

The background features a dark blue gradient with a subtle pattern of small white dots. Overlaid on this are several white circular elements: a large scale on the left with markings from 140 to 260, and several smaller circles with dashed lines and arrows, suggesting a technical or scientific theme.

COMMUNICATION & CAMPAIGNING

ROBERT FARRUGIA

MCVS – NOVEMBER 2013



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Zurich Zoo: More space for the big ones

Fund-raising campaign for the new large elephant park



The poster for the new large elephant park of the Zurich Zoo.



The shopping bags of the largest Swiss supermarket chain.



The stamp the zoo uses as letters.



The information mailing of the Zurich Zoo.



A series of radio spots in which children tell jokes about elephants who have to make themselves small.

BRIEF

The Zurich Zoo wants to build a large, family-appropriate enclosure for its elephants. Zurich residents and those in the surrounding cities were to be informed of the project and called on to donate to it. Our challenge was to reach a wide public with additional measures and appeal to it again and again with our request. The elephants need more space.

CREATIVE SOLUTION

A zoo has the task both to entertain people and protect animals. These different requirements were incorporated in the linearity of the campaign. In our print materials we pressed an elephant into an amusing but uncomfortable body position directly in the format of the medium. In our radio spots we let children tell well-known jokes in which it was asked, for example, how you get an elephant in a matchbox.

RELEVANCE

The eye-catching campaign succeeded in raising higher than expected donations already in the first month. People spoke about the message because our posters made people directly experience the lack of space for the biggest of all zoo animals. We convincingly communicated the relevance of the zoo project by calling forth the sympathetic feelings many people have for them through the various media elements.

RESULTS

After barely a month, 70 percent of the campaign's costs were covered. Various advertising measures were to be employed for two years to raise the necessary funds for the 22 million franc elephant park. But enough money should not in this year to enable the zoo to restore the building on site. Extensive market research will start this summer, but the first projections show that this goal is realistic.

<http://www.youtube.com/watch?v=jH55WcBNPI8>

<http://www.youtube.com/watch?v=UM1Ho6lB29Y>

OVER 80% OF ALL ADULTS GIVE.

REASONS WHY THEY DO:

1. I was asked to give by someone I trust for a cause I believe in.
2. I believe those with more resources should help those with less.
3. I get personal satisfaction from giving.
4. Because of my religious beliefs or commitments.
5. I feel that I benefit when I help others.
6. Sustaining a family tradition.
7. Giving sets a good example for others.
8. Giving helps my community.
9. Gift in remembrance of a loved one.
10. Gift is tax deductible.
11. Giving is encouraged by my employer.

GIVING AND ASKING

- People give money because they *want to*.
- People don't give unless they are *asked*.
- People give money to *people*, not programs.
- People give money to *opportunities*, not deficits.
- People give to *successful* organizations, not to distressed ones.
- People give money to make a *change* for the good.

THE LADDER OF EFFECTIVE COMMUNICATION

- Two-way communication is most effective.

In order of effectiveness:

- 1. Face to face conversation**
- 2. Small group discussions**
- 3. Telephone conversations**
- 4. Handwritten letter, inviting response**
- 5. Large group discussion**
- 6. Social Media**

THE LADDER OF EFFECTIVE COMMUNICATION

- One-way methods are far less effective.

In order of effectiveness:

6. Videotape
7. Mass-produced letter
8. Newsletter
9. Brochure
10. News item
11. Advertisements

INEFFECTIVE APPROACHES

- Failure to demonstrate accountable use of gifts.
- Playing on guilt
- Flashy campaign, expensive materials
- Asking people to bail out deficits
- Failure to build trust before asking
- Failure to connect person with mission
- Pestering
- Hoping somebody else will do it

THREE BASIC PRINCIPLES

- Emotions attract prospects
- Accountability sells them
- Personal involvement retains them

BASIC STEPS IN A CAMPAIGN

THE 10 PRINCIPLES

- **1. Define objectives**
- **2. Set targets to meet**
- **3. Know your audience**
- **4. Be prepared**
- **5. Think locally**
- **6. Build strong media relationships**
- **7. Define & tailor key messages**
- **8. Use creative tactics**
- **9. Make it fun**
- **10. Evaluate and measure**

1. DEFINE OBJECTIVES

Why is it important?

Setting the right objectives will help you focus your words, efforts and resources.

How do I do it?

Each objective should be specific and measurable. The strategic Engage campaign objective is your foundation for creating bespoke communications and local objectives.

FOR EXAMPLE...

ENGAGE Strategic Campaign Objective

To motivate citizens and stakeholders to reduce their personal energy consumption

Communications Campaign Objective

To raise awareness of the campaign

To inspire your audience to participate in the campaign

To make your audience aware of events and drive them to attend

To educate your audience about new ways to save energy

Local Campaign Objective

To achieve a measurable reduction in your city's energy consumption

2. SET TARGETS TO MEET

Why is it important?

Identifying the desired outcomes that you would like to see as a result of the campaign is critical for measuring its ultimate success.

How do I do it?

Ensure the key performance indicators (KPIs) you set are as quantifiable, specific and measurable as possible. You need to measure the sustainability impact as defined by the strategic ENGAGE campaign target (cut in energy consumption) and the communications impact of your city's ENGAGE campaign.

3. KNOW YOUR AUDIENCE

Why is it important?

