

# A guide to campaign planning



The purpose of this guide is to ensure that all government communications are effective, efficient and evaluated.

## Who is it for?

It is for all government communications professionals, regardless of discipline or organisation.

## When should it be used?

It applies to every kind of planned communication/campaign, from the most effective way to put out news via press/digital at no cost, to large scale multi-million pound behaviour change campaigns.

## How should it be used?

This guide will help you develop your plan and inform your thinking. The time it takes to develop a campaign plan varies greatly. For press/digital campaigns, your plan may take a few hours, while for long term behaviour change campaigns the audience analysis alone may take weeks.

"In 2014/15 we will continue to deliver excellent communications aligned to the government's priorities to build a stronger, more competitive economy and a fairer society. Our campaigns will further improve the lives of people and communities the UK and support the effective operation of our public services, including via new and improved digital transactions. We will be ready to deliver responsive and informative communications in times of emergency and crises and we will support efforts to enhance the UK's reputation."

*-2014/15 Government Communications Plan*

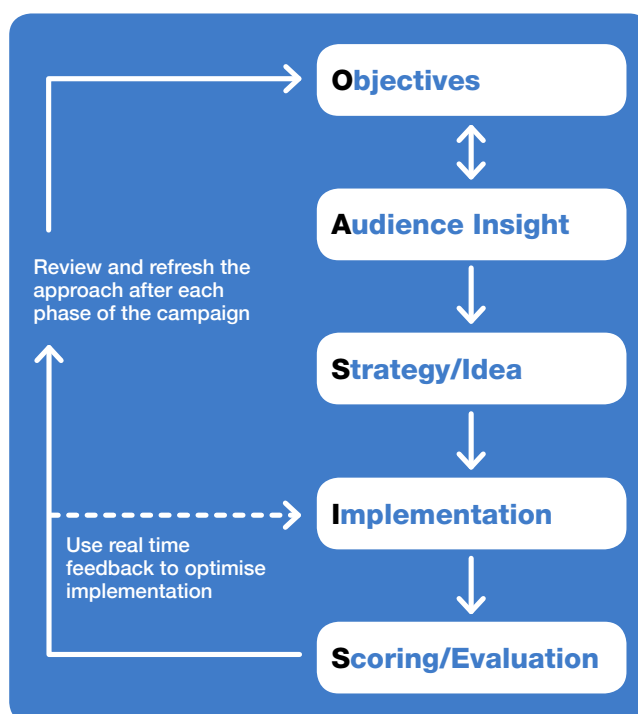
## What is a campaign?

A campaign is a planned sequence of communications and interactions that uses a compelling narrative over time to deliver a defined and measurable outcome.

All government communications should be viewed in the context of a wider campaign i.e. what do we want to achieve and where does it fit in? This way we can ensure that all our work links to a clear objective and we can evaluate the impact of everything we do.

## OASIS

OASIS is a series of steps that can help bring order and clarity to planning campaigns, which can sometimes be a complicated and challenging process. The aim is to help make the planning process simpler and easier to remember.



### Objectives:

Set out what the communications activity is intending to achieve. Start with the policy aim and develop communications objectives that will deliver this. Include the role that communication will contribute to achieving the policy aim and the role that individual activities or channels will play in meeting in the communications objective. Objectives should be achievable, measurable - expressed numerically where possible, focused on outcomes not outputs and related to changing attitudes and/or behaviour.

- How to develop the right objectives: <https://gcn.civilservice.gov.uk/blog/2014/04/22/gcs-evaluation-guidance-standards/>

## Audience insight:

Who is the campaign aimed at? Do you need to change or influence their attitudes and behaviours to help you achieve your objective? Understanding your audience is critical to an effective campaign. Use your own commissioned research, data from elsewhere in government or publically available information. If you are working on a large-scale project, you should look at academic theories of behaviour.

- Behavioural insights simplified: <https://gcn.civilservice.gov.uk/wp-content/uploads/2014/04/Writing-a-communication-strategy-GCS-Guide.pdf>
- Overview of different behaviour change theories: <https://gcn.civilservice.gov.uk/wp-content/uploads/2013/01/commongood-behaviourchange.pdf>

## Strategy/Idea:

Use the insight to set out your approach including any theories that you will apply. You will also need to cover proposition/messaging; channels; and partners/influencers. Map the audience journey and design communications relevant to different stages of the journey. Where possible test or pilot your approach to assess its effectiveness.

## Implementation:

Once you have defined your approach set out how you will deliver your communications and what tactics you will use. Develop a clear plan that allocates resources and sets out the timescales for delivery. Bring influencers and partners on board to increase impact and use low cost approaches where possible; particularly PR and partnerships.

## Scoring/Evaluation:

You should monitor outputs and outcomes throughout your campaign and evaluate at once it is complete. This will allow you to make minor adjustments to the implementation if necessary (you may want to allocate budget to do this). Use formal and informal approaches to measure and evaluate. Set intermediate outcomes, or proxy measures, where final outcomes are not immediately available.

- Detailed guidance on evaluating communications: [https://gcn.civilservice.gov.uk/wp-content/uploads/2014/02/GCN-Evaluation-Book\\_v6.pdf](https://gcn.civilservice.gov.uk/wp-content/uploads/2014/02/GCN-Evaluation-Book_v6.pdf)

## Inspiration

Examples of great campaigns can be found in the Government Communications Plan 2014/15.

## Free resources

### Tools to help you write your plan

- **GCN Guides** <https://gcn.civilservice.gov.uk/guidance>  
A range of practical guides written by Government Communicators including guidance on Evaluation, Partnerships, Customer Journey Mapping, how to write a communication strategy and much more.
- **campaignstrategy.org**: free ideas and tools to help you develop your campaign

### Tools to help you gather audience insight

- **ONS** <http://www.ons.gov.uk/ons/index.html>: A wealth of data (including Census data) that can be browsed by theme or alphabetically
- **Newspaper Society** <http://www.newspapersoc.org.uk/>: about regional media (see facts on the homepage and FAQ's on Our Services).
- **OFCOM the communications regulator** <http://media.ofcom.org.uk/facts/> includes ownership and usage figures for television, digital radio and landline/mobile phones.
- **Cabinet Office Behavioural Insight Team** <https://www.gov.uk/government/organisations/behavioural-insights-team>
- Evaluation Specialists work in the GCS **Shared Communication Service** and are on hand to provide advice, support and practical help in developing evaluation plans and reports. Contact the team: [ERGEvaluation@cabinet-office.gsi.gov.uk](mailto:ERGEvaluation@cabinet-office.gsi.gov.uk)

### Tools to help you measure the effectiveness of your campaign activity

**Survey Monkey** - [www.surveymonkey.com/](http://www.surveymonkey.com/): free online survey tool: send surveys, polls, questionnaires, customer feedback, market research, access to survey questions and professional templates and a guide to analysing results.

### Online analytics tools

- **Google Alerts** <http://www.google.co.uk/alerts> (use to monitor specific content on the web)
- **Google Blog Search** <http://www.google.co.uk/blogsearch> (search for content within blogs)
- **Netvibes** <http://www.netvibes.com/en> (create a dashboard of all your online content)
- **Google Analytics** <http://www.google.co.uk/analytics/> (monitor usage of your website)
- **Hootsuite** <https://hootsuite.com/> (monitor content across all social media)
- **Simply Measured**: <http://simplymeasured.com/free-social-media-tools#> (Free social media reports)
- **Facebook Insights** <http://www.facebook.com/help/383440231709427/> (monitor usage of your facebook page)