

How to build a successful awareness campaign

Whether you're a charity, NGO or business with a social purpose, you already know how important it is to raise awareness of the issues that your organisation is doing lots of amazing things to resolve.

You know that a focused awareness campaign is often the best way to really make your target audience sit up, take notice and, most importantly, take action.

But are you confident that you know how to build a successful awareness campaign? One that will grab people's attention rather than just be dismissed as yet another piece of information?

If the answer is 'no', or you just need a refresher, this guide is for you. We're going to talk through:

- How to plan and execute a successful awareness campaign
- How to get results and media coverage
- A case study – Living Streets National Walking Month 2016 #Try20 campaign

Before we do, what do we really mean by a 'successful' awareness campaign? Success will, of course, look different for each organisation but impactful campaigns usually have the following things in common:

- **A target audience** – who do you want your campaign to reach and resonate with? It's straightforward but it's also easy to forget – take time to understand who you're talking to and what makes them tick and then keep coming back to this as your campaign ideas develop
- **A defined message** – an awareness campaign is an opportunity to focus in on a key theme. While you can add depth to this in different outlets, don't fall into the trap of your messaging becoming confused by trying to do too much at once
- **Easy to understand** – sometimes the simplest ideas are the best, it should be obvious what you're raising awareness of and why it's important
- **They provoke emotion** – whether it's anger, fear, sadness or laughter, a good awareness campaign will provoke a strong emotion with the audience
- **A call to action** - if you've managed the above, make sure you tell your audience how they can channel that emotion! Give them a clear call to action so they can feel part of the solution

HOW TO PLAN AND EXECUTE

So you've got the great idea and you know it's going to be amazing. Now all you have to do is send the message out and this is a crucial time. It's make or break, it's all about the plan and the execution. There are a few key stages to this:

1. Plan, plan and plan some more

You know your focus is this one particular day or month, so everything has to land at the right time. By knowing when you want things to go live whether online or in print, you'll be able to effectively plan when you need to sell it in – and you can build your own project timeline off the back of this. Make sure all your key messages are identified right at the start as this will impact everything else you do – and make sure your spokespeople are briefed and prepared for anything that could get thrown at them.



2. Identify your audience

Who do you want to talk to with this campaign? Are you going mass market, or are you only after a really niche audience? Once you know who you are targeting, you can then draw up your media lists and start warming up your contacts with the story.

3. Do your research

If it makes sense to do so, try and commission some research into the topic and create headlines that will really help generate noise around the subject. If not, make sure

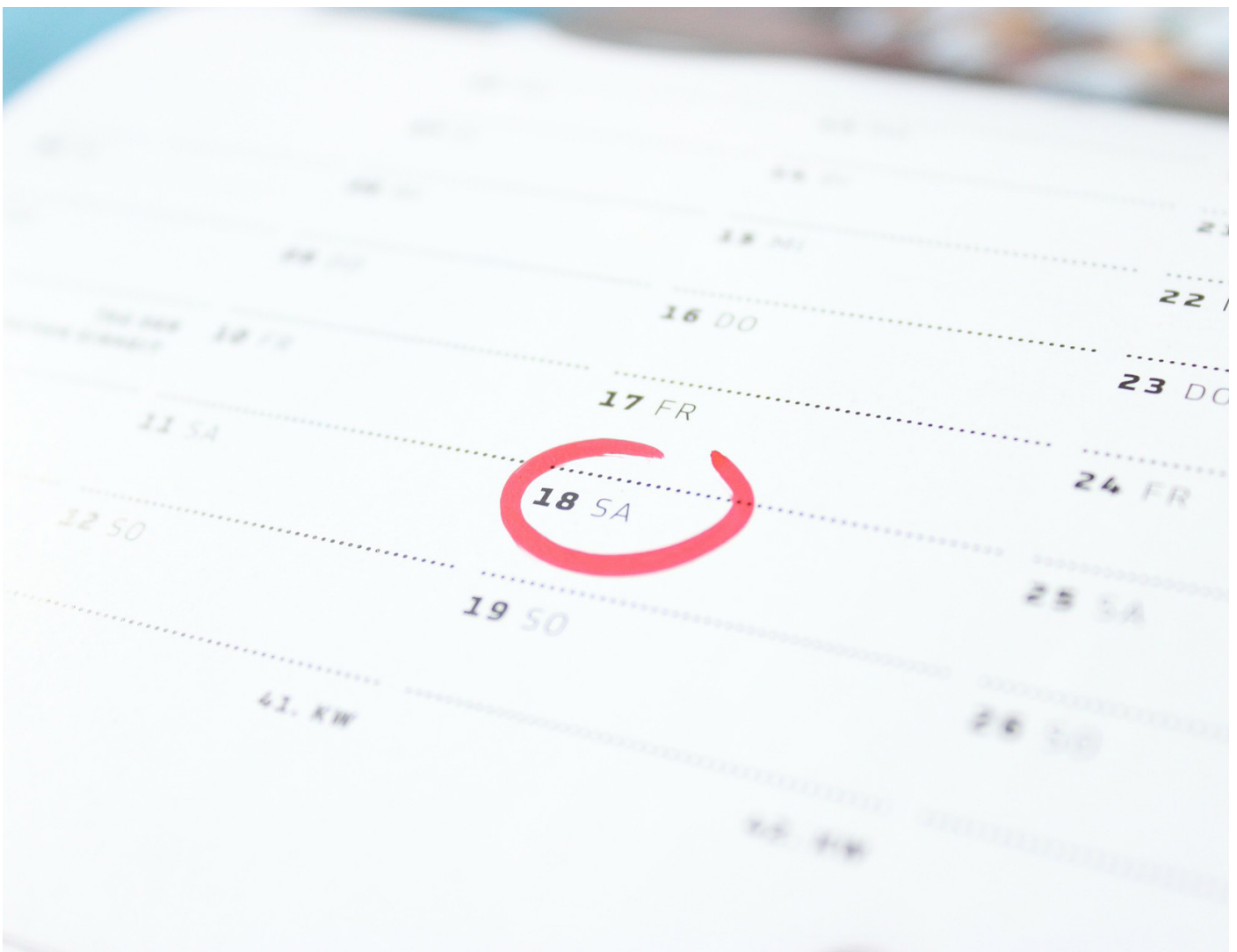
you research what journalists you're going after and who is interested in the story you're selling to them.

