

# Campaign Planning Strategy

Campaign Leads

Who are you Campaign Leads?

Campaign Research

How will you gather research/evidence?

Campaign Ideas

What are the key themes?

Campaign Format /  
Strategy

What kind of Campaign is it and what do you hope to achieve?

Campaign Plan

How will you achieve this? What are the key dates?

Campaign  
Advertising

How will you advertise?

Campaign Execution

What are you doing? When? And how will you record it?

Campaign Evaluation

How will you measure success?

Campaign Success

How will you advertise success?

