

Communications Continuum

Communications is...

- **Social marketing campaigns, communications plans, brand identity, content strategy**
- Media inquiries, training
- News releases
- Risk communications
- Article submissions
- Television & radio commercials & PSAs
- Community calendar listings
- Community & general event planning
- Web design & updates; training (w/IS)
- Intranet updates & Monday Mail; training
- Online forms & registrations/surveys
- E-commerce (w/IS)
- Blogs
- Web stats (w/IS)
- Training videos (w/IS)
- Photography (w/IS)
- E- and mobile advertising
- Print ads (newspaper, bus, billboard, etc.)
- Printed materials
- Presentations
- Banners, signage
- Promotional items
- E-blasts & e-news
- Forms, charts/graphs, maps, photo editing, printing, laminating, scanning
- Building/display signage
- Graphic standards
- Logo usage/placement
- Materials review
- Social media requests (Facebook, Twitter, YouTube, etc.); training

Communications Process
Campaign Purpose
Campaign Focus
Target Audience
Objective: Desired Behavior
Perceived Barriers
Perceived Benefits
Strategies to Reduce Barriers & Increase Benefits
·Product ·Place ·Price ·Promotion
Evaluation Strategies
·Input ·Output

Campaign Purpose

What is the problem or cause? What is the current public perception?

Start typing here...

Campaign Focus

What is the desired action or outcome?

Start typing here...

Target Audience

Know your audience

Primary

- demographic
- psychographic/lifestyle

Secondary

- who are the Influencers?

Target Audience

Who is the target audience?

Start typing here...

Messaging

A SIMPLE, focused message that speaks to your target audience.

Start typing here...

Tone

- Positive?
- Negative?
- Realistic?
- Diverse?
- All, none, some, other?

7-Part Messaging Exercise

1. Commitment statement
2. Three key messages
 - Key message 1 with 2 supporting facts
 - Key message 2 with 2 supporting facts
 - Key message 3 with 2 supporting facts
3. Repeat 3 key messages
4. Future actions

7-Part Messaging Exercise

1. Commitment statement

Start typing here...

7-Part Messaging Exercise

2. Three key messages

- Key message 1 with 2 supporting facts

Start typing here...

- Key message 2 with 2 supporting facts

Start typing here...

- Key message 3 with 2 supporting facts

Start typing here...

