Campaign Development Process an outline method

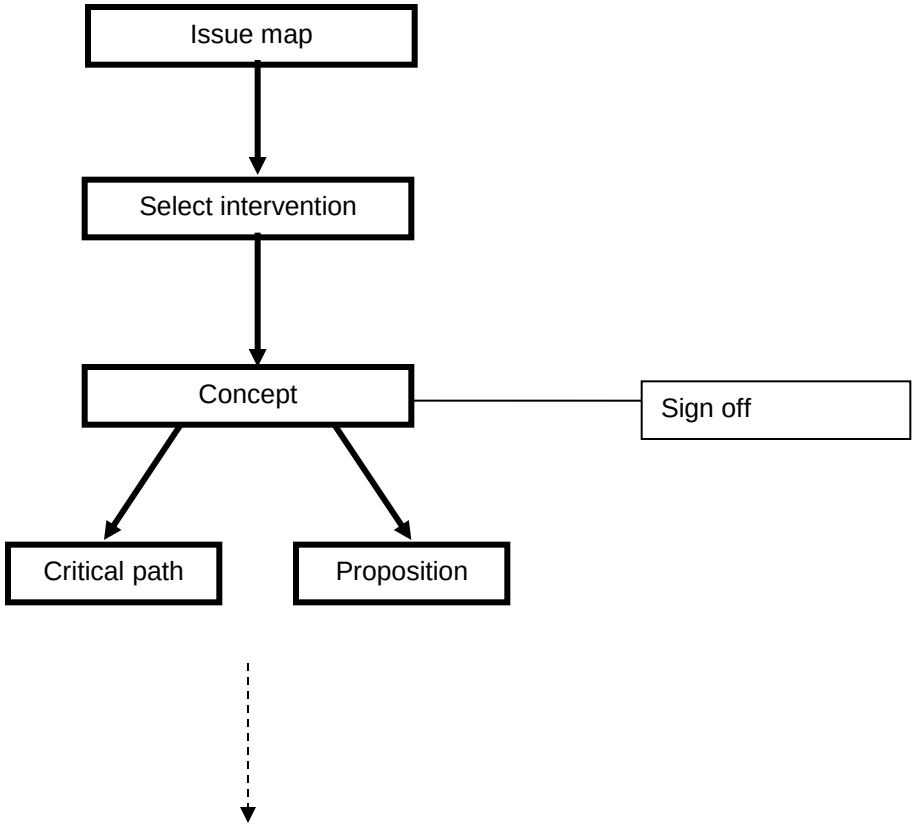
Chris Rose

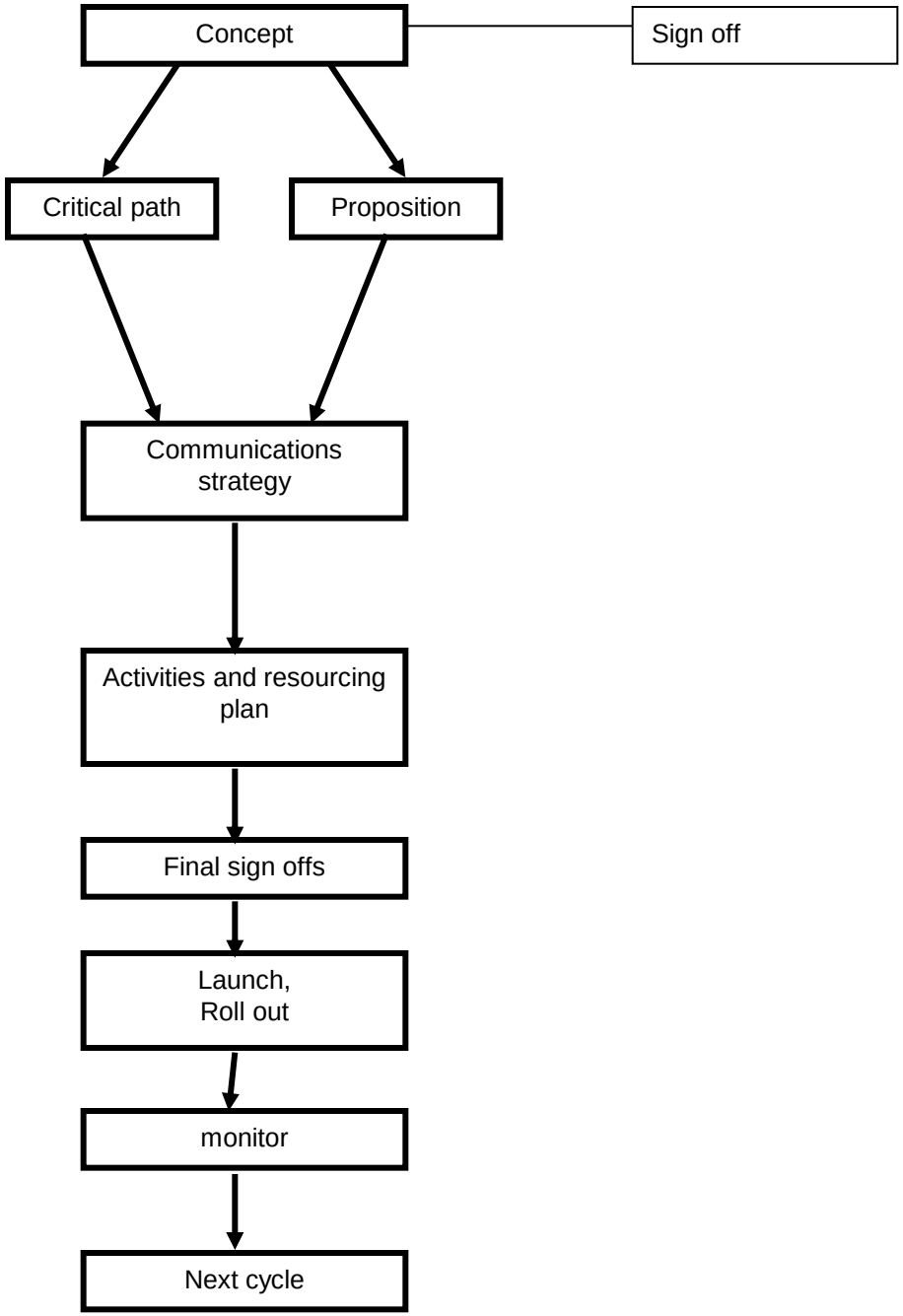
Campaign Strategy Ltd

www.campaignstrategy.org

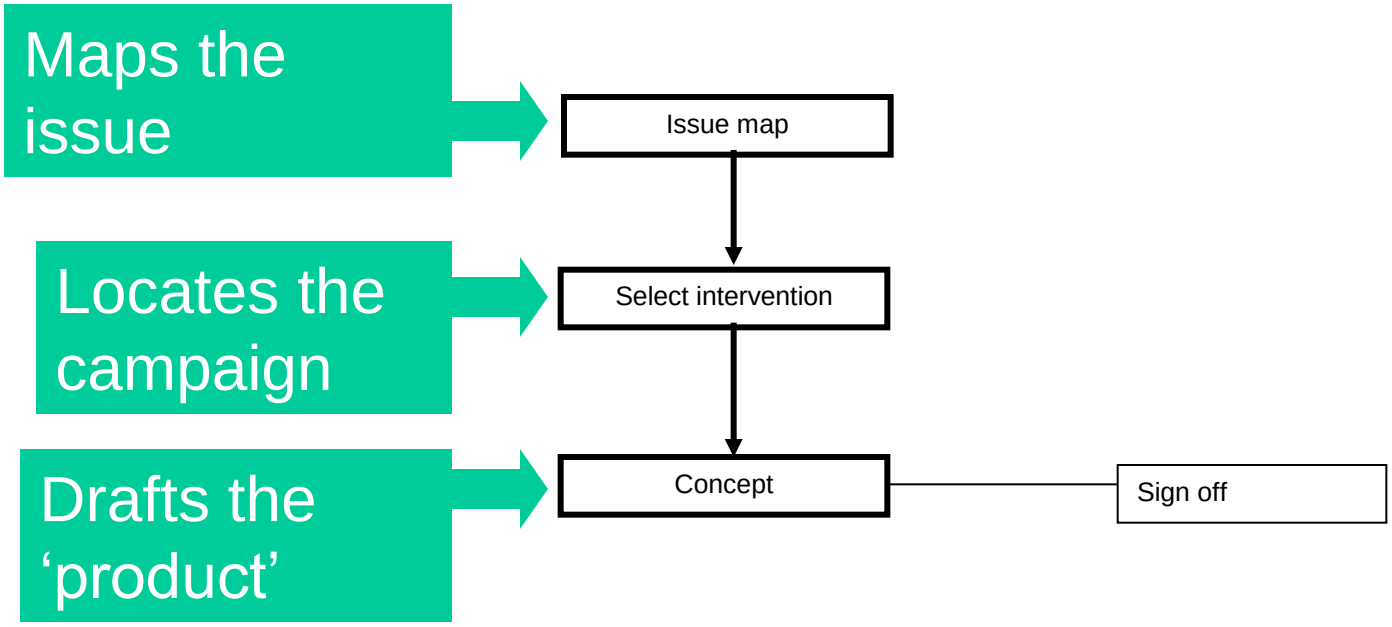
chris@campaignstrategy.co.uk

Basic Pathway


Issue map
Select intervention
Concept
Sign off
Critical path
Proposition


Concept
Sign off
Critical path
Proposition
Communications strategy
Activities and resourcing plan
Final sign offs
Launch, Roll out
monitor
Next cycle

