

Campaign Planning

with the OASIS framework

Objectives

CORE Role of Government Comms

Changing the behaviours that benefit society

Operational Effectiveness of public services

Reputation of the UK and/responding in times of crisis

Explanation of gov policies and programmes

Keep Objectives SMART

Specific

Measurable

Attainable

Relevant

Time Bound

Audience Insight

BUILD

Buyer

User

Influencer

Lodge/gate keeper

Department/agency

Segment Audience

Geographically/
Demographically/
by usage/ by
attitude/by
culture and using
multiple
variables

Use PIDs

Stakeholders-partners,
interested bodies, and
individuals, delivery,
agents, and staff

Strategy

GCS guide here

Customer Journey Mapping

What choices are you making and why?

Context

Vision/Aim

Insight

Top Line Message

Overall Approach
(resource allocation,
priorities, milestones,
interdependencies, and
risks)

Implementation

Focus on CARE

Content

Amplifying Message

Reasons to Share

Emootional Appeal

5 Parts of a Message

Who-Character

What-Resolution

Where-Setting

When-Conflict

Why-Plot

DORIAN Comms Tactics

Direct

Online

Regional

Influencers

Antagonists

News

Keep Behaviour Change EAST

Easy

Atttractive

Social

Timely

6 Ts of Social Media

Timely

Topical

Threshold

Tested

Type

Targeted

Scoring (Evaluation)

3 Os of Evaluation

Outputs

Outtakes

Outcomes

7 Drivers of Reputation

Leadership

Performance

Fairness

Workplace

Innovation

Products/Services

Citizenship

Use Tools

GCS guide and tools