

DAZZLING CREATIVE CAMPAIGNS

Because comms magic really can exist

CONNECTING

The single human truth

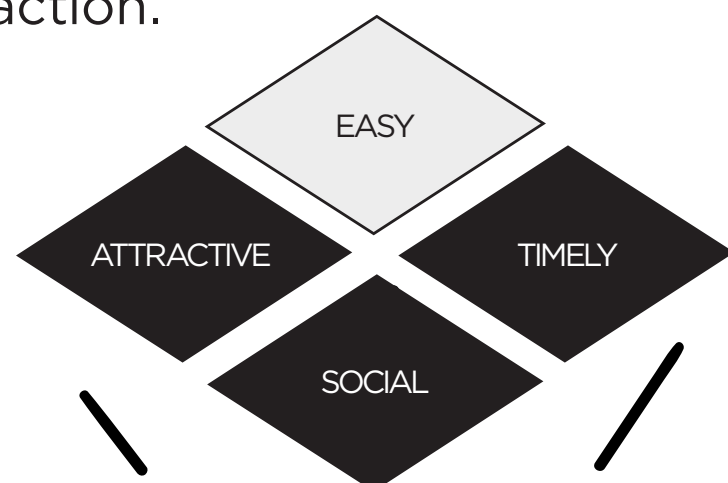
What is the 'why' at the heart of the campaign? How are we going to connect with people emotionally?

Messaging

Inspired by the single human truth. First explain why, then how and then what. Back it up with stories.

Behaviour change

Use the EAST model to nudge people to carry out the required action.



TOP TIP!

Keep it simple.
Famous plans confined to one side of paper:

- Apollo 11 flight plan
- D-Day plan

HOW TO PULL CREATIVE IDEAS OUT OF THE HAT

1

Put down the emails and unplug from calls

Carve out a magic 10% of time to think and be creative.

2

Be a comms magpie

Creative inspiration is all around. Be inspired by looking at other campaigns, clever creators on social or just a walk in the great outdoors.

3

Be brave

Don't be afraid to stand out. Take the bold road. Around £25bn is spent on marketing in the UK each year – 4% is liked, 7% isn't. That leaves 89% that doesn't move anyone. **Don't end up in the 89%.**

4

Join the dots

Take a different look at the world. **Pair things that seemingly make no sense.** Did anyone really think insurance could be sold by meerkats?

DELIVERING

Audience insight and research

Who are you trying to reach? Where are we most likely to engage them? What do you want them to **know, feel and do**?

Content

What form will our content take? Does it marry up with your audience insight? Is it accessible and inclusive?

Campaign drumbeat

Where it is going to feature and when? Unfold the different stages of the campaign.



THE FOUNDATIONS

Be bold and brave with your ideas, but make them count with proper planning and foundations.

► Campaign name

You don't have to start here, this can come much later if needed!

► Campaign objective(s)

What impact are you aiming for? Set clear, measurable objectives to give your campaign focus and clarity. Make your objectives SMART.

► Context

What organisational priority is the campaign supporting? What do we know about where we are? Are there baseline results or can we do an initial poll to check understanding?

► Buy-in

Who do you need to make it happen? And who are we trying to include/represent?

► Resources

Budget, of course, but also people (from comms and elsewhere), kit and IT.

► Partnerships/ collaborations

Who could strengthen and amplify your campaign? Include people with a different perspective to you.

► Evaluation

What are we measuring? Has it met your objectives? Quantitative measures are great for **evidencing** impact. Qualitative measures are great for **illustrating** impact.

"Creativity is a wild mind and a disciplined eye"

Dorothy Parker