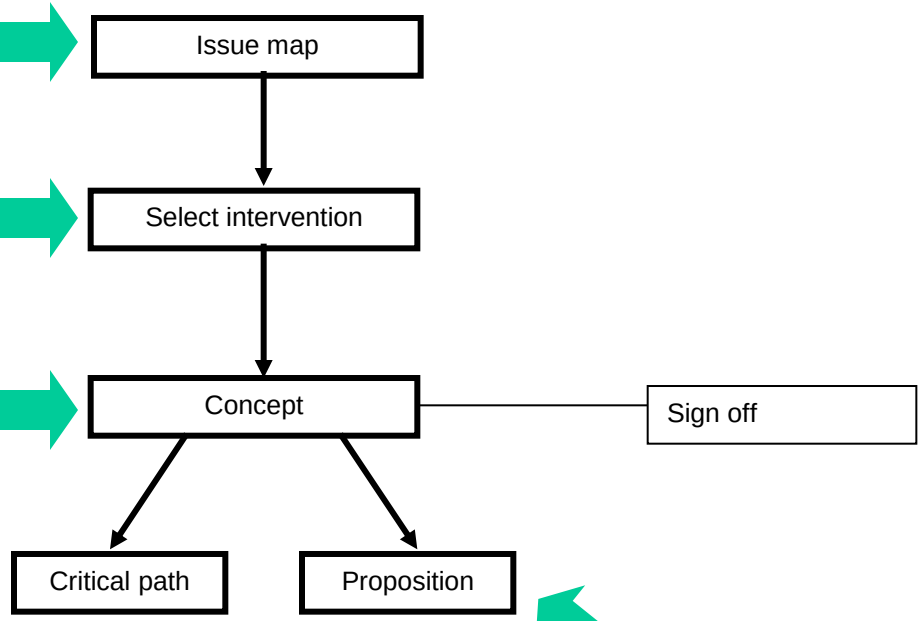
What each stage does


Maps the issue
Issue map
Locates the campaign
Select intervention
Drafts the ‘product’
Concept
Sign off

Maps the issue

Locates the campaign

Drafts the ‘product’



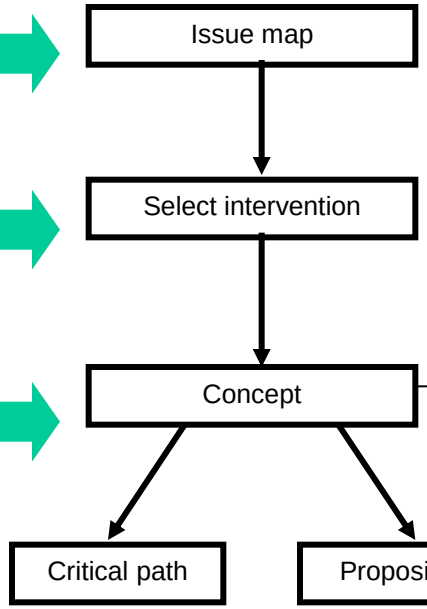
Defines the strategy

Determines core communications content

Maps the issue

Locates the campaign

Drafts the ‘product’



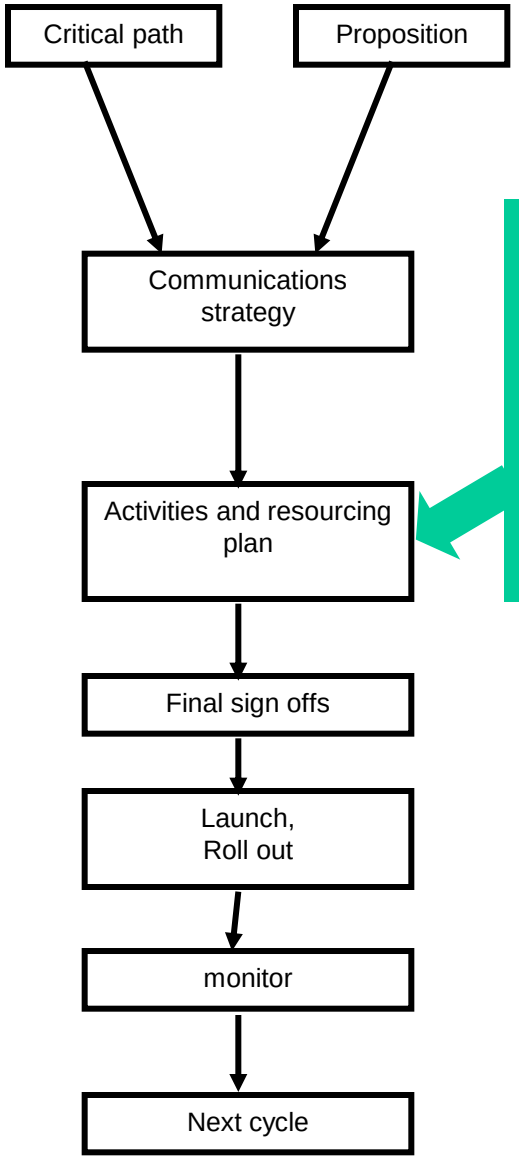
Management buy in gives confidence + OK to try development of campaign

