

OASIS

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Head of GCS Communications and Membership Services

What is a campaign?

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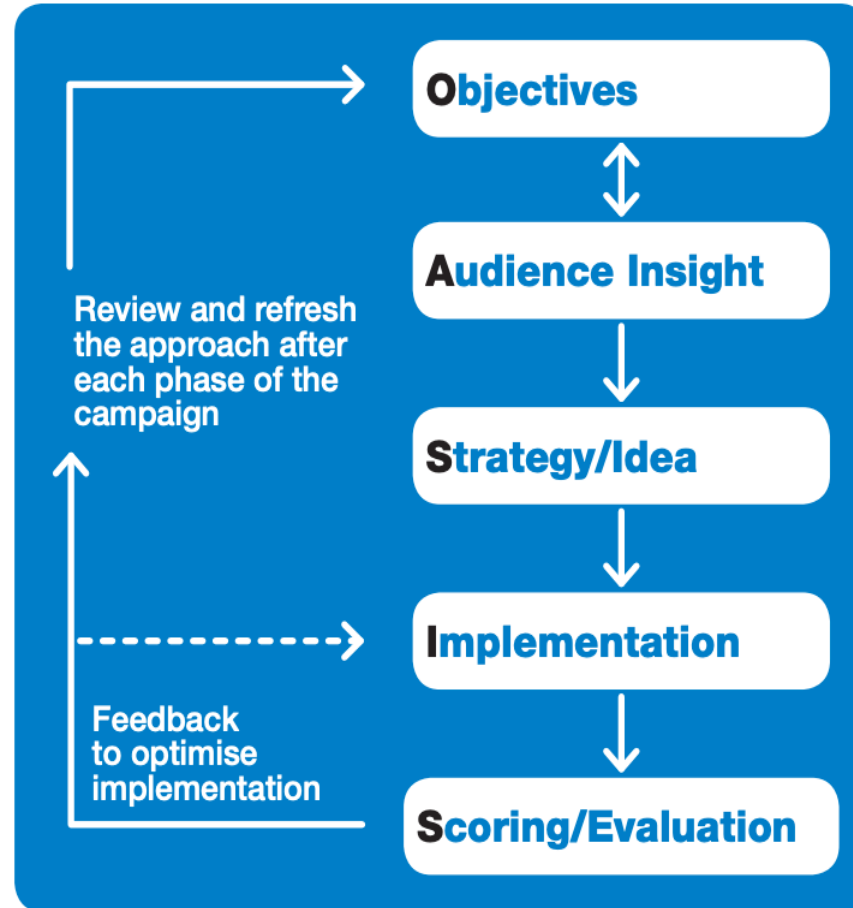
- A campaign is a planned sequence of communications and interactions that uses a compelling narrative over time to deliver a defined and measurable outcome.
- You can campaign anything – recommended read Campaign IT



ROSIE vs OASIS



OASIS



Objectives

- Set out what the communications activity is intending to achieve.
- Start with the policy aim and develop communications objectives that will deliver this.
- Include the role that communication will contribute to achieving the policy aim and the role that individual activities or channels will play in meeting the communications objective.
- Objectives should **SMART** and focused on **outcomes not outputs** and related to **changing attitudes and / behaviour**.

Objectives

Policy objective: Increase the health and wellbeing of primary school children.



Behaviour supporting policy objective: Primary school children exercise at least 20 minutes a day



Communications behavioural objective: Convince X% of primary school head teachers to change the time table to include 20 minutes of PE every day

Audience / insight

- Who is the campaign aimed at?
- Do you need to change or influence their attitudes and behaviours to help you achieve your objective?
- What are the barriers to change that your campaign can help to address?
- Understanding your audience is critical to an effective campaign.

COM B



Capability



Does your target audience:

Have the right knowledge and skills?

Have the physical and mental ability to carry out the behaviour?

Know how to do it?

Opportunity



Does your target audience:

Have the resources to undertake the behaviour?

Have the right systems, processes and environment around them?

Have people around them who will help or hinder them to carry it out?