4. Make it original

Be prepared to create some more curated lifestyle and exclusive content; tips and real life stories can add so much value to a campaign. Anything you can sell in that's exclusive guarantees you space in that coveted title so be prepared to think outside the box and make videos, gifs and all sorts of supporting collateral you can share out.

5. Be prepared

For anything and everything. You aren't in control of the news agenda so you can't guarantee that your story will do as well as it should. Be prepared to delay your sell in, be prepared to respond to something that happens if it can be done and always think about where else you can take it.





"Advertising is saying you're good. PR is getting someone else to say you are good."

- Jean Louis Gassée

"Some are born great, some achieve greatness, and some hire public relations officers."



- Daniel J. Boorstin



"If I was down to my last Dollar, I would spend it on Public Relations"

- Bill Gates

"The best answer to 'How do we make a viral video' is 'Shut-up'"



- Rob Flaherty (Ketchum CEO)

GETTING RESULTS AND COVERAGE

You've spent a lot of time developing the strategy of your campaign and then conducting research, creating content and putting together collateral so the next step is to develop a plan of attack with a variety of tactics to ensure you are communicating your message to your target audience and getting that important coverage. This can be done in a number of ways;

Data-driven launch release

- Have your launch press release approved, and be ready with your targeted media list - and share the press release the day before under embargo. This will put you in a good position to create a big noise on the day of your awareness date launch and help you gauge interest early.

Cut your research

- If you are using research, make sure you utilise your data and tailor it for different audiences, this can be done simply by region, age, theme or gender.



Case studies

- Human interest stories are a brilliant asset to use in awareness campaigns; they help bring the story to life and people can relate to them.

Thought leadership

- Use your spokespeople – their experience and expertise can be a great way to get coverage in the form of by-lined articles and opinion pieces with relevant national and trade press.

News commentary

- Monitor the news daily for relevant opportunities to comment on – this could be hooking your research results to a news item, or offering a spokesperson to speak on a topic related to your cause.

Measure the impact

- If you can't measure the impact of your campaign, it is difficult to monitor success and improve for next time. Ensure you have the appropriate success measures and metrics in place before you begin – this could be a fundraising call to action, a pledge sign up, the use of a hashtag or a post campaign survey.



A WORKING CASE STUDY: LIVING STREETS - #TRY20

THE BRIEF

We were tasked with creating a completely new campaign for National Walking Month in May 2016. The aim of the campaign was to bring about behaviour change amongst consumers, particularly those who are middle aged, and encourage them to think about introducing walking into their everyday lives to help aid a fitter and more active lifestyle by walking just twenty minutes a day.

WHY WE DID IT

- To raise the profile of Living Streets and National Walking Month 2016, particularly amongst those in middle age
- To clearly highlight the social, economic, health and environmental benefits of walking
- To drive sign ups to the charity's 'pledge' to take part in activity in May

HOW WE DID IT

Clear call to action

In order to create an engaging, accessible campaign that would change behaviour and get people walking more on a daily basis, we developed a tagline to reflect this and present a clear call to action for use across marketing materials, social media, print, online and broadcast coverage.