Defines the strategy

Determines core communications content

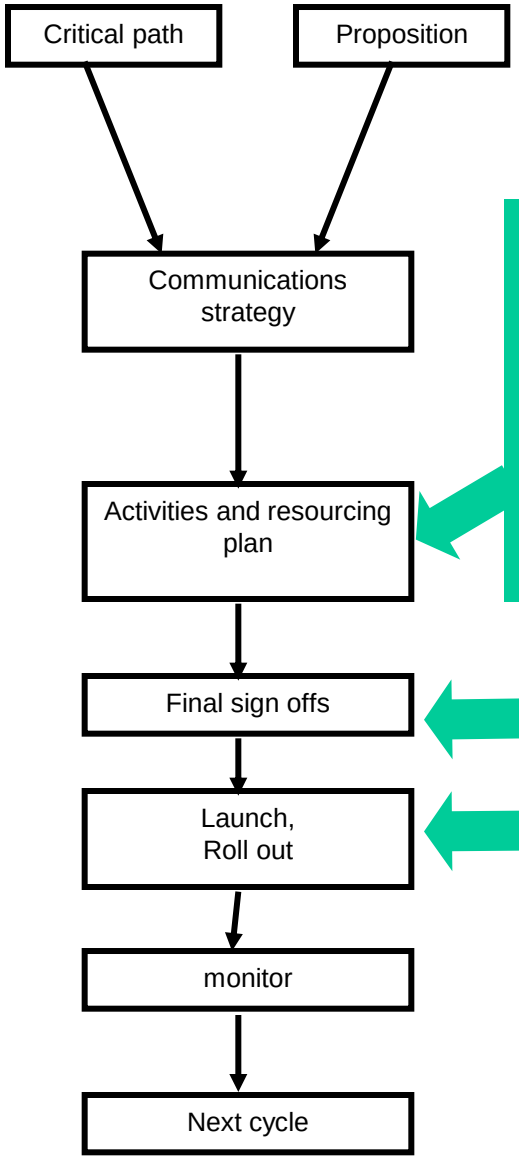
Defines the strategy

Determines core communications content



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

Defines the strategy

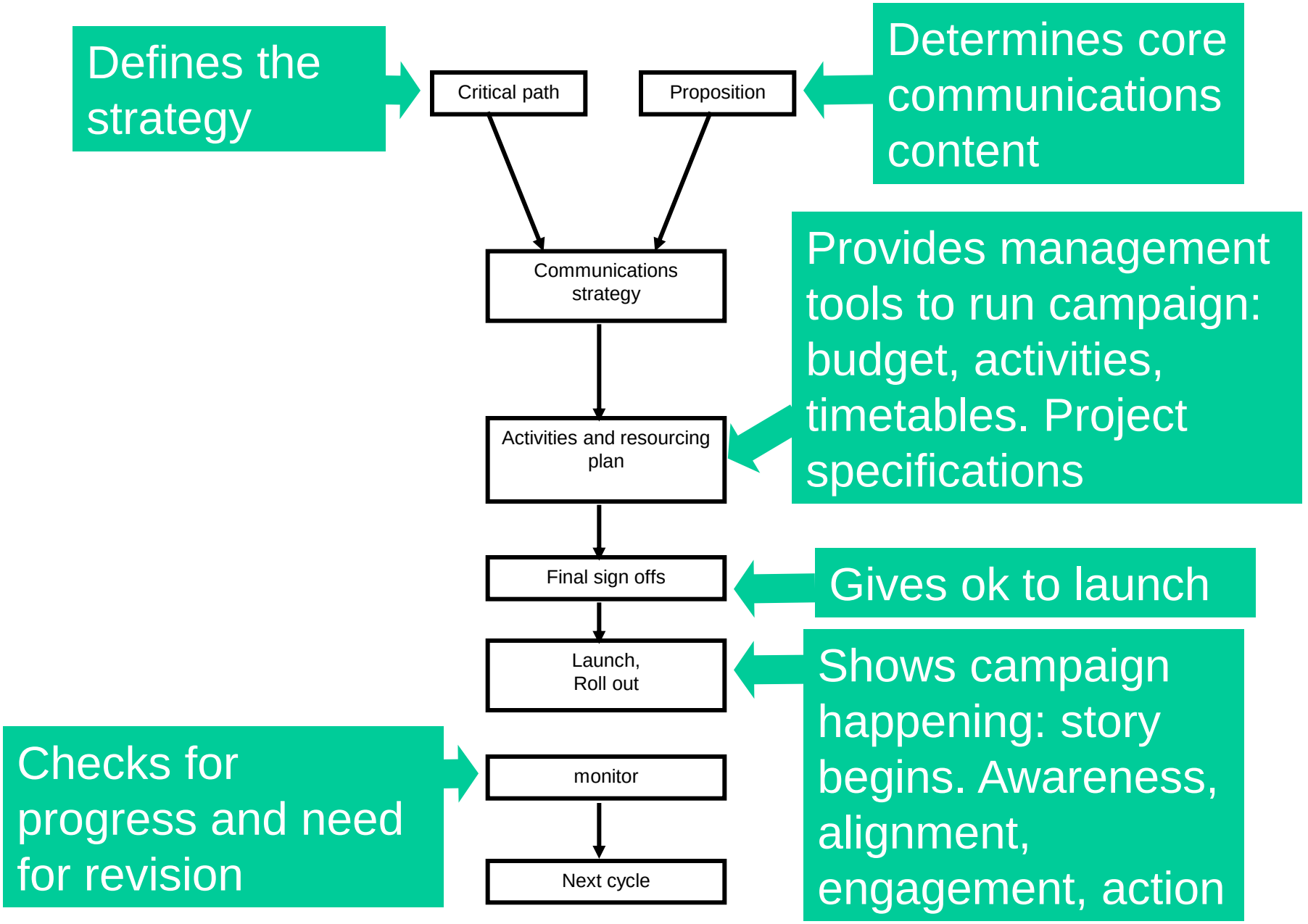


Determines core communications content

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

Gives ok to launch

Shows campaign happening: story begins. Awareness, alignment, engagement, action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Critical path
Proposition
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Communications strategy