Motivation



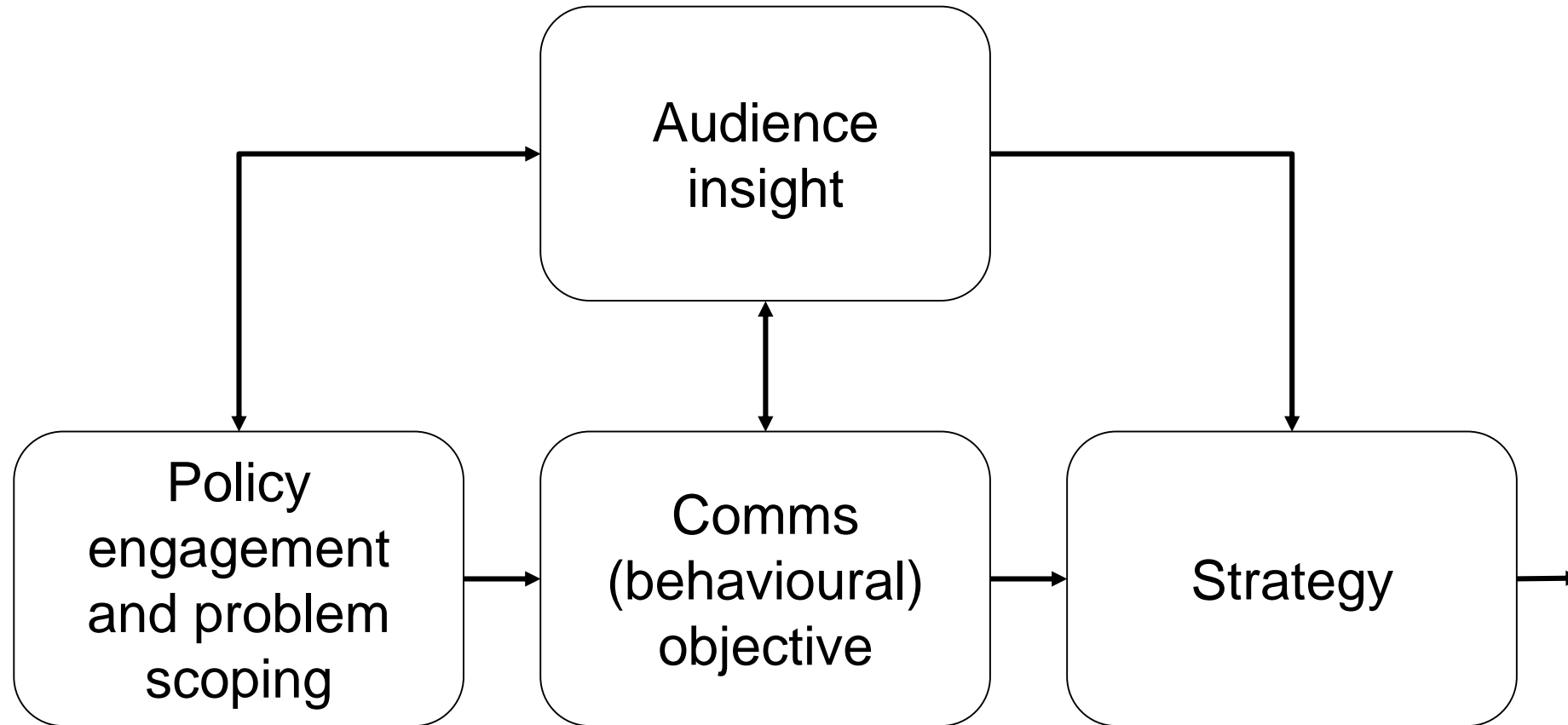
Does your target audience:

Want to carry out the behaviour?

Believe that they should?

Have the right habits in place to do so?

