Campaign Development Process
an outline method

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Basic Pathway
What each stage does
Maps the issue

Locates the campaign

Drafts the ‘product’

Issue map

Select intervention

Concept

Sign off
Maps the issue

Locates the campaign

Drafts the ‘product’

Defines the strategy

Determines core communications content
Management buy in gives confidence + OK to try development of campaign

Maps the issue

Locates the campaign

Drafts the ‘product’

Defines the strategy

Determines core communications content

Issue map → Select intervention → Concept → Critical path → Proposition → Sign off
Communications strategy

- Critical path
- Proposition

Activities and resourcing plan

Final sign offs

Launch, Roll out

Monitor

Next cycle

Defines the strategy

Determines core communications content

Provides management tools to run campaign: budget, activities, timetables. Project specifications
Defines the strategy

Determines core communications content

Critical path

Proposition

Communications strategy

Activities and resourcing plan

Final sign offs

Launch, Roll out

monitor

Next cycle

Defines the strategy

Determines core communications content

Provides management tools to run campaign: budget, activities, timetables. Project specifications

Gives ok to launch

Shows campaign happening: story begins. Awareness, alignment, engagement, action
Communications strategy

Activities and resourcing plan

Final sign offs

Launch, Roll out

monitor

Next cycle

Critical path

Proposition

Defines the strategy

Determines core communications content

Provides management tools to run campaign: budget, activities, timetables. Project specifications

Gives ok to launch

Shows campaign happening: story begins. Awareness, alignment, engagement, action

Checks for progress and need for revision
Proposition

Critical path

Communication strategy

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Next cycle

Defines the strategy

Determines core communications content

Provides management tools to run campaign: budget, activities, timetables. Project specifications

Gives ok to launch

Shows campaign happening: story begins. Awareness, alignment, engagement, action

Checks for progress and need for revision

Takes us on next step of long term critical path
Expansion of communications strategy - work needed and components
Communications strategy

Testing: qual and quant comms/mkt research > RASPB

Stories

Popular, political, policy, elevator pitches

Efficacy check re audiences and sizing

PSB – stakeholders + internal

Champions analysis

Qualitative (motivational, targeting, emotion, positioning)

Message hierarchy and ring

Spokespeople and media strategy

Skeleton (events, activities, audiences, meaning, channels) instrumental comms strategy

Road map for running the campaign; self-evaluating by subobjectives; creates events = news; motivational sequence; & visual communications
Communications strategy

Testing: qual and quant comms/ mkt research > RASPB

Stories

Popular, political, policy elevator pitches

Efficacy check re audiences and sizing

PSB – stakeholders + internal

Champions analysis

Qualitative (motivational, targeting, emotion, positioning)

Road map for running the campaign; self-evaluating by subobjectives; creates events = news; motivational sequence; & visual communications

Enables organisation to discipline public conversations

Ability to field and reframe media enquiries, do proactive work

Message hierarchy and ring

Spokespeople and media strategy

Skeleton (events, activities, audiences, meaning, channels) instrumental comms strategy
Communications strategy

Testing: qual and quant comms/mkt research > RASPB

Popular, political, policy elevator pitches

Efficacy check re audiences and sizing

Qualitative (motivational, targeting, emotion, positioning)

PSB – stakeholders + internal

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Stories

Enables organisation to discipline public conversations

Popular, political, policy elevator pitches

Qualitative (motivational, targeting, emotion, positioning)

Message hierarchy and ring

Spokespeople and media strategy

Road map for running the campaign; self-evaluating by subobjectives; creates events = news; motivational sequence; & visual communications

Skeletone (events, activities, audiences, meaning, channels) instrumental comms strategy

Road map for running the campaign; self-evaluating by subobjectives; creates events = news; motivational sequence; & visual communications

Ability to field and reframe media enquiries, do proactive work

Produces motivational experience for int + ext audiences

Shows who to engage or ignore
Communications strategy

Testing: qual and quant comms/mkt research > RASPB

Examples:
- qualitative (motivational, targeting, emotion, positioning)
- PSB – stakeholders + internal
- instrumental comms strategy
- message hierarchy and ring
- spokespeople and media strategy
- skeleton (events, activities, audiences, meaning, channels)
- road map for running the campaign; self-evaluating by subobjectives; creates events = news; motivational sequence; & visual communications