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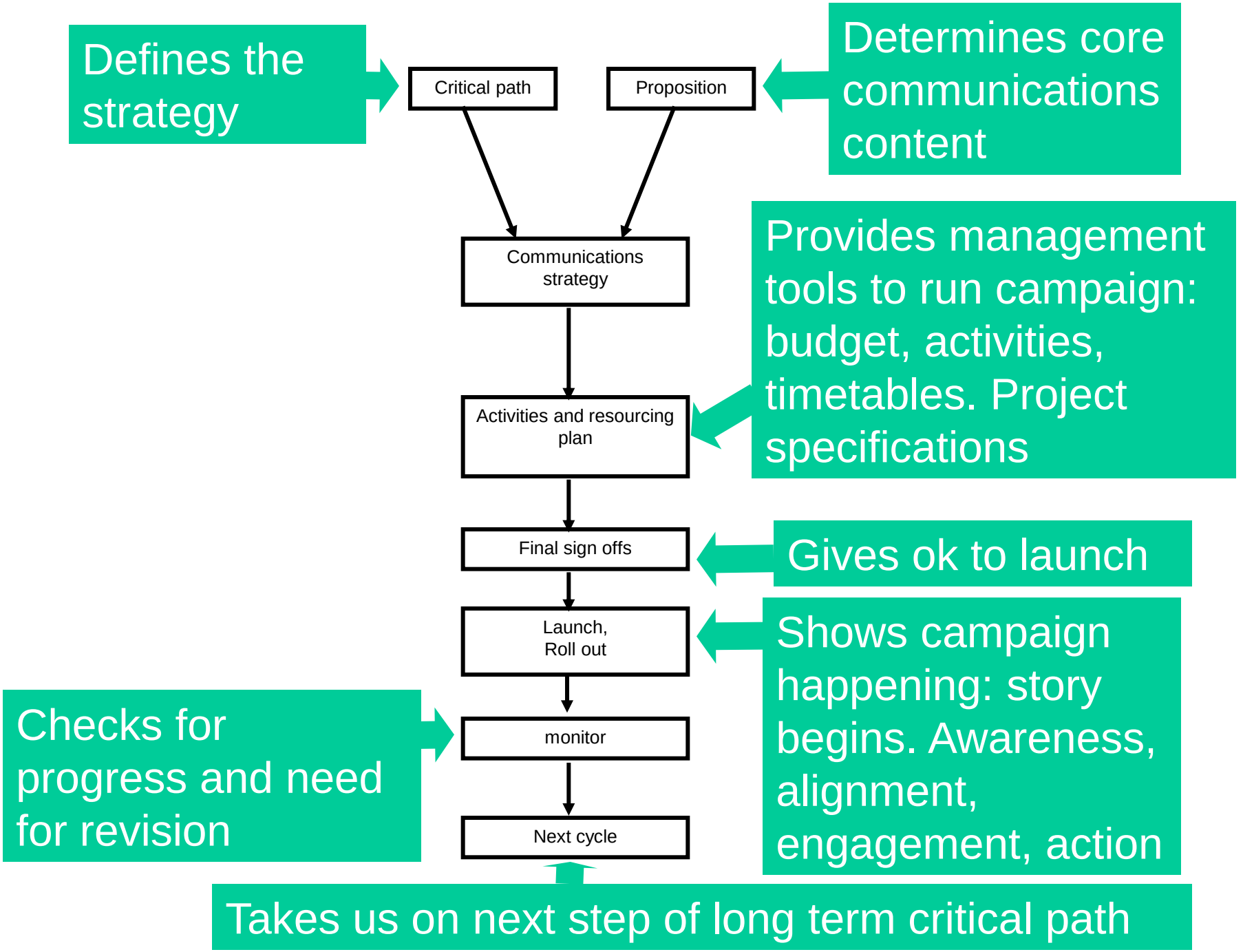
Activities and resourcing plan
Final sign offs
Gives ok to launch
Launch, Roll out
Shows campaign happening: story begins. Awareness, alignment, engagement, action
Checks for progress and need for revision
monitor
Next cycle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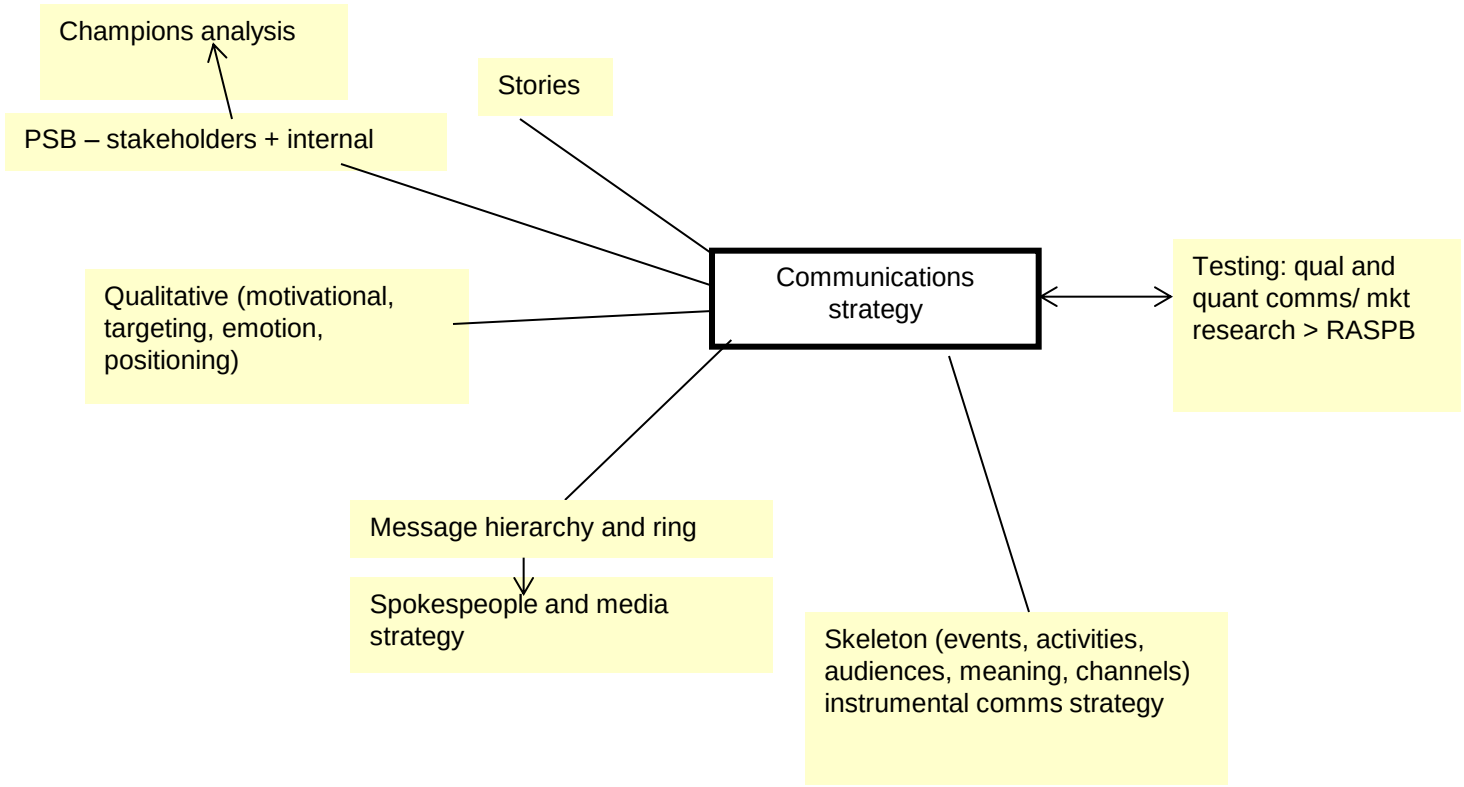
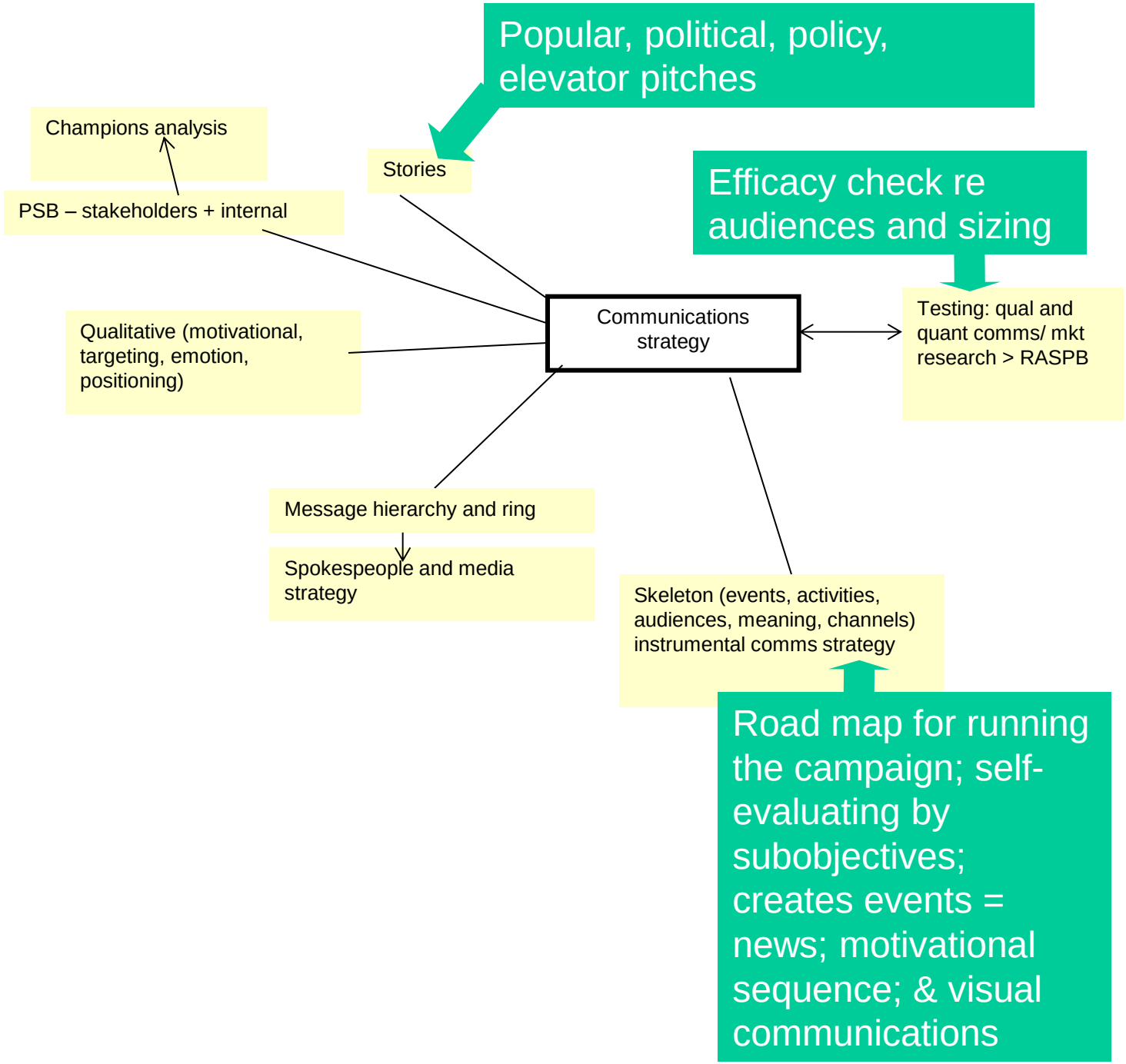
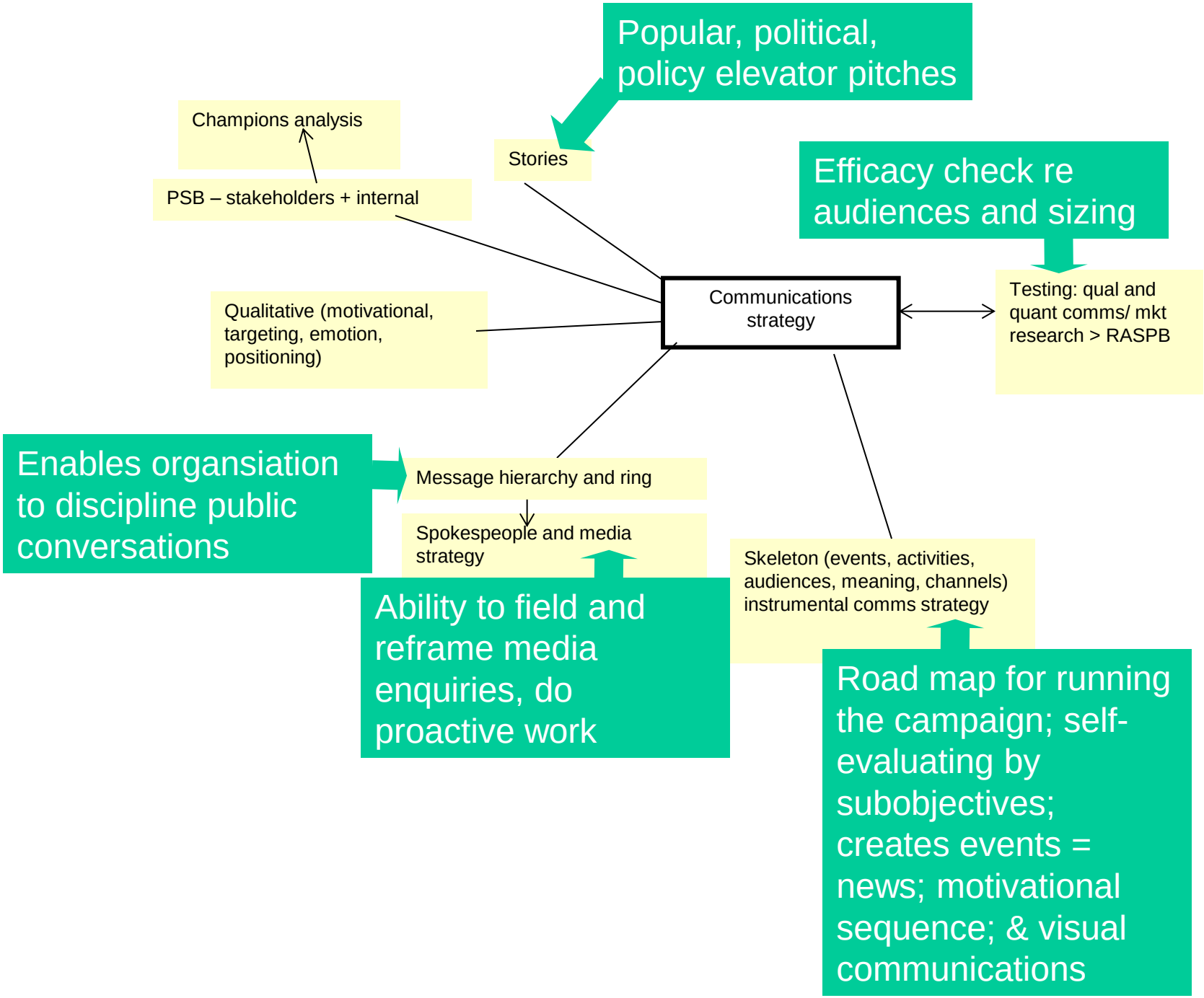
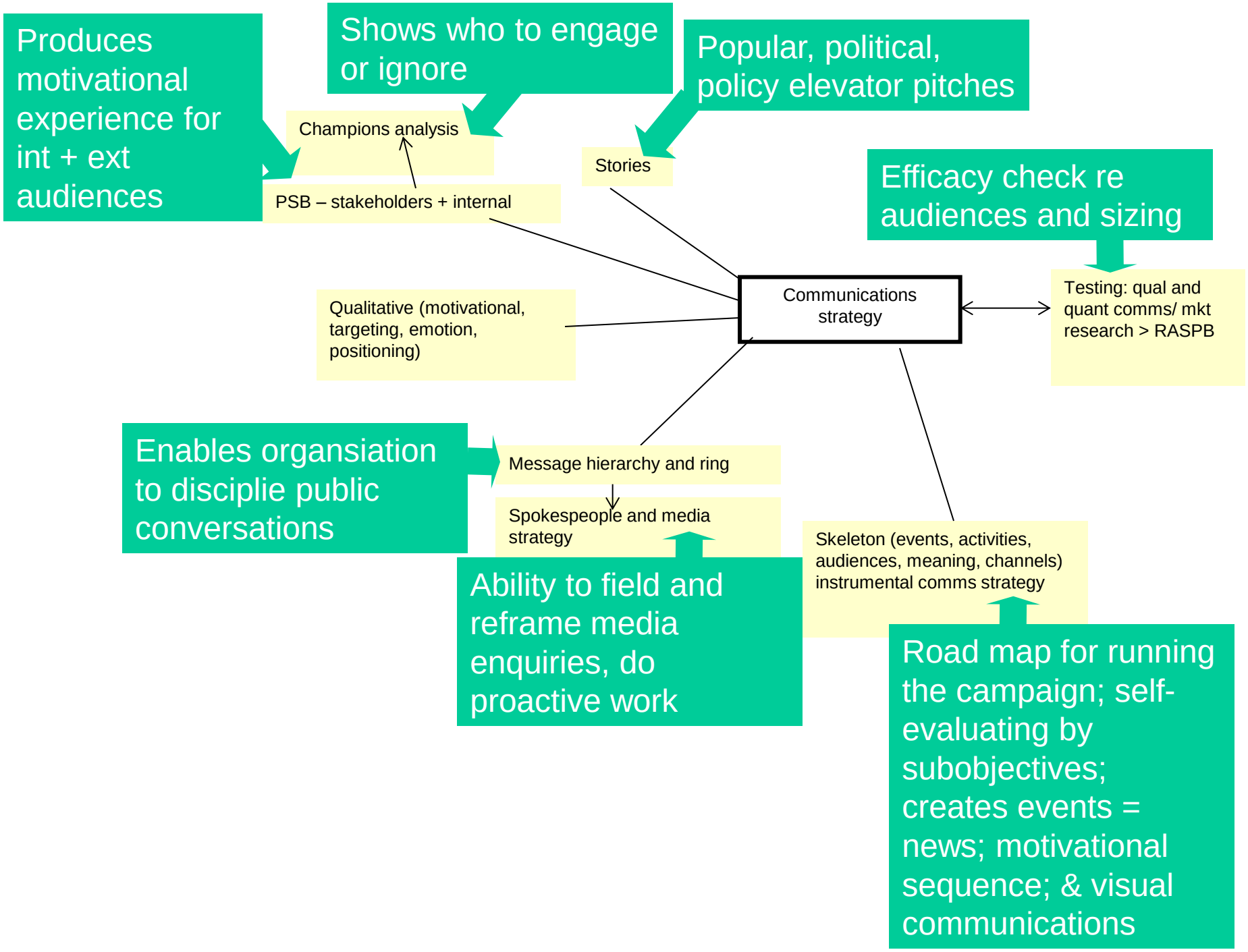
Next cycle
Takes us on next step of long term critical path