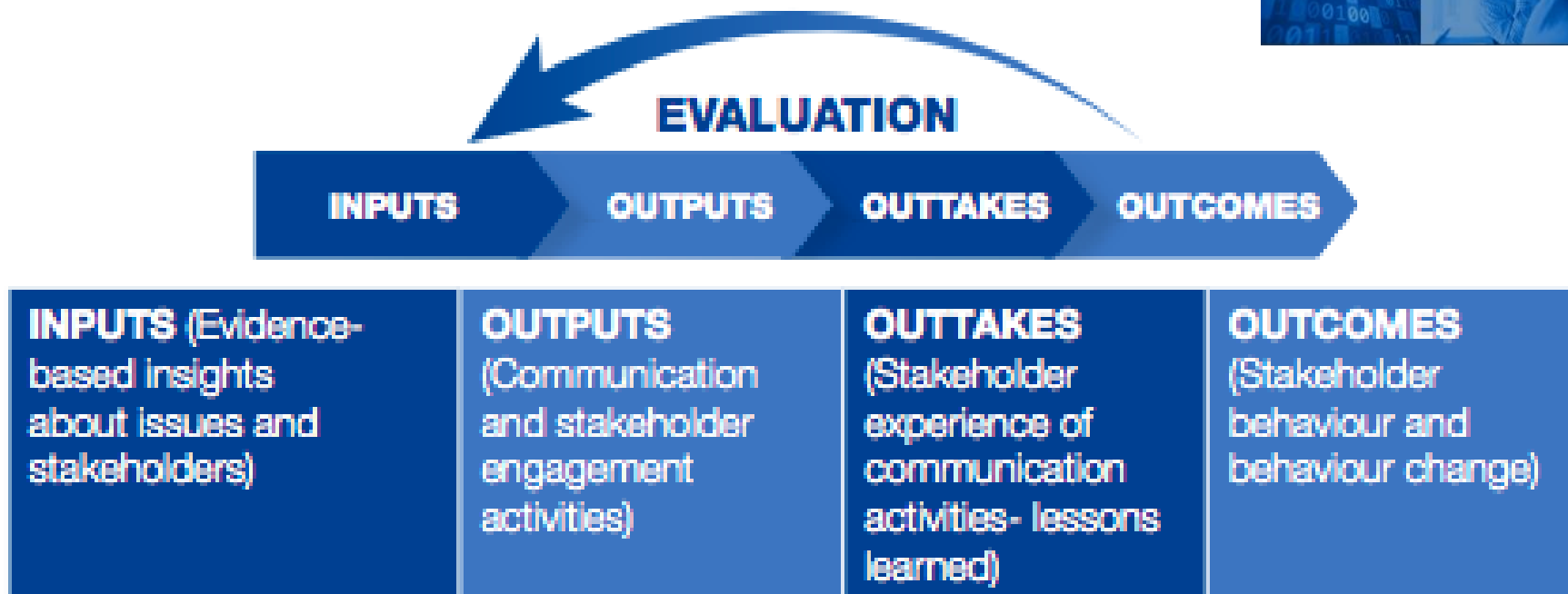
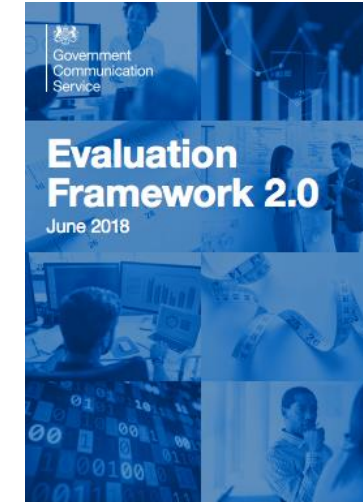
Strategy: insight + objectives



Implementation

- Once you have defined your approach, you should set out how you will deliver your communications and what tactics you will use.
- Develop a clear plan that allocates resources and sets out the timescales for delivery.
- Bring influencers and partners on board to increase impact and use low cost approaches where possible, particularly PR and partnerships.

Scoring / Evaluation



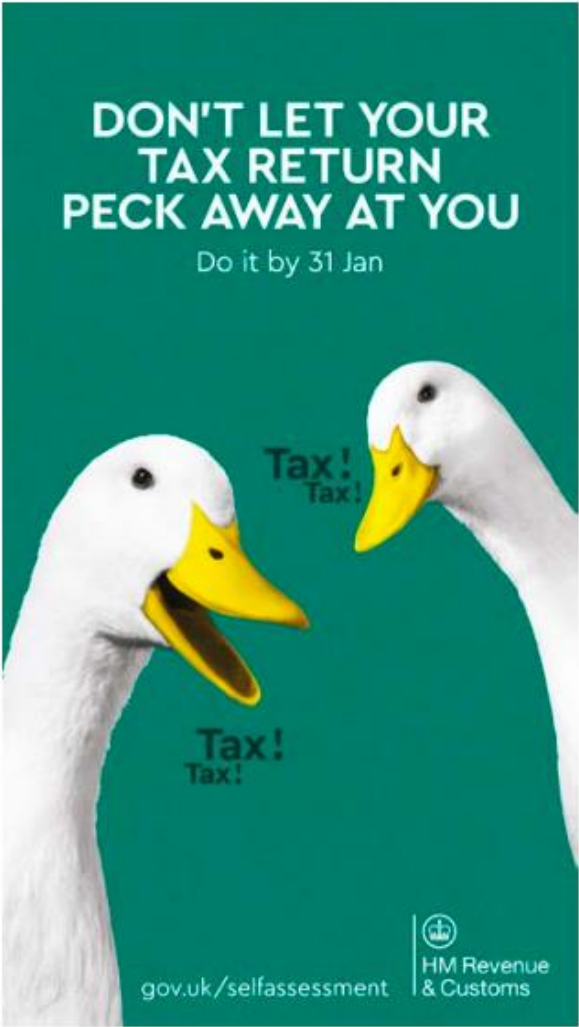
HMRC Award Winning Ducks



WHATEVER YOU DO, DON'T DUCK IT
Deadline 31 Jan

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gov.uk/selfassessment | HM Revenue & Customs

