

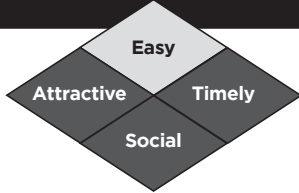
CREATIVE CAMPAIGN PLANNING

Fill this grid in as you work through the course to build your campaign plan on a page

THE FOUNDATIONS

Objectives and context	Whose buy-in and help do you need?	What resources do you need?	What are you going to measure?	Budget
<ul style="list-style-type: none"> • Make objectives SMART • What organisational priority is the campaign supporting? 	<ul style="list-style-type: none"> • Who do you need to make it happen? • Who are we trying to include/represent? 	<ul style="list-style-type: none"> • People, IT, other kit 	<ul style="list-style-type: none"> • What are you going to measure? • What will success look like? • Have we met our objectives? 	

CONNECTING

What's the 'why' - the single human truth - that will connect with people?	Build messages on your single human truth	Use EAST behaviour change model to nudge people
		

DELIVERING

Where are we most likely to engage people?	What form is the content going to take?	What will we do to...
		<ul style="list-style-type: none"> • Inspire • Involve • Educate • Continue

CREATIVE INSPIRATION



Capture anything that has inspired you or any stimulus that could spark your campaign concept!