Detailed Communications Strategy

Department **/ Client:** <insert>

**Agency / Business Unit:** <insert>

## Background

Brief overview (300 word limit) – define the scope of the project.

* Why is the project necessary?
* What is the context?
* You can attach supporting items as an ‘asset’ on the CAP i.e. Minister Brief, Media Release, etc.

## Government priorities (This section must be completed)

This communication strategy supports the following State Government priorities:

|  |  |  |
| --- | --- | --- |
| [ ] More jobs | [ ] Better services | [ ] Lower costs |

Explain how your strategy aligns with one (or more) of these priorities.

## Market research

Detail any research that may have been undertaken or is available that has informed the strategy, and may include:

1. Primary Research - both qualitative and quantitative in nature (e.g. focus groups, omnibus surveys)
2. Secondary Research – existing data and published research by external organisations (e.g. Roy Morgan, ABS)
3. Pre-campaign research - detail learnings from the research that may have been applied to the strategy.

## Project management

Who is responsible for this campaign? What contractors will be used (i.e. appointed Media Panel supplier, creative or research agency etc.)?

## Objectives for the communication plan

*(No more than five objectives as per CAP)*

What are the specific objectives of this plan… primary, secondary? Objectives must be:

* Concise, measurable, include targets and benchmarks
* Single minded, specific and relevant to the campaign messaging
* Achievable – please provide context if the objectives stated are stretch targets or may have environmental factors potentially affecting its success.

Objectives should be expressed as both percentages and numbers with a goal date. Please include benchmarks where possible.

E.g. Increase calls to the phone line by 10% (375 calls) by June (year) compared to 200 calls benchmark based on the previous year.

This could also be represented in a table.

|  |  |  |
| --- | --- | --- |
| **Campaign Objectives** | **Benchmarks** | **Campaign KPI’s** |
| Example: Objective 1Increase calls to the phone line | ExampleBenchmark calls are 200 from previous year | ExampleIncrease calls by 10% or 175 compared to previous year |

## Target audience

Outline your target audience groups, not just generically but by demographics, psychographics, geographic locations, specific interests, etc. Be as specific as possible.

* Primary
* Secondary (where applicable)
* Key Stakeholders (where applicable)
* Equity and Access - Have you considered accessibility of the target audience to your messaging?

Demographics (must be completed)

|  |  |  |  |
| --- | --- | --- | --- |
| Audience | Gender | Age Range | Location |
| [ ]  Business [ ]  General Public [ ]  Industry | [ ]  All[ ]  Female[ ]  Male[ ]  Other (specify) | [ ]  18+[ ]  18-24[ ]  18-54[ ]  25-49[ ]  50+ | [ ]  Adelaide Metro[ ]  Regional SA[ ]  Interstate[ ]  International |

## Barriers/critical success factors

Include any factors that are critical to the successful achievement of the plan (likely to be beyond the scope of control of this plan) and any barriers to operational activity that may also be encountered.

## Key messages

Outline the key messages and if necessary alignment with appropriate target audience group. Include the call-to-action if applicable to your campaign.

## Communication strategy

Outline the communications strategy/ies that will be used to achieve your objectives (briefly touching on tactics for each).

* (Corporate Strategy) - Overarching strategy to position xxx and provide the corporate framework for the xxx level activity…..
* (Tactical) – Ground level tactical activity which fits into the strategic direction of above…..

## Communication tools/tactics

What tools are you going to use and to whom will these activities target?

This may include activities under the following:

* Advertising
* Sponsorship
* Direct Marketing
* Printed collateral
* Internet
* Social media platforms
* Events
* Media/Public Relations
* Promotional items
* Internal communication
* Events
* Community engagement

Have you considered a proactive risk management strategy as part of your communications plan?

## Timing of campaign

What is the timing of the campaign?

## Creative strategy

Provide an outline of the relevance of the proposed creative idea to the audience and objectives of the campaign. Have previous campaigns influenced this creative direction?

If the creative direction requires music, has South Australian music been included? Yes [ ]  / No [ ]

If no, please provide justification.

## Media strategy

Provide an outline of the relevance of the proposed media strategy/activity to the audience and objectives of this campaign.

## Budget

Itemised breakdown of the TOTAL budget including all activity across financial years.

|  |  |  |
| --- | --- | --- |
| **Activity** | **Proposed Budget FY \_\_\_\_\_** | **Proposed Budget FY\_\_\_\_\_** |
|  | **$ ex GST** | **$ ex GST** |
| Research |  |  |
| Strategy |  |  |
| Media |  |  |
| Creative/Production  |  |  |
| Events  |  |  |
| Evaluation |  |  |
| Other |  |  |
| Contingency |  |  |
| TOTAL per financial year | $ ex GST | $ ex GST |
| **TOTAL BUDGET** | **$ ex GST** |

Note: A contingency budget is required as if the campaign exceeds the total budget approved by GCAC, you need to re-submit via the CAP.

## Action plan and critical dates

What is the timing of the campaign?

Outline the timeline of actions required to implement the plan’s activities; where appropriate include responsibilities and cross-reference each tactic with target audience/s and key message/s. Include Government communications approval process, internal and Ministerial approvals.

Critical dates might include:

* Internal briefing and approval deadlines (e.g. for communications plan; creative concepts; media schedule etc.).
* Briefing deadlines for the media panel.
* Briefing deadlines for your creative agency.
* Campaign launch.

## Evaluation

How and when the plan will be evaluated? Include benchmarks, measurement/monitoring mechanisms, and timing of evaluation. Evaluation mechanisms should be consistent with the stated objectives.

This could be represented in a table:

|  |  |  |
| --- | --- | --- |
| **Campaign Objectives** | **Measurement of Objectives** | **Evaluation Timing** |
| Objectives as stated above*Example*Objective 1Increase phone calls by 10% (175) as compared to last year’s phone calls of 200 | *Example*Phone calls will be measured by contact management system within Department | *Example*Phone calls will be monitored throughout campaign and reported upon completion of campaign  |

## Evaluation date

Proposed date of evaluation after campaign completion.

## Approval

Director Communications signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_