

Developing Communication Objectives & A Media Plan

Objectives state what you need to change in order to create what you want to achieve.

Effective communication efforts flow from clearly defined and carefully considered objectives.

An objective should follow the format:

To provide x frequency of exposure to x% of the population segment

considerations

approach

- ◆ humorous
- ◆ logical
- ◆ emotional
- ◆ twist
- ◆ contrast
- ◆ ridiculous
- ◆ visual
- ◆ surprise

audience

- ◆ literate?
- ◆ years of formal education?
- ◆ income?
- ◆ age?
- ◆ habits?
- ◆ knowledge of issue?
- ◆ knowledge of organization?

barriers

- ◆ weak media infrastructure
- ◆ high media costs
- ◆ high government control

geographic variation

- ◆ in policies
- ◆ in needs
- ◆ in behaviour
- ◆ in infrastructure
- ◆ in media reach

support

- ◆ facts
- ◆ demonstrations
- ◆ guarantees
- ◆ comparisons
- ◆ testimonials

desired response

what should the audience:

- ◆ know?
- ◆ think?
- ◆ do?

impact

- ◆ inform & educate?
- ◆ persuade & promote?
- ◆ increase intention to act?
- ◆ encourage change?
- ◆ reinforce change?
- ◆ nurture advocacy?

timing

- ◆ festivals
- ◆ national holidays
- ◆ weather
- ◆ seasons
- ◆ agricultural & manufacturing cycles
- ◆ life events
- ◆ fiscal year cycles

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media analysis

- ◆ How will we effectively balance reach and intensity?
- ◆ How efficient will we be with our resources?
- ◆ What should our timing be?

schedule & budget

- ◆ Continuous—no variation in pressure
- ◆ Fighting—periodic waves of intensity
- ◆ Pulsing—a continuous base of pressure with spurts of heavy pressure

media recommendations

- ◆ Nature: broadcast, print, interactive?
- ◆ Who will it reach?
 - ◆ Individual/Personal—home visits, office calls, personal letters, manuals
 - ◆ Group—meetings, exhibits, discussions, street theatre, flip charts, drama
 - ◆ Mass—pamphlets, radio, stickers, billboards, television, songs, dance
- ◆ Cost: economies of scale, means of financial support
- ◆ Mode of use: does the audience or the source control access?
- ◆ Mix: using two or more media to enhance effectiveness
 - ◆ Can reach to affect more and different people
 - ◆ Can increase intensity by repeating the exposure in a second, cheaper medium
 - ◆ Can play on intrinsic values of different media, including visual and sound
 - ◆ Can use synergy to create a whole campaign greater than the sum of its parts