

Practical guide SETTING UP A COMMUNICATION CAMPAIGN

Steps for establishing a communication campaign
(which must be followed by an evaluation period):



Good to know

The theoretical communication model

The theoretical communication model consists of a source, a message, a channel, a receiver and the effect on the receiver. This principle also applies to communication campaigns, in which:

The source is the advertiser (or brand) that signs the campaign and is identified as the driver of the message

The message is the content of the campaign, what we want to bring to the attention of the target audience, what we want them to memorise

The channel is the means (mass media or other channels) used to disseminate the campaign

The receiver is the target (or one of the targets) of the campaign

The effect on the receiver is the objective of the communication

(Berlo DK: *The Process of Communication: An Introductory Theory and Practice*. New York: Holt, Rinehart, & Winston, 1960).

Definition – what is a communication objective?

An objective is the formulation of the goal we want to achieve; it provides information on the results we expect of the action. Communication campaigns are used to produce an effect on the individuals exposed – this is the communication objective. This means that the communication objective is strongly linked to the target of the campaign, since it is on the target that the effect is expected.

Examples of health communication campaign objectives

- Change beliefs (about the risks or benefits of a behaviour)
- Inform (about the existence of a social marketing programme or services)
- Raise awareness of the health risks of a behaviour
- Increase awareness of a social marketing programme targeting the desired behaviour
- Increase the perceived benefits/ reduce the barriers associated with a change in behaviour
- Place/maintain a topic on the political or social agenda
- Increase self-confidence in order to change a behaviour (self-efficacy)
- Change the norms associated with a behaviour
- Elicit a positive attitude to a recommended behaviour
- Encourage people to visit a website
- Encourage the use of proposed services to change a behaviour (telephone number for help and support, apps, etc.)
- Make people want to adopt a new behaviour
- Strengthen and support actions at local level
- Counter-marketing of certain manufacturers (tobacco, alcohol, agri-food...)
- etc.

Translated from : *Marketing social, de la compréhension des publics au changement de comportement* - www.presses.ehesp.fr/produit/marketing-social

There are three main categories of communication objectives, each of which aims to achieve a particular effect. These categories correspond to 3 steps that must be sequenced over time in order to be effective:

- **Cognitive objectives:** these are about raising awareness and providing information. For example, publicising a brand or a support service, informing about the dangers of smoking and the benefits of quitting.
- **Affective objectives:** these are about getting people to like something, creating the desire to do something, acting on feelings and emotions.

For example, giving people the desire to quit smoking, join a community of non-smokers or use a support service.

- **Conative objectives:** these are about getting people to act, triggering a behaviour and therefore taking the desired action. For example, using the service being promoted, using a brand's products or services, attempting to quit alone or with assistance.

As the distinction between these three objective categories is theoretical, it is possible to

combine them to a certain extent. In this way, we can define priority and secondary objectives that will progress in parallel. For example, when promoting a support service we can also encourage its use. However, encouraging the use of a support service would be a secondary objective. The primary objective remains the promotion because the target needs to know that the service exists before they use it. It is important to prioritise a single communication objective in order to 'steer' the campaign.

A good objective meets 5 criteria (SMART):



Specific – the objective must be specific to the programme and theme; and be clearly defined. It describes exactly what needs to be changed and in whom.

E.g. 'Reduce smoking' is an overly vague objective that must be clarified.



Measurable – the objective must be quantifiable; one must be able to measure it objectively. Indicators are necessary to observe change and to measure it.

E.g. 'Encourage smokers to try to quit in connection with the campaign': to measure this objective, one would need to conduct a survey of the target to estimate the number of quit attempts generated by the campaign. Otherwise, the objective could be revised for 'encouraging smokers to enrol in the smoking cessation programme', which can be measured by counting the number of enrolments.



Attainable – an unattainable objective is not a good objective. A good objective must be consistent with the means and time available, it should also take into account the starting situation, along with any anticipated difficulties or obstacles.

E.g. 'Eradicate smoking within 5 years': this objective is probably not achievable if the prevalence of smoking is high in a country, or if the legislative framework is not aligned.



Realistic = relevant – a good objective must be relevant, not only to the baseline situation but also to the longer-term objectives.

E.g. The objective must be consistent with the smoking situation in the country concerned and, more specifically, among the chosen target. If the level of knowledge about the dangers of smoking is low, a campaign aimed at denormalising smoking will have little relevance. Similarly, a campaign aimed at promoting cessation among women would be irrelevant in a country where few women smoke. If the objective is to 'encourage use of a smoking cessation tool', the tool must work properly and be available to the target before implementing the incentive campaign.



Time-based – it is necessary to set an adequate timescale for achieving the objective.

E.g. 'Reduce the prevalence of smoking by 5%': this objective needs an associated deadline that will dictate the allocation of coherent resources.

Why define a communication objective?

It is essential to define the communication objective before starting to produce communication messages or tools. The objective sets the framework for the communication campaign at several levels:

- Having a communication objective makes it possible to **prioritise the expected results and define the action**. A single communication campaign cannot fulfil all public health objectives (preventing people from starting to smoke, informing about the risks, supporting cessation, encouraging screening for COPD, etc.). It is important to choose the problem the campaign will address.
- Having a communication objective contributes to the **coherence** of the communication campaign and helps to develop communication messages that will fulfil this objective. It can also act as a guide for the rollout of the campaign.
- Having a communication objective **sets an effective framework for collaboration with**

partners or service providers. For example, when working with a communications agency, they must be informed of the communication objective in order to produce messages in line with that objective. The same applies when mobilising the project partners – explaining the objective enables them to organise themselves in coherence with it.

- Having a communication objective makes it possible to **evaluate the impact** of the campaign. One of the goals of evaluation is to ascertain whether the communication objective has been achieved. For example, if the objective of a campaign is to increase knowledge of the risks associated with smoking, evaluating its effectiveness will tell us whether the proportion of the target that is aware of the risks has increased as a result of the campaign.

In conclusion, the communication objective is the cornerstone of all communication, allowing to structure the communication strategy and ensure its effectiveness.

How to define a communication objective?

The previous steps can be used as a basis to define the objective of a communication campaign: the diagnosis of the situation and the choice of the target. These can be used to identify the levers to activate in order to change the situation: convince the target, encourage them to adopt the recommended behaviour, etc.

Example 1: Surveys show that most smokers want to quit, but are unable to do it without help. In order to help them (specific objective, see below), one communication objective may be to promote effective assistance with quitting.

Example 2: The diagnosis reveals that the population (or a segment of the population – the least educated, for example) has poor awareness of the risks associated with smoking, or erroneous representations of the benefits associated with it, discouraging them from quitting. To motivate people to quit, one communication objective may be to inform the population about the risks associated with smoking and/or the benefits of quitting. Working by levels can help to define the communication objective:

1/ Define the public health objective

The following questions can help define this objective: 'What are the public health reasons for wanting to roll out a communication campaign? What is the medium or long-term objective?'

E.g. Reduce smoking-related morbidity and mortality in my country.

2/ Define the specific objective

This clarifies one aspect of the public health objective. The following questions can help define this objective: 'What exactly do we expect of the target through the communication campaign?'

E.g. Start a quit attempt using my support service.

3/ Define the communication objective

This objective announces the necessary actions in more concrete terms. The following questions can help define this objective: 'How can we help the target to achieve the specific objective? What intermediate actions or conditions need fulfilling to allow the target to achieve the specific objective?'

E.g. Make the target aware of my support service (if it is not well known) – or – Make the target want to use the support service/

encourage them to use it to quit smoking (if it is already well known).