LIVING STREETS & PHA MEDIA



LIVING STREETS

We were enlisted to create a completely new campaign for National Walking Month 2016. The aim was to change public behaviour through a simple yet memorable campaign

450

PIECES OF
COVERAGE

48

MILLION PEOPLE
REACHED

7,200

PEOPLE SIGNED
THE PLEDGE

NOTABLE COVERAGE

BBC Radio 5 live, BBC Radio 2,
Good Morning Britain, Sky
News, Daily Mail, The Times,
Woman & Home



54

pieces of
National
coverage

24

pieces of
consumer
coverage

333

pieces of
regional
coverage

**#TRY20 REACHED 48 MILLION PEOPLE
INCLUDING SUPPORTERS, BUSINESSES AND
TRADE BODIES**

"This year's National Walking Month is the most successful our charity has ever had in terms of media exposure."

**Tanya Braun, Communications and Media Manager
at Living Streets**

Q What can shift more pounds than running, boosts creativity and is free?

A: Going for a walk? Simple.

1 Walking is a low-impact exercise that can help you lose weight, improve your mood, and boost your energy. It's also a great way to get some fresh air and see the world around you.

2 Walking can help you burn calories. A 150-pound person can burn about 200 calories in a 30-minute walk.

3 Walking can help you improve your mood. It's a great way to clear your mind and reduce stress.

4 Walking can help you boost your energy. It's a great way to get your blood flowing and feel more alert.

5 Walking can help you boost your creativity. It's a great way to get your mind working and come up with new ideas.

6 Walking is free. You don't need any special equipment or a gym membership to go for a walk.

7 Walking is simple. You can go for a walk anywhere, anytime.

8 Walking is healthy. It's a great way to stay active and live a longer, healthier life.

Almost half of Britons admit being so lazy that they would jump in their cars to avoid taking a 20-minute walk

- Amazingly, one in 20 adults surveyed would drive to avoid five-minute walks.
- One in four said there is nothing physically stopping them exercising.
- Some 5 per cent said they 'simply couldn't be bothered' to be more active.
- The government recommends adults get 150 minutes' exercise every week.

By Chris Vane, 09/05/2015
 Published: 09/05/2015 10:00 AM (GMT+1) 2,349,274
 49 127

Almost half of Britons admit that they're too lazy to get out of their cars to avoid taking a 20-minute walk, according to a new survey.

And one in 20 say they take the car to avoid a five-minute walk.

The survey, by YouGov, found that 46 per cent of Britons would jump in their cars to avoid a 20-minute walk, while one in 20 would do so to avoid a five-minute walk.

Living Streets chief executive Joe Trank said: "Our research shows that there's a real barrier to getting out of the car. It's not just about the weather, but also about the hassle of getting in and out of the car, and the time it takes to get to the destination."

Trank added: "It's important to encourage people to get out of their cars and walk more. Walking is a simple, free, and healthy way to stay active and improve your mood. It's also a great way to get some fresh air and see the world around you."

20 minutes

"Hello, I've got my balls"

OTHER WAYS TO STAY ACTIVE

1 Walking

2 Running

3 Cycling

4 Swimming

5 Yoga

6 Pilates

7 Tai Chi

8 Gardening

9 Dancing

10 Playing a sport

11 Climbing

12 Horse riding

13 Archery

14 Badminton

15 Boxing

16 Canoeing

17 Fishing

18 Golfing

19 Ice skating

20 Skiing

Walk THIS WAY

Walking is a simple, free, and healthy way to stay active and improve your mood. It's also a great way to get some fresh air and see the world around you.

1 Walking can help you burn calories.

2 Walking can help you improve your mood.

3 Walking can help you boost your energy.

4 Walking can help you boost your creativity.

5 Walking is free.

6 Walking is simple.

7 Walking is healthy.

WALKING IMPROVED THE QUALITY OF MY LIFE

Walking has helped me improve my mood, boost my energy, and see the world around me. It's a simple, free, and healthy way to stay active and live a longer, healthier life.

1 Walking can help you burn calories.

2 Walking can help you improve your mood.

3 Walking can help you boost your energy.

4 Walking can help you boost your creativity.

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FITNESS insider

The latest workout moves, trends and kit to keep you fit

LACE UP YOUR WALKING SHOES

Living Streets, the UK charity for everyday walking, is urging the public to #Try20 for National Walking Month this May. The campaign aims to get people to take 20 minutes of walking to their daily routine and see the difference it can make. You don't have to go out of your way.

1 Try stopping a stop on public transport or parking just one that to further out and walking the rest of the way to work.

