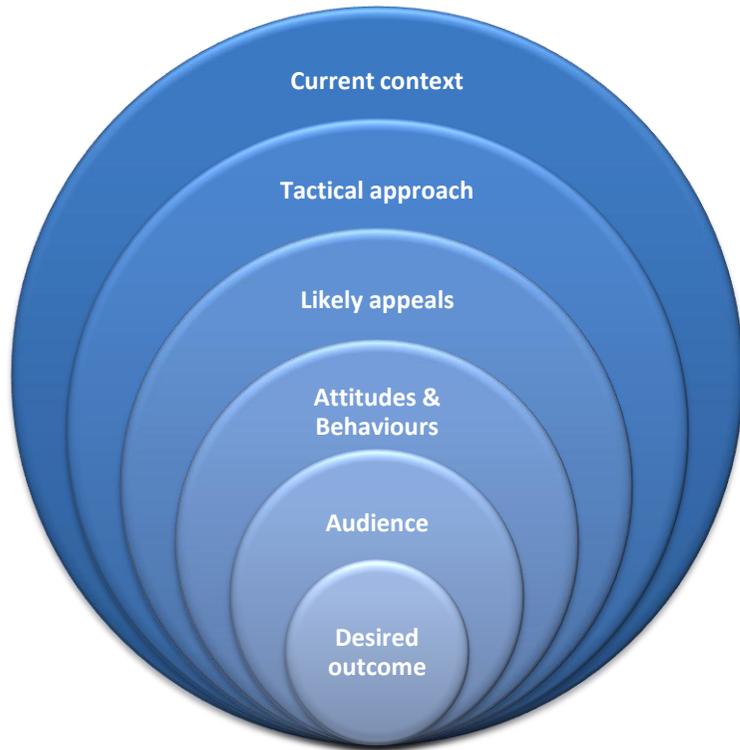


THE SIX STEP PR CAMPAIGN PLANNER



1. DESIRED OUTCOME: The objectives of the campaign need to be clear, measurable and realistically achievable within a specific timeframe. Put simply, you need a sound understanding of the desired change or outcome in the target audience from the client.

2. AUDIENCE: Build a granular demographic profile of the audience. Often the best way to start this is by reverse engineering the brand's best customers (consider the Pareto principle or 80-20 rule). The more specific you are on the audience's characteristics, the greater the chance of 'identifying the 20%' and achieving success for the campaign. Details should include: gender, age, location of residence, education, work status, location of work, income, occupation, marital status and dependents. This will also give you the audience cap (or total number of people who are being targeted).

3. ATTITUDES AND BEHAVIOURS: An audience's worldview will determine how receptive they are to any campaign activity. Factors to understand include: health and fitness, environment, product use, diet and eating habits, media consumption (traditional and social), family and home life, financial, sports and recreation, entertainment habits, shopping habits, technology use, political and cultural attitudes.

4. EFFECTIVE APPEALS: Given the campaign is seeking to change behaviour, build relationships, educate or simply to raise awareness, choosing the most effective appeal is critical in facilitating that change. Take your pick from one of the three most common techniques - Aristotelian (logos/logical, ethos/ethical, pathos/emotional), seven deadly sins (lust, greed, gluttony, sloth, wrath, envy, pride) or the seven virtues (chastity, temperance, charity, diligence, patience, kindness, humility). The appeal/s that are chosen will inform the strategy.

5. TACTICAL APPROACH: If the first four steps are done thoroughly, deciding on the tactical approach becomes very easy. The list of possible tactics is only limited by imagination and time (e.g. surprise with stunts, organise competitions or promotions, set up briefings, hold a press conference, facilitate blogger engagement, engage a social media community, run a tour, design a trade stand, host a roundtable, sponsor an individual, team or cause, create an award, introduce gamification or an app, recruit an ambassador or expert, self publish, activate SEM, involve a charity, commission research or conduct sampling). The danger in plans that jump straight to tactics is when they fail to deliver. You won't have a sound planning foundation to defend your thinking (and you may never know why the campaign fell flat).

6. SOCIAL CONTEXT: No PR campaign occurs in a vacuum. One of the vital skills that every PR professional must develop is the ability to read societal trends that will impact on a campaign. It may impact timings or more dramatically, lead to a change in approach.