7-Part Messaging Exercise

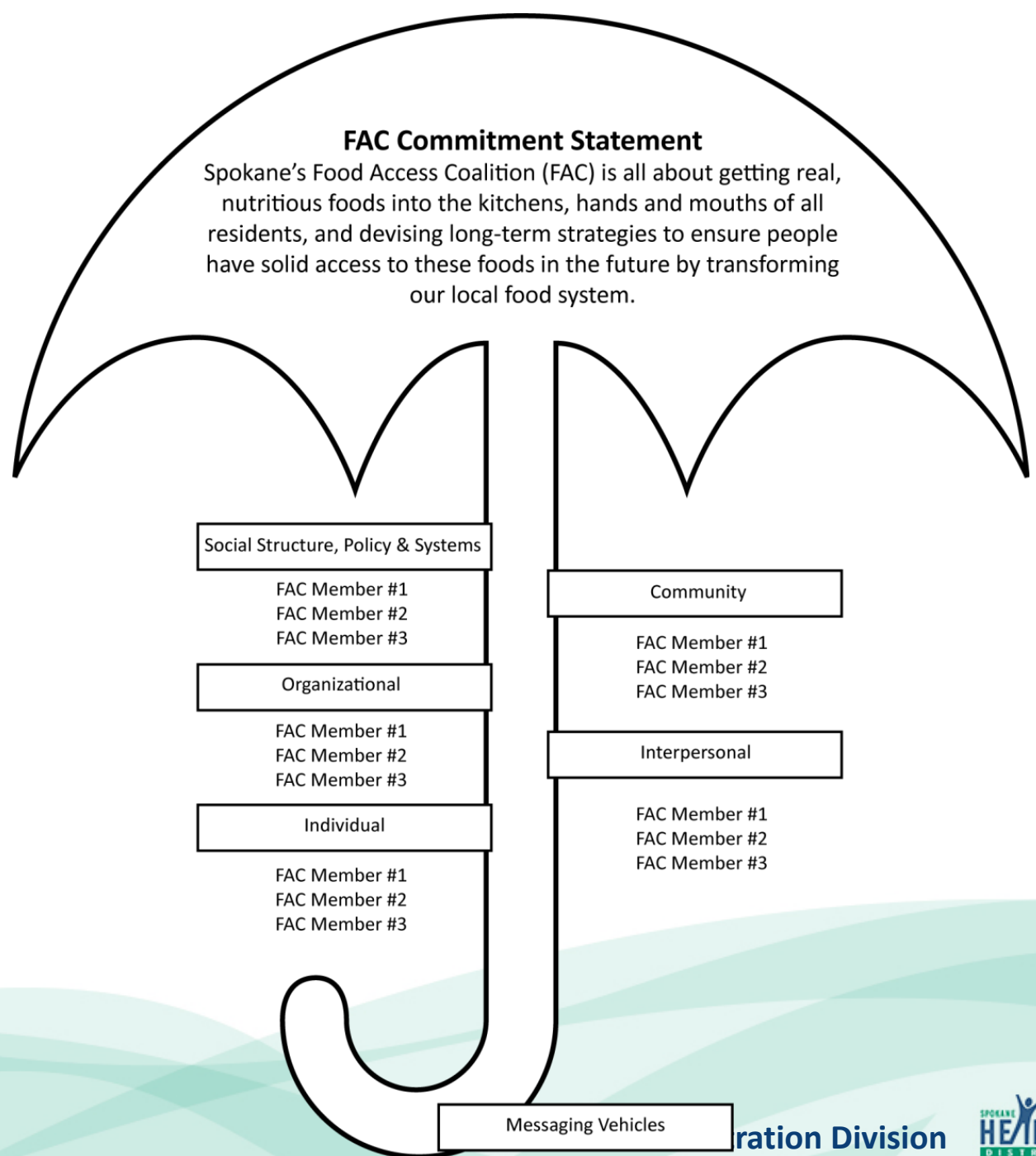
3. Repeat 3 key messages

Start typing here...

7-Part Messaging Exercise

4. Future actions

Example 7-Part Messaging Exercise Visual



Idea Development

Keep it Simple

- Focus on ONE message, ONE call to action
- Use the right medium to deliver message

Remember who your target is

- Use a style & tone that is relevant

What do you want to change?

- What is the call to action?
- Awareness, get more info, behavior change

Media Strategy

Know your target market and your goals.

Use the best MEDIA to deliver your message.

Benefits of each media vehicle:

- TV
- Print
- Radio
- Outdoor
- Web

Alternatives to Paid Media

Web

Facebook.com, Twitter, YouTube, MySpace.com, blogs, emails

PR

have an “expert” available as a spokesperson on the issue—
someone who can relate to audience