2 Always go on foot to local shops if you do need to drive, park further away from the entrance.

3 Round colleagues up as a functional walk. Getting outside for a brief walk will help you afternoon focus too.

4 If you haven't got a dog, why not walk with or for a friend who does.

5 Many charities need volunteers to walk dogs or end temporary foster periods for dogs. The idea behind Living Streets is that walking more means less congested roads, less pollution, plus you'll reduce the risk of pneumonia, diabetes and social isolation. The charity believes that a walking plan means progress for everyone.

6 To find out more go to livingstreets.org.uk/national-walking-month

7 Pilates is a low-impact exercise that can help you improve your core strength and flexibility. It's a great way to stay active and live a longer, healthier life.

8 Pilates can help you burn calories.

9 Pilates can help you improve your mood.

10 Pilates can help you boost your energy.

11 Pilates can help you boost your creativity.

12 Pilates is free.

13 Pilates is simple.

14 Pilates is healthy.

Health Choices

WELLBEING SOLUTIONS For your body and mind

If You Usually... buy soup Try This...

Make your own

Salt levels in soups have actually increased, despite health warnings, according to new research by campaigners. Consider Action on Salt and Health (CASH). Some soups can even have more salt than a McDonald's Big Mac and fries! Far better to make your own.

Did You Know?

12 million women in the UK - that's a whopping 40% - feel we're not good enough.

80% of us feel we're not good enough.

Three out of five say we're not getting enough sleep.

One third think we fall short of the right work-life balance.

80% say we're putting too much pressure on ourselves to be perfect, even though we're managing to get it through an average of 260 hours a day.

88% believe advertising puts too much pressure on us to be the perfect woman.

© Sara/Sunday Sun Marketing

'Walking helped me recover from a hysterectomy'

Determined to get back to normal, I resolved to walk my way back to full fitness. Uncomfortable though it was, walking improved my circulation, eased the pain in my stomach and made me feel much better.

Over a few hours, I made a real effort to walk around the house. A week after surgery, I felt strong enough to get out for a walk.

'I walked on the beach every day'

Walking with my mum - changing with my mum - changing due to her for dear life!

By week three, I was walking 20 minutes every day, which soon built up to 30, and I felt so much better.

When I reached my goal of walking for 40 minutes I was so proud I had my friends. Little did I know I was actually making time to get my exercise. It's amazing how you can take walking for granted.

Four months post-op, I'm feeling great. Although I'm back at work again, I still make time to walk each day - at least on the evenings. The icing on the cake is being able to take the surgery, and I feel so much better.

Due to the fact of the Hystec, doctors said I need an abdominal hysterectomy, which involved an incision of about 10cm instead of the usual less than 5cm.

What's This For?

The m1c B3 Mouse

©2010, from post@thephagroup.co.uk

#Try20 was devised to encapsulate the government's recommendation to carry out 150 minutes of exercise per week - of which walking can form a part - (which roughly breaks down to 20 minutes per day) in a simple, memorable message.

Commissioning some new research

In order to promote our message, we commissioned a survey of 1,000 UK adults to assess their attitudes towards walking and used the results to secure extensive national and regional coverage which got people talking about the campaign.

Creative ideas

We also used case studies, expert advice, listicle and thought leadership pieces to place on-message pieces in key consumer titles for our target age group such as Red, Woman & Home and Essentials.

THE RESULTS

We secured 450 pieces of quality, on-message coverage throughout National Walking Month, frontloading coverage in the initial stages of the month to boost sign ups and contribute to greater numbers of people committing to #Try20 in May. Coverage included national, regional, consumer and broadcast, all with clear mentions of Living Streets and the Try20 campaign.

The campaign was mentioned on BBC Radio 5 Live, BBC Radio 2 Breakfast, Good Morning Britain, Sky News, The Times, The Daily Mail and had features in lifestyle glossies, including OK!, Red and Woman & Home.

7,200 people signed up to the supporter base and committed to Try20 - representing more than a fivefold increase on the previous year.

Tanya Braun, Communications and Media Manager at Living Streets said: "This year's National Walking Month is the most successful our charity has ever had in terms of media exposure. The message that PHA helped us to create and deliver gave people a simple and realistic daily goal, yet still enabled us to show people how walking can improve our lives, both individually and collectively. The initial media noise around the campaign was fantastic and created a real buzz at the beginning of May. This helped us to capture the interest and imagination of many more participants than we expected."

PHA MEDIA CAMPAIGNS & CAUSES

WHAT WE DO

Cut through the noise and help tell your story



Engage and influence decision makers



CHANGE
BEHAVIOUR

Win the hearts and minds of your audience



Craft your key messaging



HOW WE DO IT



Strategy & planning



Lobbying



Content development & creation



Media outreach



Social media & blogger engagement



Crisis communications

WHO WE HELP

Charities



Social enterprises

Government bodies

Entrepreneurs

Thank you for
downloading this eBook

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awareness days you can
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