Expansion of communications strategy - work needed and components


Popular, political, policy, elevator pitches
Champions analysis
Stories
PSB – stakeholders + internal
Efficacy check re audiences and sizing
Communications strategy
Testing: qual and quant comms/ mkt research > RASPB
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


Popular, political, policy elevator pitches
Champions analysis
Stories
PSB – stakeholders + internal
Efficacy check re audiences and sizing
Communications strategy
Testing: qual and quant comms/ mkt research > RASPB
Qualitative (motivational, targeting, emotion, positioning)
Enables organsiation to discipline public conversations
Message hierarchy and ring
Spokespeople and media strategy
Skeleton (events, activities, audiences, meaning, channels) instrumental comms strategy
Ability to field and reframe media enquiries, do proactive work
Road map for running the campaign; self-evaluating by subobjectives; creates events = news; motivational sequence; & visual communications


Produces motivational experience for int + ext audiences
Shows who to engage or ignore
Popular, political, policy elevator pitches
Champions analysis
Stories
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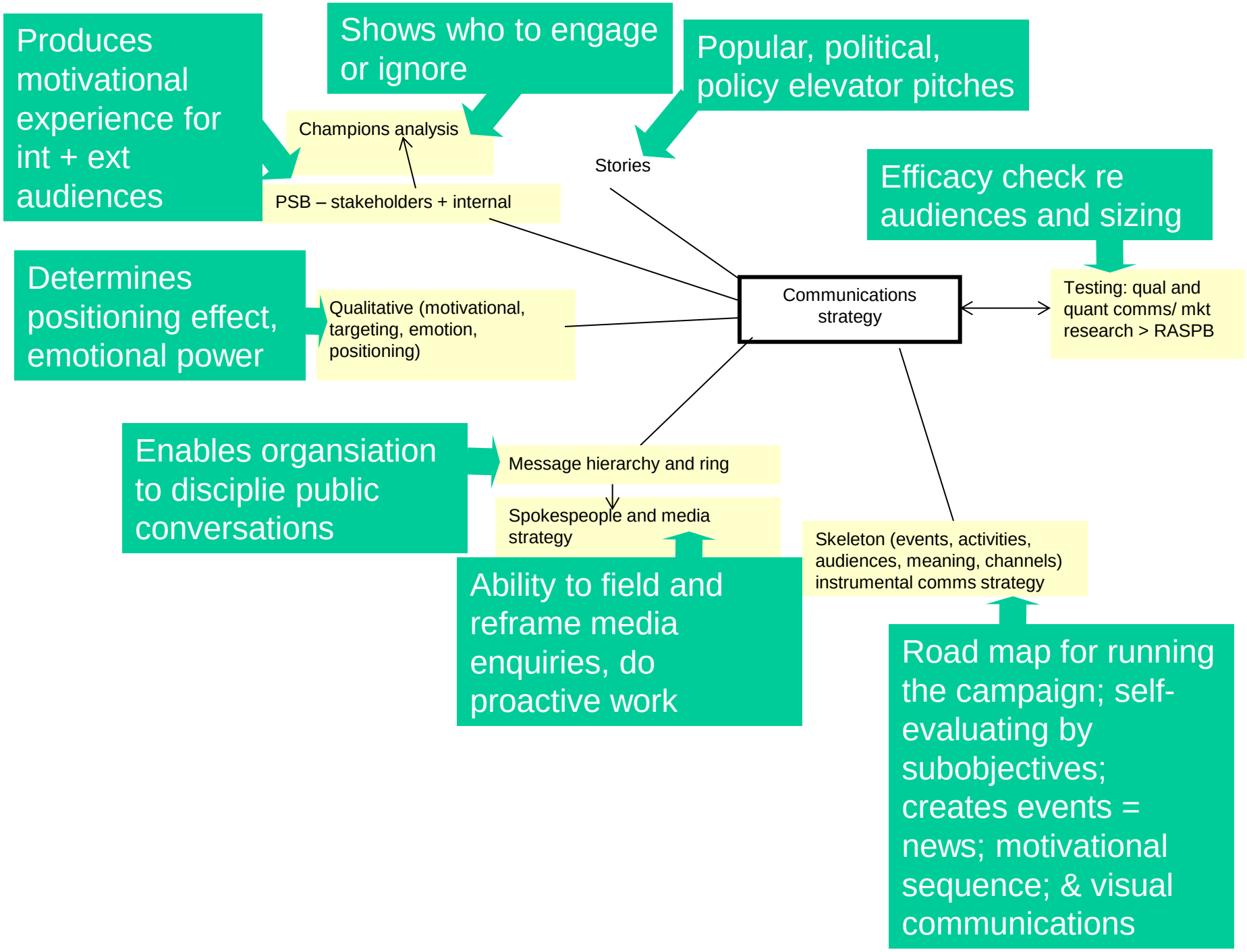
Produces motivational experience for int + ext audiences
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Popular, political, policy elevator pitches
Champions analysis
PSB – stakeholders + internal
Stories
Efficacy check re audiences and sizing
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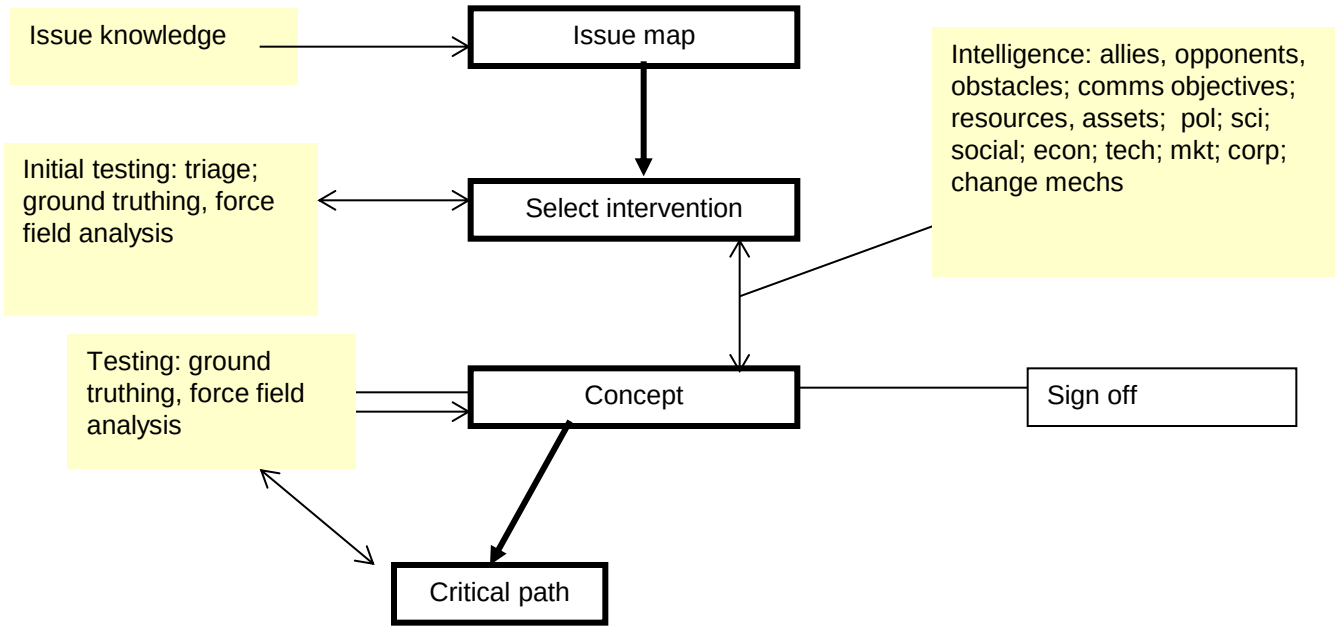
Work needed for other steps



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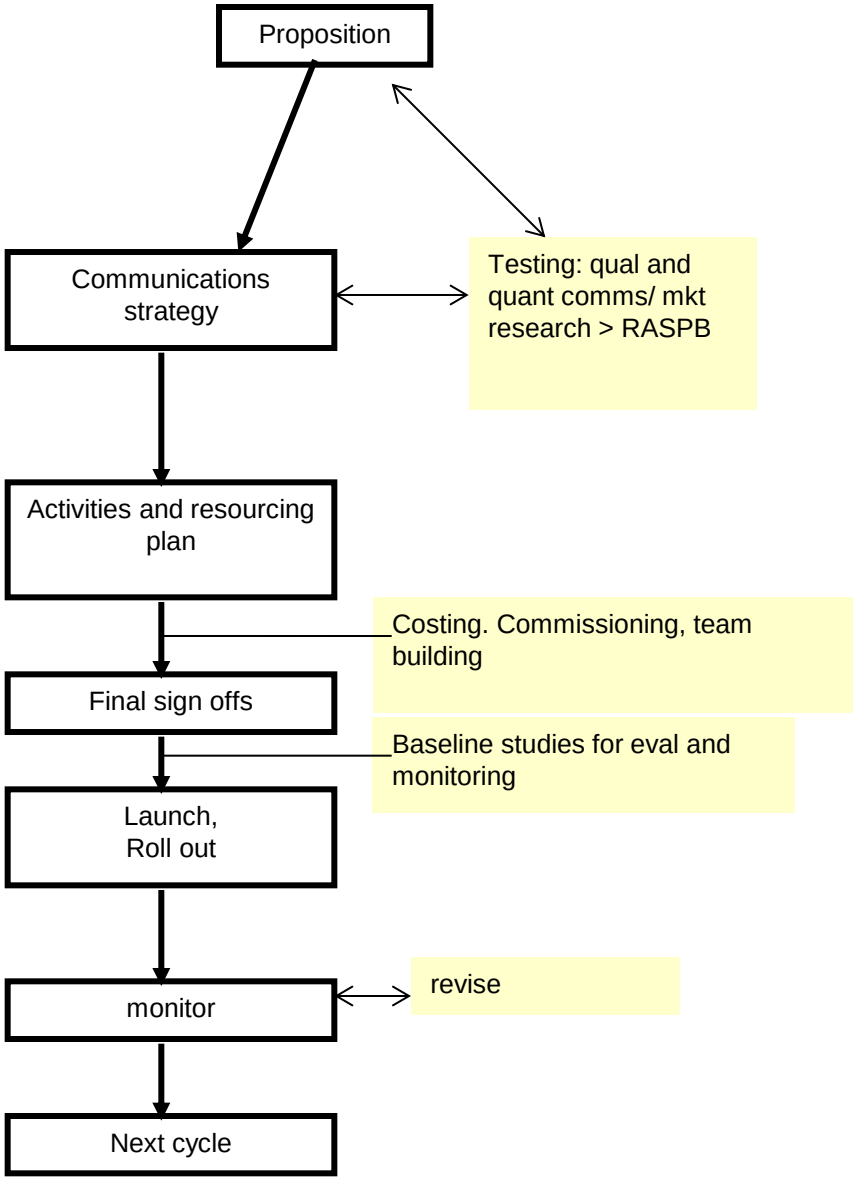
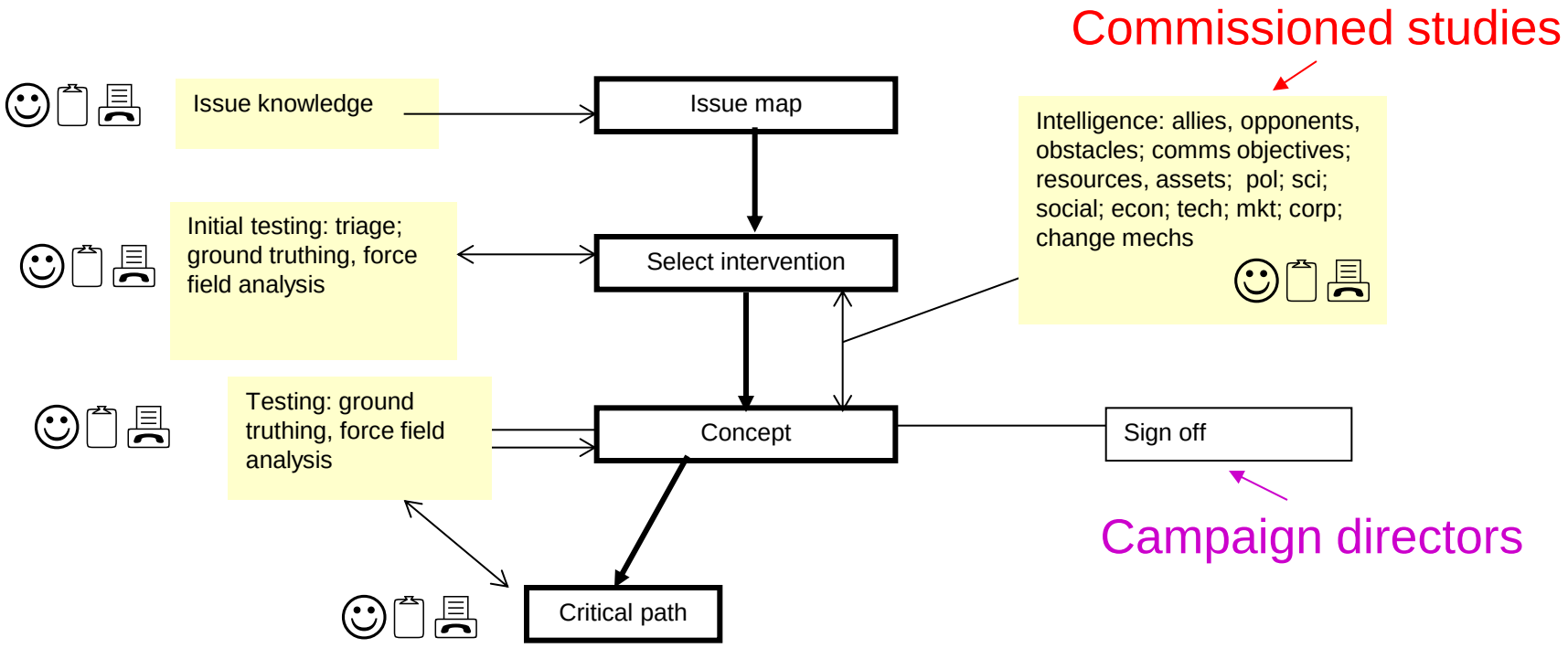


