Detailed Communications Strategy

<Project/Campaign title>

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.

## Departmental priorities

Please insert your Department’s strategic 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.

## 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.

Overarching

* <insert messages>

Why should they believe it?

* <insert messages>

What should they do as a result?

* <insert call to action>

## 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.

|  |  |
| --- | --- |
| **Tactic** | **Timing** |
| Media agency briefed |  |
| Creative agency briefed |  |
| Communications plan submitted for GCAC |  |
| Concepts testing |  |
| Refine creative concept |  |
| Proposed media plan supplied for review |  |
| ED, CE and Premier briefing approval |  |
| GCAC approval |  |
| Book media plan |  |
| Creative assets approval |  |
| Creative assets dispatch |  |
| Campaign in market |  |

## 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:

Example:

**Objective 1:** To increase recall of XXXX

|  |  |  |
| --- | --- | --- |
| Metric | Benchmark | Target |
| *Market research* | *Pre campaign research: xx% of the respondents stated that they recalled XXXX* | *To increase the recall by 5%, with stretch target of 10%.* |

## Evaluation date

Proposed date of evaluation after campaign completion.

## Approval

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

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