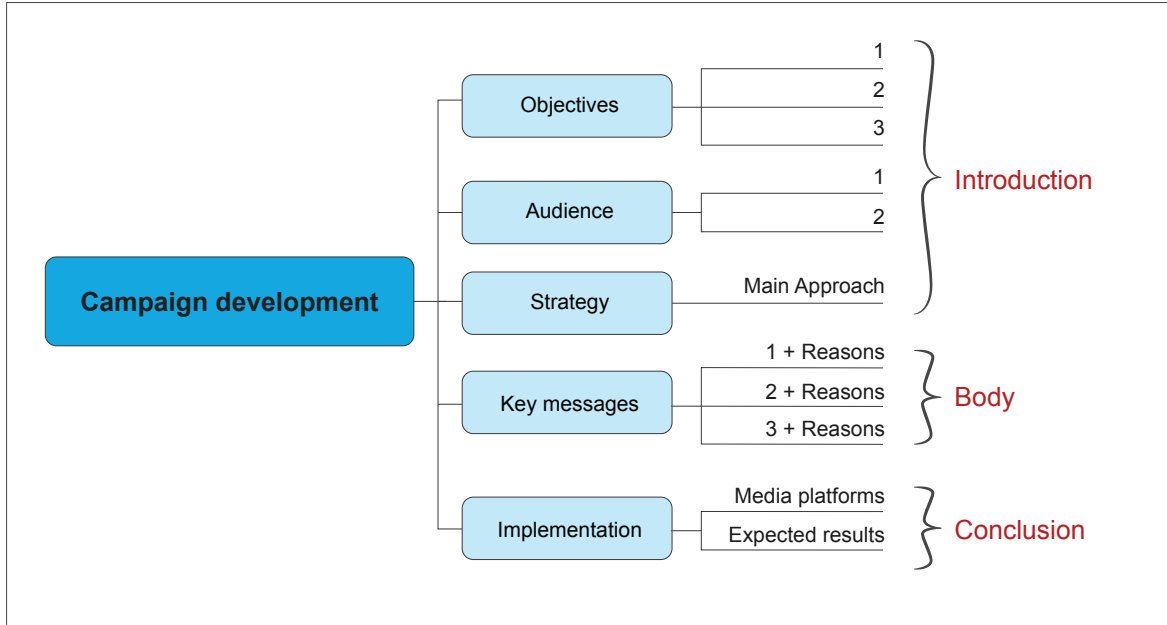


1.8.1 Campaign development (Std, ES, EAL/D)

Structure of a campaign

What similarities can you see between an essay structure and this campaign development structure, proposing an approach to an advertising campaign?



Objectives

1

2

3



Audience

1

2

Main approach

Key messages + reasons

1

2

3



CRUISE CONTROL

Essay structure

Implementation

Media platforms

Expected results

Driver fatigue campaign rationale

Use this template to plan your presentation handout

Objectives



Audience

Strategy





Key messages

Message 1 + Reasons for action

Message 2 + Reasons for action

Message 3 + Reasons for action

Media and expected results