Other implications - how

- 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



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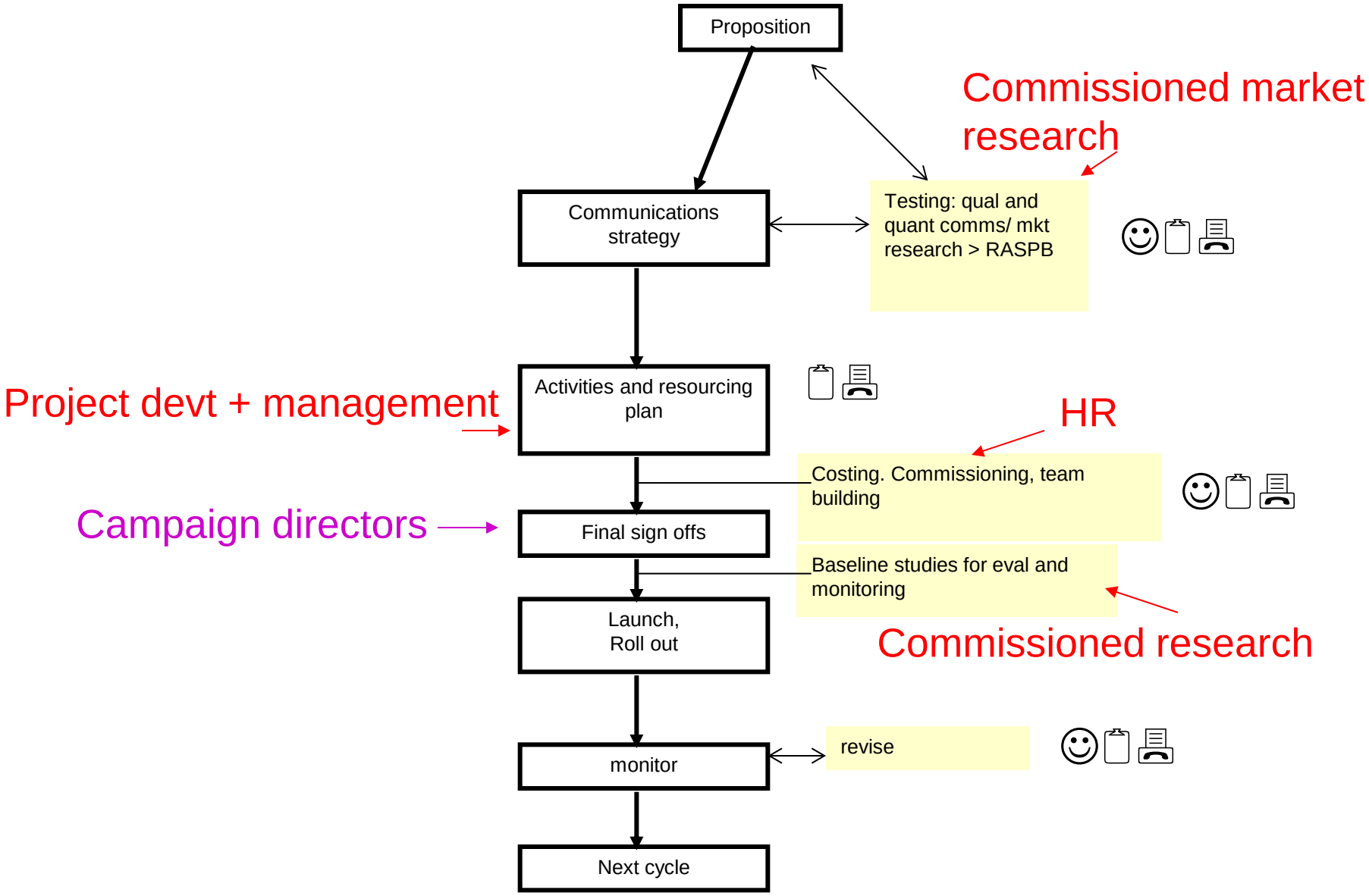
