Creative Blueprint

Communications Objective

Identify the current problem
and the behavior change desired.

Analysis

Who practices this behavior? Whose behavior do we wish to change?

Target Audience

Primary: Target whose behavior you wish to change

Secondary: Individuals or groups whose influence and attitudes are critical to the success of the campaign

Research – What do we know about these targets?

Quantitative: Information gathered from data sources

Qualitative: Information collected from the targets themselves through interviews, and second party sources

Current Attitudes

What attitudes does the target currently have regarding the problem behavior?

What stage is the target in with regard to the desired behavior change?

Be sure to always keep in mind the perspective of the target group.

How can we find out about the attitudes, beliefs, motivations, and driving forces behind our target audience? Ask them!

Four Stages of Target:

Pre-contemplation: Target has not yet considered the new behavior. May be unaware of the problem. This stage requires education, propaganda, and customer centered messages.

Contemplation: Target is considering the new behavior. It is necessary to convince them that the new behavior is worth it. Possibly by emphasizing the cost of the old behavior.

Action: Target is attempting the new behavior. Support and emphasize belief in their ability to perform the behavior.

Maintenance: Behavior is in place. Reinforce long-term positive benefits.

Desired Attitudes

What desired attitude would support changing to the the new behavior ?

Desired Action

What is the desired action that we want the target to take?

What are some benefits gained from adopting new behaviors?

What are problems that can be emphasized currently associated w/competing behaviors?

Primary Selling Proposition — 4 Ps

The Social Marketing Mix

Product: (New Behavior)
What does our target audience perceive as the benefit of this new behavior? What steps must be taken to change the current behavior — including community resources or action steps?

Price:
What will be the cost of the new behavior from their point of view? What does it cost them now?

Place: Where and when will they see the message? Where and when does the behavior take place?

Promotion: How will the new behavior be presented? What are the benefits or trade-offs? What competes with the new behavior? What should be the personality and tone of the message?

Support

Is there support in place for the new behavior? Resources, reinforcement, supporting information, specific results? What are they?

Personality

Should the message tone be humorous, serious, regretful, etc.? What tone would best communicate with target?

Success Indicators

What will success indicators be? Identify them.