Champions analysis

Producers motivational experience for int + ext audiences

Enables organisation to discipline public conversations

Shows who to engage or ignore

Determines positioning effect, emotional power

Popular, political, policy elevator pitches

Efficacy check re audiences and sizing

Enables organisation to discipline public conversations

Ability to field and reframe media enquiries, do proactive work
Work needed for other steps

- Issue knowledge
- Initial testing: triage; ground truthing, force field analysis
- Testing: ground truthing, force field analysis
- Issue map
- Select intervention
- Concept
- Critical path
- Intelligence: allies, opponents, obstacles; comms objectives; resources, assets; pol; sci; social; econ; tech; mkt; corp; change mechs
- Sign off

Critical path
Work needed for other steps

Proposition

Communications strategy

Testing: qual and quant comms/ mkt research > RASPB

Activities and resourcing plan

Costing. Commissioning, team building

Final sign offs

Baseline studies for eval and monitoring

Launch, Roll out

monitor

revise

Next cycle
Other implications - how

• Training
• HR recruitment/ assignment etc
• Discussion, info sharing, workshops
• Remote working to do this
• Coaching
• Mentoring
• Project management
Workshops 😊 and or remote working ☇/ teamwork ☇ and some inputs

- Issue knowledge
- Initial testing: triage; ground truthing, force field analysis
- Testing: ground truthing, force field analysis

- Issue map
- Select intervention
- Concept
- Critical path
- Sign off
- Commissioned studies

Intelligence: allies, opponents, obstacles; comms objectives; resources, assets; pol; sci; social; econ; tech; mkt; corp; change mechs

Campaign directors

Commissioned studies
Work needed for other steps

Proposition

Communications strategy

Testing: qual and quant comms/ mkt research > RASPB

Activities and resourcing plan

Commissioned market research

Final sign offs

Costing. Commissioning, team building

Launch, Roll out

Baseline studies for eval and monitoring

monitor

revise

Next cycle

Commissioned research

Project devt + management

Campaign directors

HR
Communications strategy

Testing: qual and quant comms/mkt research > RASPB

Stories

Qualitative (motivational, targeting, emotion, positioning)

Skeleton (events, activities, audiences, meaning, channels)

Instrumental comms strategy

Spokespeople and media strategy

Message hierarchy and ring

Champions analysis

PSB – stakeholders + internal

Commissioned creative advice

Commissioned direct comms advice and services

Press office

Commissioned market research

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Commissioned market research

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Potential **training** needs (coaching/mentoring not shown)

**Basic campaign training**

- Issue knowledge
- Initial testing: triage; ground truthing, force field analysis
- Testing: ground truthing, force field analysis
- Select intervention
- Concept
- Critical path

**Commissioned studies**

- Intelligence: allies, opponents, obstacles; comms objectives; resources, assets; pol; sci; social; econ; tech; mkt; corp; change mechs

**Sign off**

**Campaign directors**

**Potential training needs** (coaching/mentoring not shown)
Proposition

Communications strategy

Activities and resourcing plan

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monitor

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Commissioned market research

Testing: qual and quant comms/ mkt research > RASPB

Costing. Commissioning, team building

Baseline studies for eval and monitoring

revise

Evaluation systems

Value Modes plus

People + team management ?

Commissioned research

Project management ?

Project devt + management

Campaign directors

Public speaking, scenarios ?

Campaign communications training

Campaign communications training
Initial testing: triage; ground truthing, force field analysis

Testing: ground truthing, force field analysis

Intelligence: allies, opponents, obstacles; comms objectives; resources, assets; pol; sci; social; econ; tech; mkt; corp; change mechs

Issue knowledge

Champions analysis

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Costing, Commissioning, team building

Stories

Critical path

Proposition

Communications strategy

Activities and resourcing plan

Final sign offs

Sign off
Initial testing: triage; ground truthing, force field analysis

Testing: qualitative and quantitative communications/market research > RASPB

Intelligence: allies, opponents, obstacles; communications objectives; resources, assets; politics, science, social, economic, technology, market, corporation; change mechanisms

Issue knowledge

Sign off

Stories

Qualitative (motivational, targeting, emotion, positioning)

Concept

Proposition

Critical path

Proposition

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