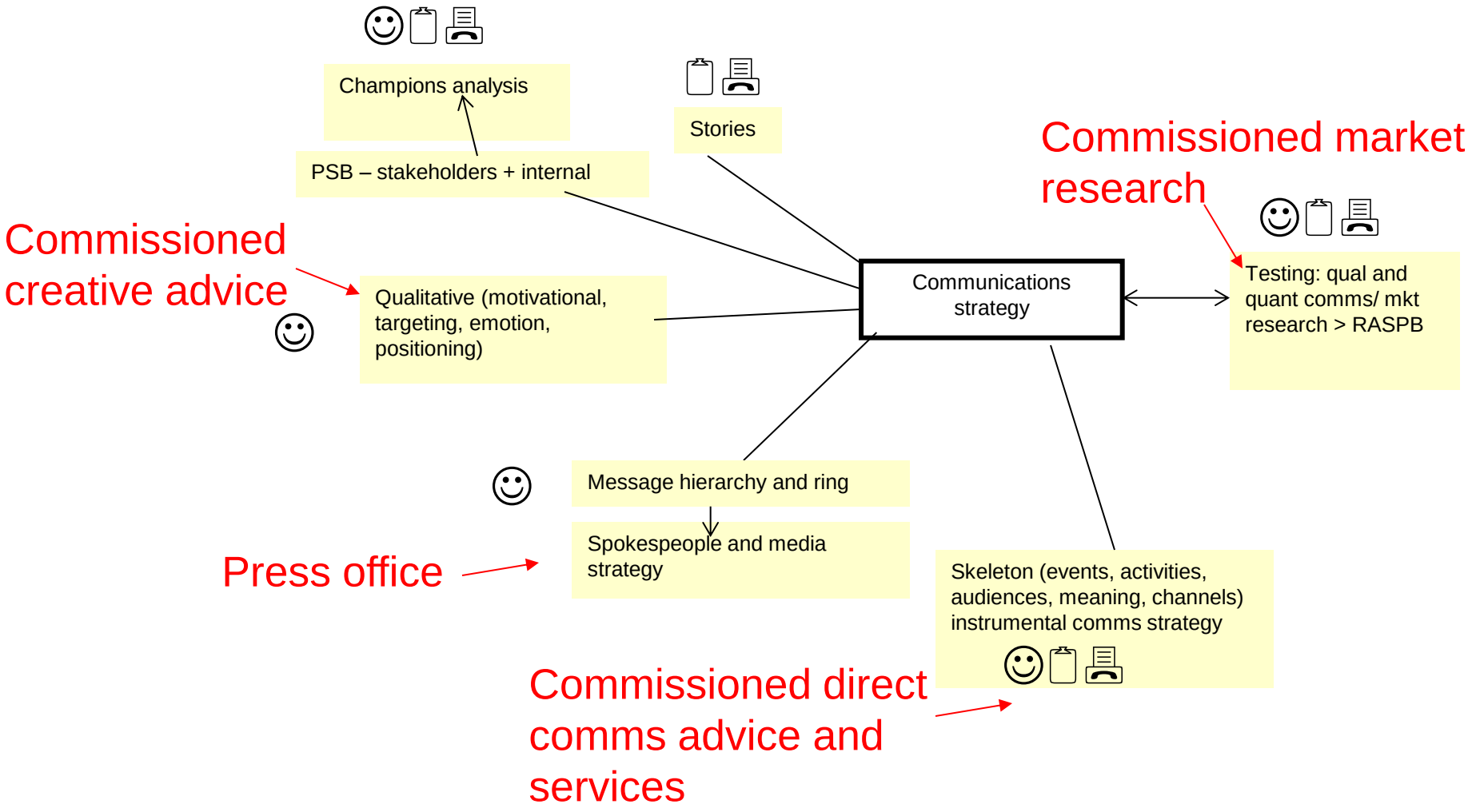
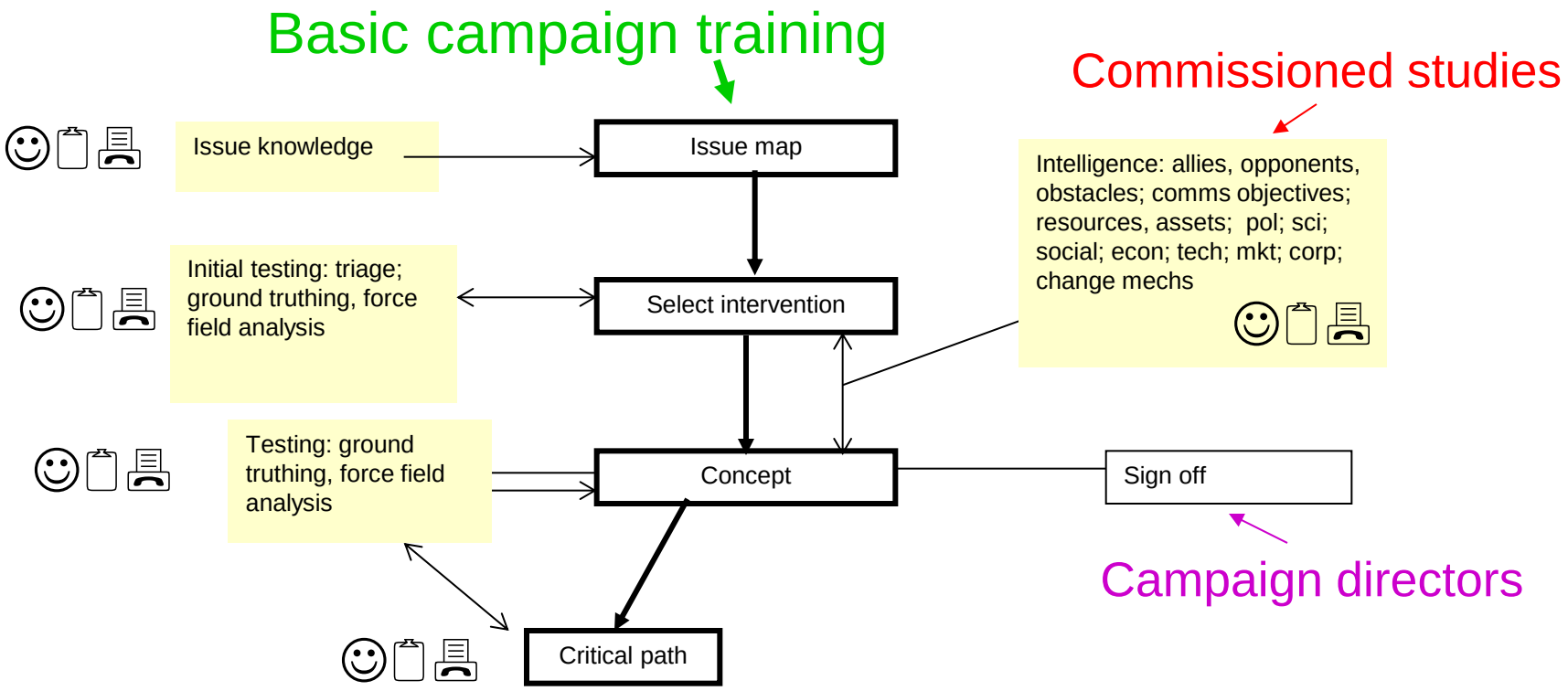
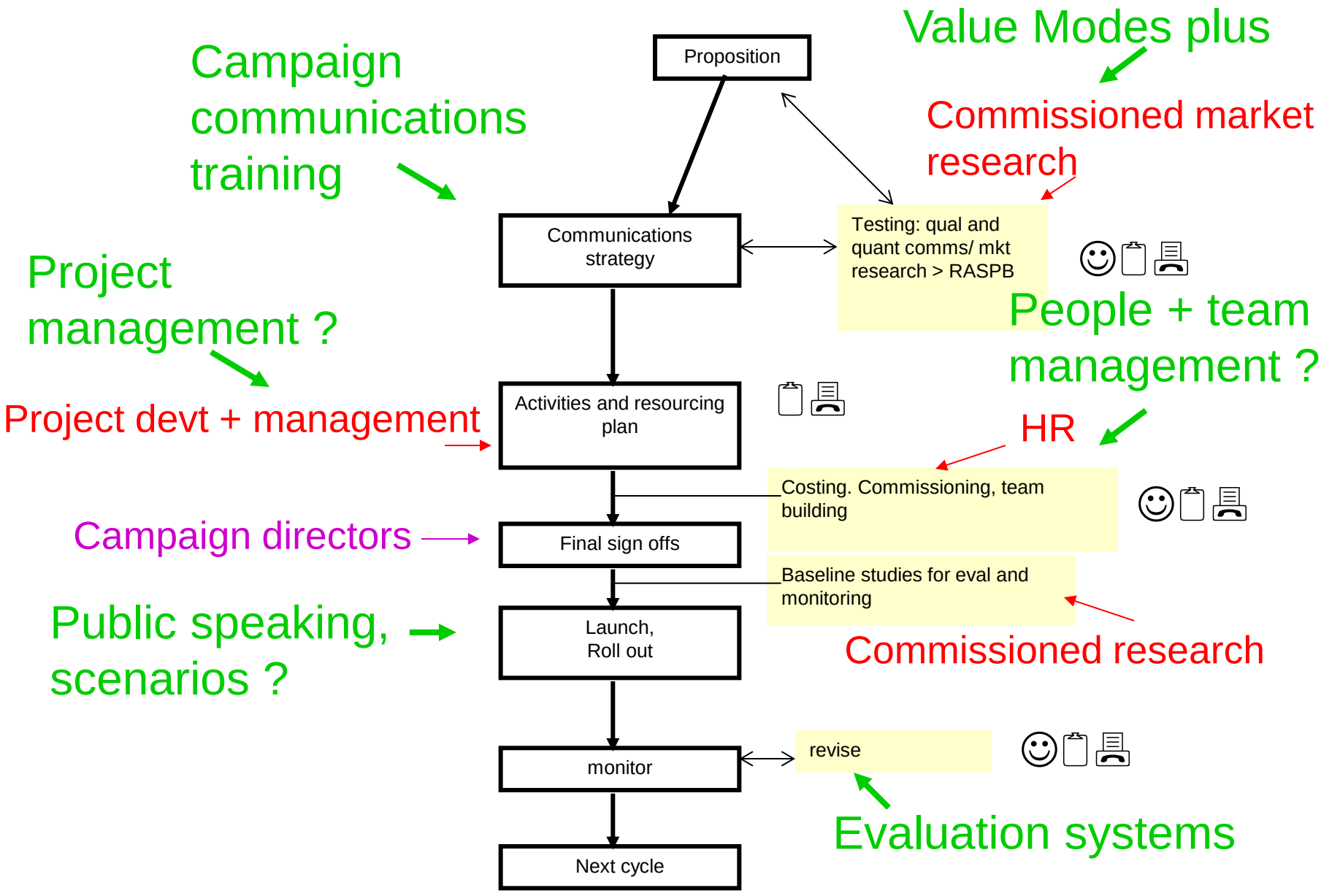
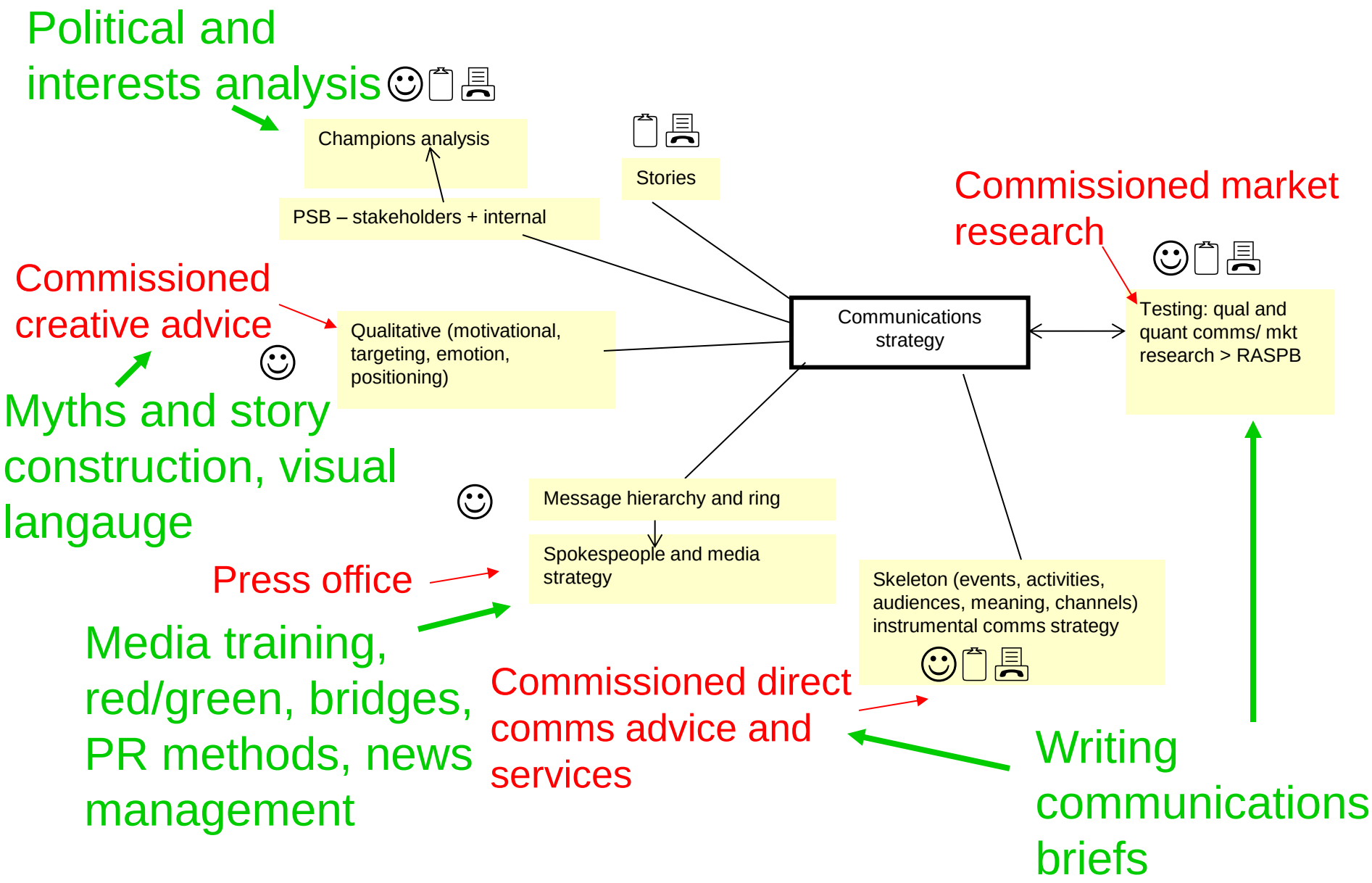