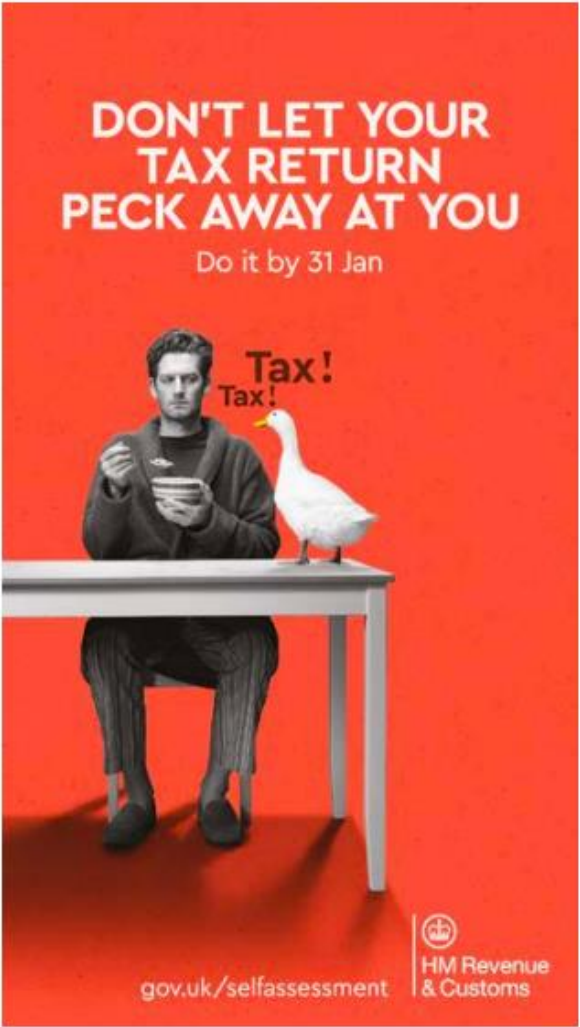


DON'T LET YOUR TAX RETURN PECK AWAY AT YOU
Do it by 31 Jan

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Case studies: Campaign highlights



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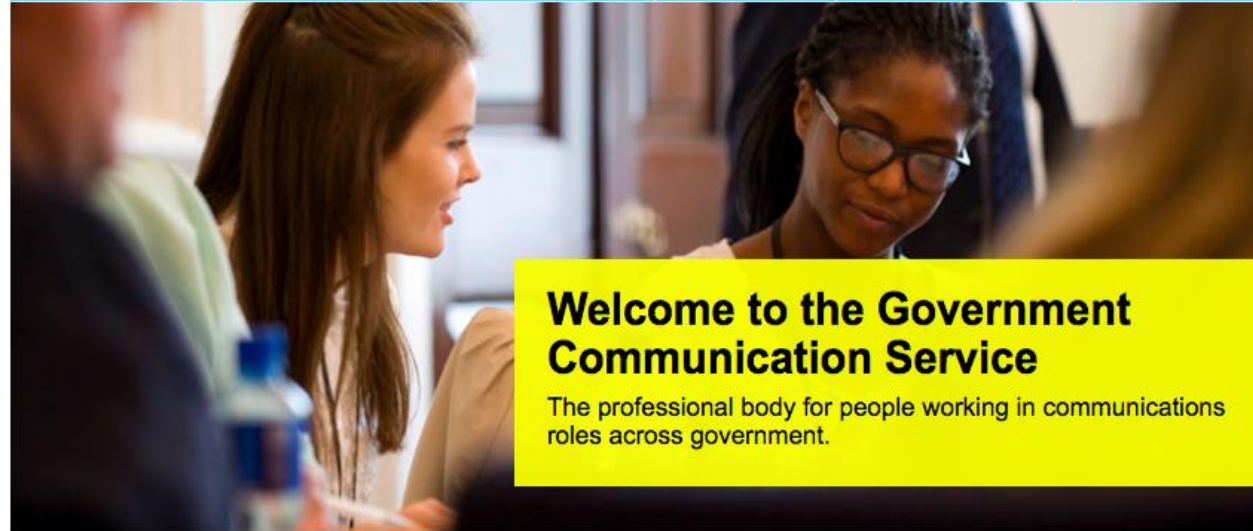
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