# Campaign kick-off template

This template will help facilitate a kick-off meeting where Impact on Urban Health’s Programmes and Communications leads will share the project background and scope. This will allow us to discuss and agree tactics and outputs with Influencing, Content and Digital teams, ahead of beginning work on any significant campaigns.

**Campaign overview**

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| Campaign overview | |
| **Summary**  *[Provide a summary of the project or work this campaign relates to]* |  |
| **Aim**  *[What programme strategy objective is this campaign supporting, what is the real-world improvement in health that we want to see?]* |  |
| **Comms Manager** |  |
| **Programme Lead** |  |
| **Links**  *[Background information or relevant documents]* |  |

**Issues**

What are the issues we are dealing with, and what are the underlying problems? What context are we operating in and what are our strengths, challenges, opportunities, and risks for engagement from the following perspectives?

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| Campaign overview | |
| **Political** |  |
| **Economic** |  |
| **Social** |  |
| **Technological** |  |
| **Environmental** |  |

****Campaign details****

Please provide more detailed information to inform a discussion around the approach we want to take for influencing and communications in this campaign.

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| Project details | | | | | |
| **Audience**  [Who is this campaign most relevant to, which target audiences, advocates or intermediaries do we want to engage with it, and what insights do we have about them? (Include policymakers, public ‘elites’, partners, media)] | **Doers** | **Gatekeepers** | **Experts** | **Amplifiers** | **Influencers** |
|  |  |  |  |  |
| **Call to action**  [What response, practices, engagement or behaviour change do we want to see?] |  | | | | |
| **Message**  [What is the key message, or the hierarchy of messaging if we have multiple key points?] |  | | | | |
| **Materials**  [What information do we have that will lend itself to engaging messaging and content e.g. quotes, insights, data, case studies] |  | | | | |
| **Stakeholders**  [Who is integral to the development, review and signoff of this campaign?] |  | | | | |
| **Budget**  [What is the spend for this campaign, and where does it sit?] |  | | | | |
| **Timeline**  [When does this need to be launched, how long will the campaign be live for?] |  | | | | |
| **Measurement**  [What does success look like, what outcomes will help deliver the ultimate desired impact?] |  | | | | |

**Test and Learn**

Identify where we may apply a ‘test and learn’ approach within this campaign. That means doing something we haven’t tried before, with the main goal of learning and improving our practice. This could be small, like testing a new content format, or big, like leading with an unusual tactic.

**Good test and learn opportunities often come up when one or several of these parameters are present:**

* A follow-up version of the tactic or content is possible – so comparison and iterative improvement is built from the get-go
* Turnaround allows for some flexibility – as trying a new way of doing things can require extra time
* The audience is large enough to collect useful insights – for example, to allow for A/B testing and other data gathering that can inform a decision or next iteration
* The tactic or content tested can be tightly bound – for example, for use only for a particular period of time or with a particular audience group. This allows us to still do test and learn even in high stakes or particularly sensitive campaigns.

**If you need more help to identify best opportunities or you are unsure where you can take some risks, go through the following steps (you may repeat this exercise later in the campaign planning process as content ideas become clearer):**

1. **Brainstorm ideas** where you could apply test and learn based on the parameters above.
2. **Assess the levels of risk vs gain for** the top ideas. Ask:
   1. What do we stand to *gain* if this idea works? Write up to three considerations
   2. What do we stand to *lose* if this idea doesn’t work? Write up to three considerations, plus any immediate mitigations you could apply.
3. **Rate each consideration** on a scale of 1-5 (1 being small gain/loss and 5 a very significant gain/loss). Adjust for mitigations where you can, Your best ideas will likely be where gains outweigh loses.
4. **Ensure the idea is practicable**. For example, and idea to produce a new piece of content should be validated with the Content Lead to ensure it’s achievable within the project’s constraints (time, skills and budget).

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| *Example idea: Run a ‘speed dating’ event for parliamentarians and professionals in public health*  *Parameters: Audience-bound; can be repeated yearly*   1. *Potential gains:*    1. *Unusual approach grabs the attention of hard-to-engage contacts – 5*    2. *Solidifies our name as an innovative player – 4*    3. *Spearheads more variety of event formats for us – 3* 2. *Potential loses:*    1. *Tactic is seen as naff and key targets don’t engage – (mitigation: we’d take a tempered approach and enlist trusted advocates early on) - 4*    2. *We don’t have the experience and can’t pull it off – (mitigation: we explore bringing in expert in experiential engagement) – 3*   *Total gains: 12*  *Total losses: 7* |