Champions analysis
Stories
PSB – stakeholders + internal
Commissioned market research
Commissioned creative advice
Qualitative (motivational, targeting, emotion, positioning)
Communications strategy
Testing: qual and quant comms/ mkt research > RASPB
Message hierarchy and ring
Press office
Spokespeople and media strategy
Skeleton (events, activities, audiences, meaning, channels) instrumental comms strategy
Commissioned direct comms advice and services

Potential training needs (coaching/ mentoring not shown)




Campaign communications training
Proposition
Value Modes plus
Commissioned market research
Communications strategy
Testing: qual and quant comms/ mkt research > RASPB
Project management ?
People + team management ?
Project devt + management
Activities and resourcing plan
HR
Costing. Commissioning, team building
Campaign directors
Final sign offs
Baseline studies for eval and monitoring
Public speaking, scenarios ?
Launch, Roll out
Commissioned research
monitor
revise
Evaluation systems
Next cycle


Political and interests analysis
Champions analysis
Stories
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Communications strategy
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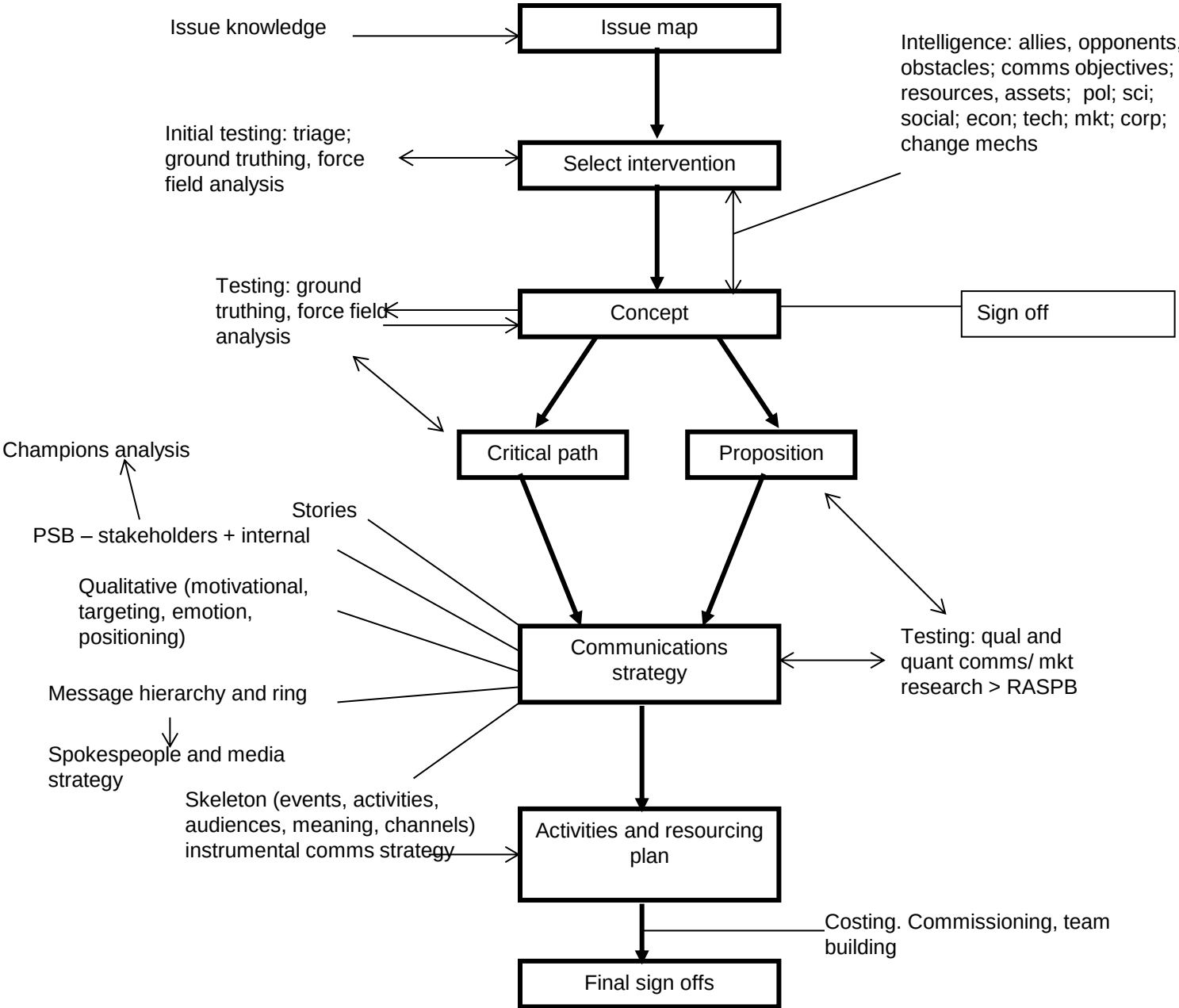
Myths and story construction, visual langauge
Message hierarchy and ring
Spokespeople and media strategy
Press office
Skeleton (events, activities, audiences, meaning, channels) instrumental comms strategy
Media training, red/green, bridges, PR methods, news management
Commissioned direct comms advice and services
Writing communications briefs


Issue knowledge
Issue map
Intelligence: allies, opponents, obstacles; comms objectives; resources, assets; pol; sci; social; econ; tech; mkt; corp; change mechs
Initial testing: triage; ground truthing, force field analysis
Select intervention
Testing: ground truthing, force field analysis
Concept
Sign off
Champions analysis
Critical path
Proposition
Stories
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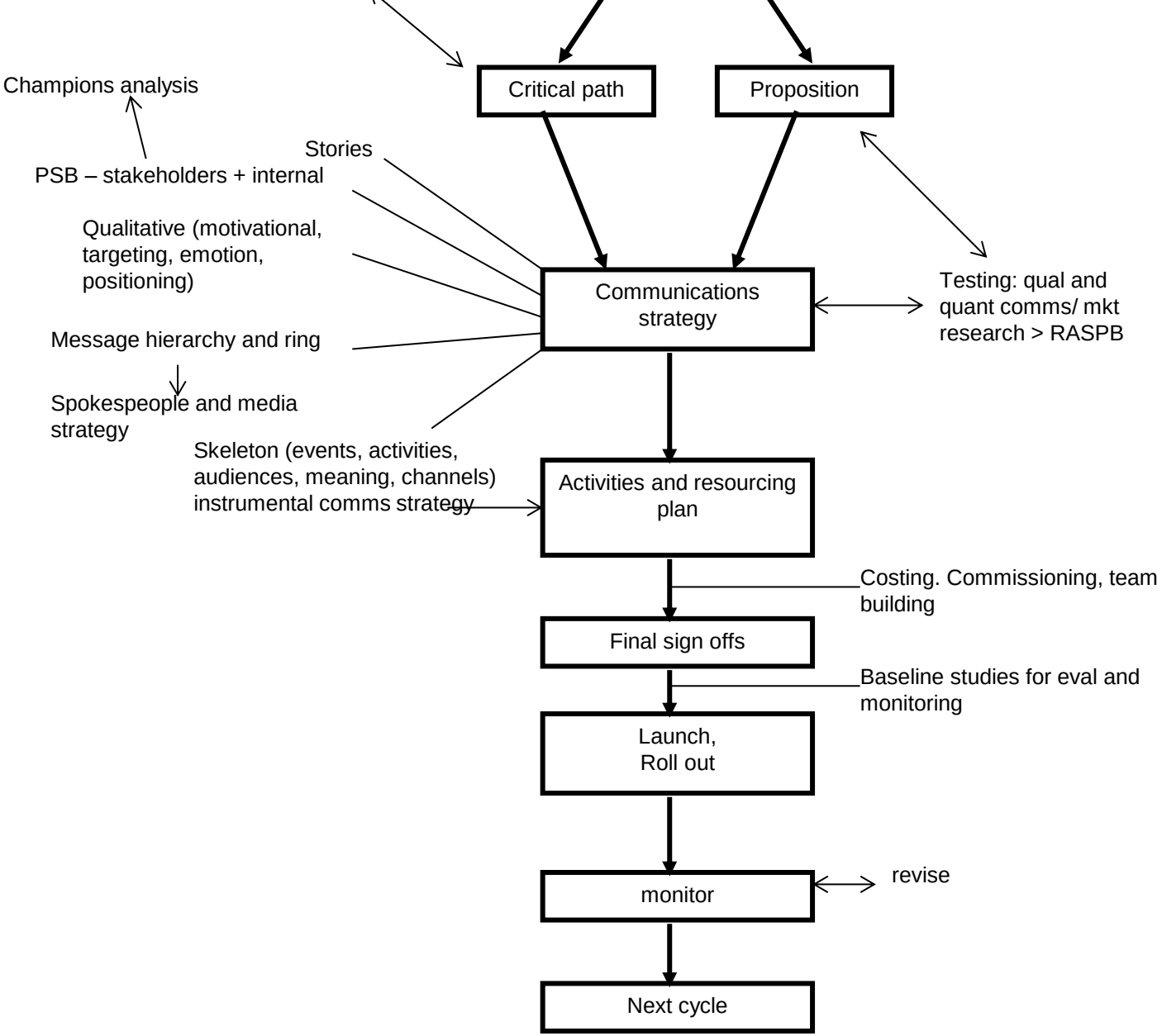
Activities and resourcing plan
Costing. Commissioning, team building
Final sign offs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Baseline studies for eval and monitoring
Launch, Roll out
monitor
revise
Next cycle