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
<table>
<thead>
<tr>
<th>Communications Process</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campaign Purpose</td>
</tr>
<tr>
<td>Campaign Focus</td>
</tr>
<tr>
<td>Target Audience</td>
</tr>
<tr>
<td>Objective: Desired Behavior</td>
</tr>
<tr>
<td>Perceived Barriers</td>
</tr>
<tr>
<td>Perceived Benefits</td>
</tr>
<tr>
<td>Strategies to Reduce Barriers &amp; Increase Benefits</td>
</tr>
<tr>
<td>· Product · Place · Price · Promotion</td>
</tr>
<tr>
<td>Evaluation Strategies</td>
</tr>
<tr>
<td>· Input · Output</td>
</tr>
</tbody>
</table>
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...
3. Repeat 3 key messages
Start typing here...
7-Part Messaging Exercise

4. Future actions
Example
7-Part Messaging Exercise Visual

**FAC Commitment Statement**
Spokane’s Food Access Coalition (FAC) is all about getting real, nutritious foods into the kitchens, hands and mouths of all residents, and devising long-term strategies to ensure people have solid access to these foods in the future by transforming our local food system.
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
Imagery

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

#### Morphological Matrix

<table>
<thead>
<tr>
<th>COMPONENTS (WHAT?)</th>
<th>KNOWN OR POSSIBLE SOLUTIONS (HOW?)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Word and/or letter elements</td>
<td>Live Aid</td>
</tr>
<tr>
<td>Picture elements: instruments</td>
<td>Live Aid, LIVE AID, Live Aid, LIVE AID</td>
</tr>
<tr>
<td>Picture elements: music</td>
<td>La, La, La, La, La</td>
</tr>
<tr>
<td>Picture elements: Africa – globe</td>
<td></td>
</tr>
<tr>
<td>Picture elements: Africa – symbols</td>
<td></td>
</tr>
<tr>
<td>Picture elements: Africa – animals</td>
<td></td>
</tr>
</tbody>
</table>
Icons
Photography
Color Scheme
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 it's fresh in your mind
Track results
Save tearsheets, samples
What worked?
What didn’t work?
Save information for future projects
Thank you.