messages
   - Select channel(s)
   - Pilot test materials
   - Revise, revise, revise

3. Implement campaign

4. Get feedback and evaluate