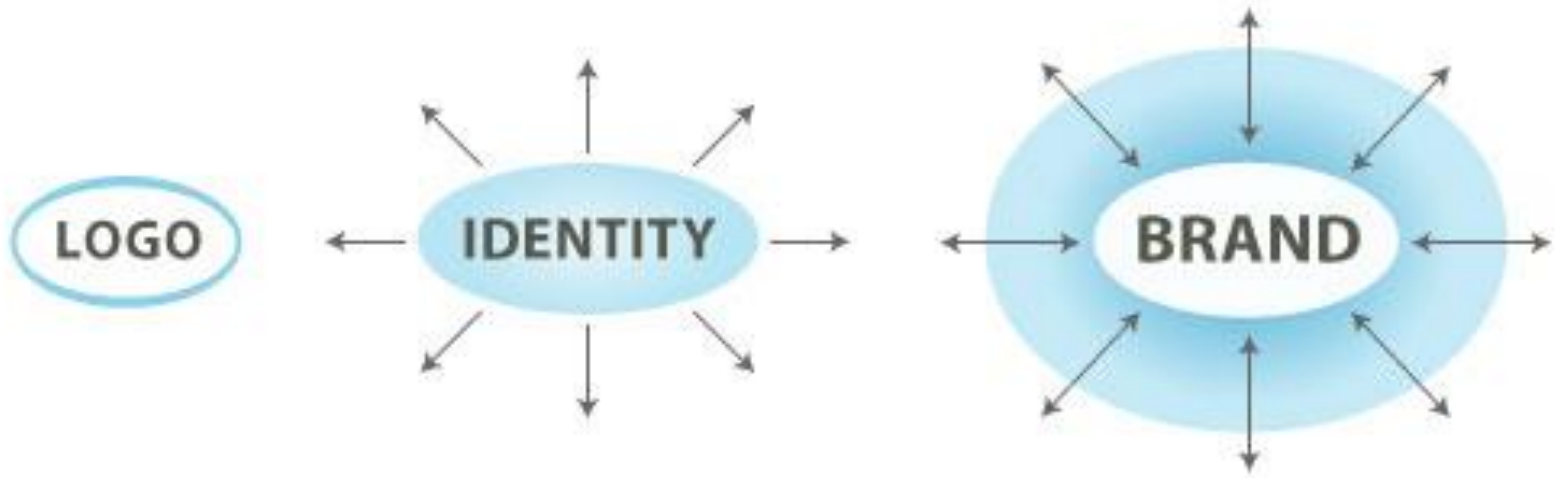
Signs, flyers, stickers, tattoos

Presence at key events

Guerilla marketing

Use your VOLUNTEER power

Identity



Identity

- Imagery
- Photography
- Icons
- Color scheme





































Nouns and Verbs Exercise

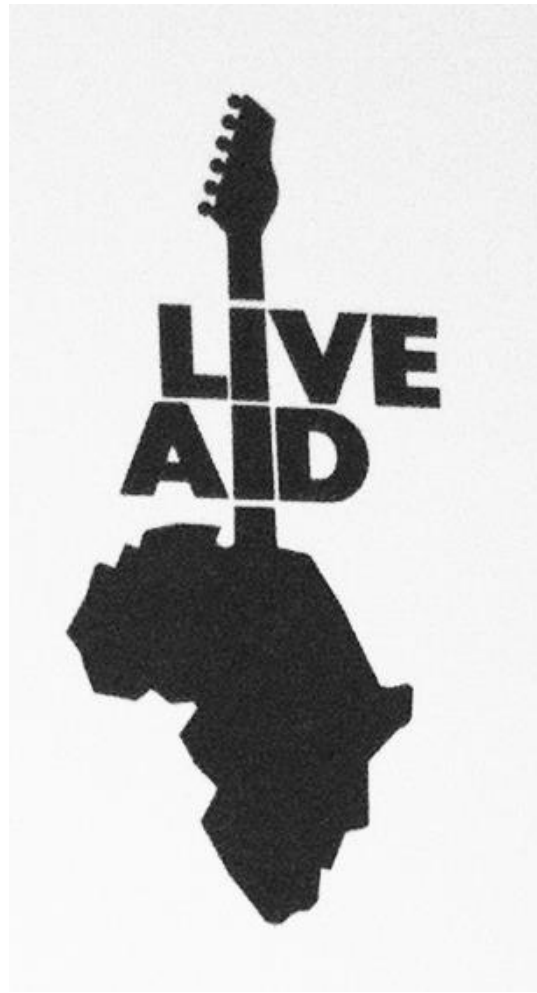
Imagery

This next exercise will help us with not only imagery for your identity, but also with taglines, phrases, etc.

Imagery

Morphological Matrix

COMPONENTS (WHAT?)	KNOWN OR POSSIBLE SOLUTIONS (HOW?)								
Word and/or letter elements	live aid	LIVE AID	Live Aid	LIVE AID	La	LA	la	LA	
Picture elements: instruments									
Picture elements: music									
Picture elements: Africa - globe									
Picture elements: Africa - symbols									
Picture elements: Africa - animals									



Icons

Photography

Color Scheme

COLOR EMOTION GUIDE

OPTIMISM CLARITY WARMTH
FRIENDLY CHEERFUL CONFIDENCE
EXCITEMENT YOUTHFUL BOLD
CREATIVE IMAGINATIVE WISE
TRUST DEPENDABLE STRENGTH
PEACEFUL GROWTH HEALTH
BALANCE NEUTRAL CALM

Logos and icons include: Nikon, UPS, NBC, Google, IMDB, Amazon, Sprint, Payless, SUBWAY, eBay, Syfy, monster, Coca-Cola, CNN, WebFX, Shell, IKEA, Dell, JPMorgan, flickr, Mobile, Barbie, LEGO, ACE, starz, Best Buy, Whole Foods, Planet Fitness, hp, intel, orkut, Target, DHL, Tropicana, Spotify, Oreo, Wetchs, Frito-Lay, Goodyear, Sam's Club, Huggies, Canon, B, KRC, Avis, shutterfly, McDonald's, Puma, Nike, bp, Oral-B, Pfizer, vimeo, TACO BELL, Heinz, and various symbols like yin-yang, peace, fist, lightbulb, lightning, smile, thumbs up.

Idea Testing

Pre-testing ideas = a good idea

- informal or formal
- small sample of real audience
- ask the right people the right questions
- listen to feedback
- use your volunteers, interns, students

Measure Results

Summarize while its fresh in your mind

Track results

Save tearsheets, samples

What worked?

What didn't work?

Save information for future projects

Thank you.