Identifying and understanding the specific audience(s) you want to reach ensures your campaign is focused and relevant. This is especially critical for campaigns like ENGAGE which aim to shift perceptions and increase take-up of sustainable behaviours. By gaining insight into the opinions, habits and feelings of your target audience you will understand how to persuade them.

How do I do it?

1. At the planning stage of your campaign, identify the groups of citizens and stakeholders that you wish to target. Outline why you are choosing to target each group and what outcomes you are looking to achieve. These people will be your target audience(s) and the focus of every piece of communications around the campaign.
2. Use tools at your disposal to gain insights into your audience, especially their —drivers and —motivators —what inspires them to act, from saving money on their energy bills to becoming famous locally for being featured in a poster? What are their biggest fears and concerns?

4. BE PREPARED

Why is it important?

Brainstorming potential challenges that may arise during your campaign in advance helps ensure your campaign is designed to overcome key barriers, and prevents your campaign from being unnecessarily derailed. Pay special attention to identifying your audiences' reservations or negative views around sustainability.

How do I do it?

1. Gauge how your city is positioned to design and implement a campaign aimed at increasing energy efficient behaviours, by asking questions such as:
 - What is the level of awareness around climate change and sustainability in your city?
 - Who are the biggest consumers of energy in your city?
2. Develop a SWOT matrix by plotting the biggest strengths, weaknesses, threats and opportunities associated with running the ENGAGE campaign in your city.
3. Brainstorm tactics to overcome the strengths and reduce the level of threats. For example, if the level of confidence in climate change is low, you can increase the social proof around your posters by shifting the timing of a photo shoot so that more people are able to attend.

5. THINK LOCALLY

Why is it important?

In order to run an effective behaviour change campaign, your local audiences need to be able to relate what you are asking them to do in the context of their everyday lives.

How do I do it?

- Tap into the elements of your city that are most likely to inspire pride and excitement in your target audience(s). What are the traditions, moments in history or common values that bring your citizens and stakeholders together? Are there figures in local communities that everyone admires and respects?
- Ensure you give people a familiar context - think about what your target audience experiences in their home, work and family life in your city. Where and when in their daily life are these people most likely to respond to the calls to action in your campaign?

6. BUILD MEDIA PARTNERSHIPS

Why is it important?

Securing relationships with your local journalists and media outlets before you even start the campaign gives them a stake in your success and builds trust. It's a good way of ensuring positive ongoing press coverage throughout the campaign.

How do I do it?

- Choose a small group of journalists to take along with you on your campaign journey, and let them be a part of the process from start to finish. These journalists will expect interviews with key campaign spokespeople and participants in return – as well as invitations to all events.
- Link to other local, regional or national initiatives around sustainability. Energy efficiency in particular is a key focus of many sustainability campaigns across Europe. Consider what you can do to build on these existing messages and channels, and avoid confusing your target audience(s).
- Think about how you can engage key influencers and opinion formers

7. DEFINE & TAILOR KEY MESSAGES

Why is it important?

Defining a core set of key messages ensures everyone who is responsible for communicating your campaign does so consistently and compellingly.

How do I do it?

1. Start from imagining the newspaper headlines you would like to see written about your campaign. Ask yourself: what you would like to see your citizens blogging about the campaign? What would you like to hear a leader of one of your stakeholder groups say about your campaign on local radio?
2. Use these insights as a foundation to create a message grid, by drawing up a list of key messages to target each of our audience(s). This will give you a solid framework to guide all of your communications.

8. BRAINSTORM TACTICS

Why is it important?

Effective and exciting tactics are what will raise awareness around your campaign and deliver your campaign objectives and KPIs.

How do I do it?

For your campaign to have the desired outcome, the PR activities and tactics themselves always need to reflect the campaign's overall objectives and strategy.

9. MAKE IT FUN

Why is it important?

If the ENGAGE campaign isn't fun, people will be less motivated to engage with it.

How do I do it?

Inject a bit of humour, light-heartedness and pleasure to stop change from feeling like a —sacrifice to your target audience(s). This could be anything from events and entertainment (theatre, live music), serving local organic food and green-coloured cocktails to demonstrating an exciting energy efficient technology such as electric cars, in action.

10. EVALUATE AND MEASURE

Why is it important?

Evaluating and measuring the impact of your campaign is a critical part of understanding why it worked (or didn't). You can use these results to show stakeholders proof of what you have achieved and build your credibility.

How do I do it?

There are standard ways that a PR campaign can be evaluated, which include volume metrics and value measures. Measuring by value can often be a more effective indicator of a campaign's success.

Evaluating by...

Number of pieces of press coverage achieved:

- split by media type – broadcast, regional, national

Number of people reached by the campaign:

- by calculating total circulation of press coverage achieved
- counting how many attended events
- how many signed up to poster campaign
- how many made pledges

Number of hits to website:

- number of PDFs downloaded etc

Amount raised

Number of likes or hits

SUMMARY: SEVEN I'S OF CULTIVATING DONORS

- Initiative: set goals and get started
- Identification of potential sources
- Information about them through research
- Interest: what are they interested in?
- Involvement in your organization
- Investment: ask for a specific gift
- Integrity in everything you do and say

The background features a dark blue gradient with a subtle pattern of white stars. On the left side, there are several technical diagrams in a lighter blue color. These include circular gauges with numerical scales (140, 150, 160, 170, 180, 190, 200, 210, 220, 230, 240, 250, 260) and various circular arrows indicating clockwise or counter-clockwise rotation. Some diagrams consist of concentric circles, while others are more complex, resembling mechanical parts or data visualizations.

THANK YOU

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