

“

# changing campus culture

---

**A quick-reference guide to creating  
an effective campaign on your campus**

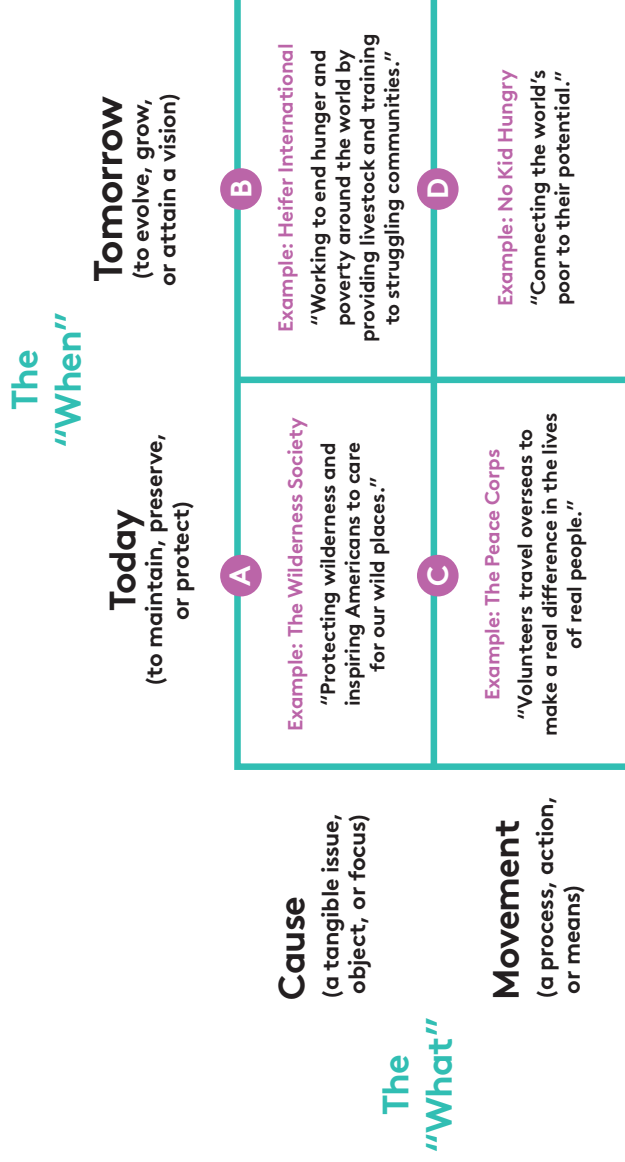
”

# 1

## Define your approach.

The impact model examines the relationship between the actions that a campaign drives (the “what”) and the time frame of the impact (the “when”). By understanding where your campaign falls on this matrix, you can better determine the campaign’s context.

### The Impact Model

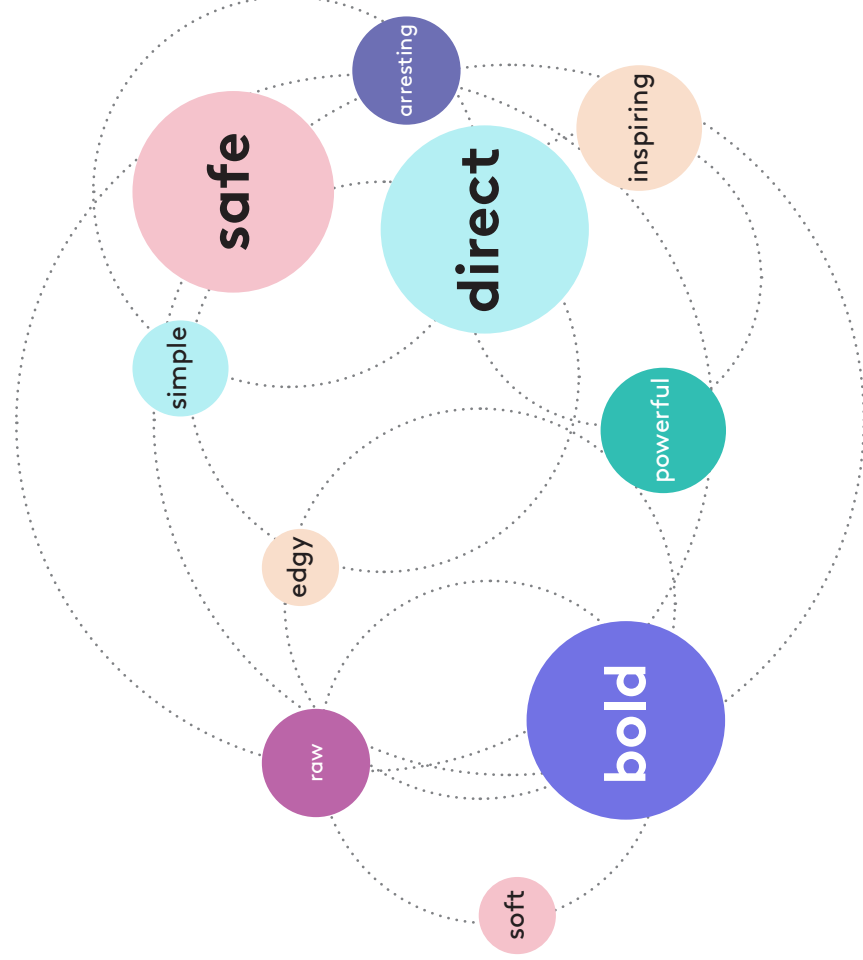


# 2

## Establish your tone.

The message is *what* your campaign says.  
Tone is *how* you say it. It's critical to define one to three personality traits your campaign will take on, and stick with them.

### The Trait Web

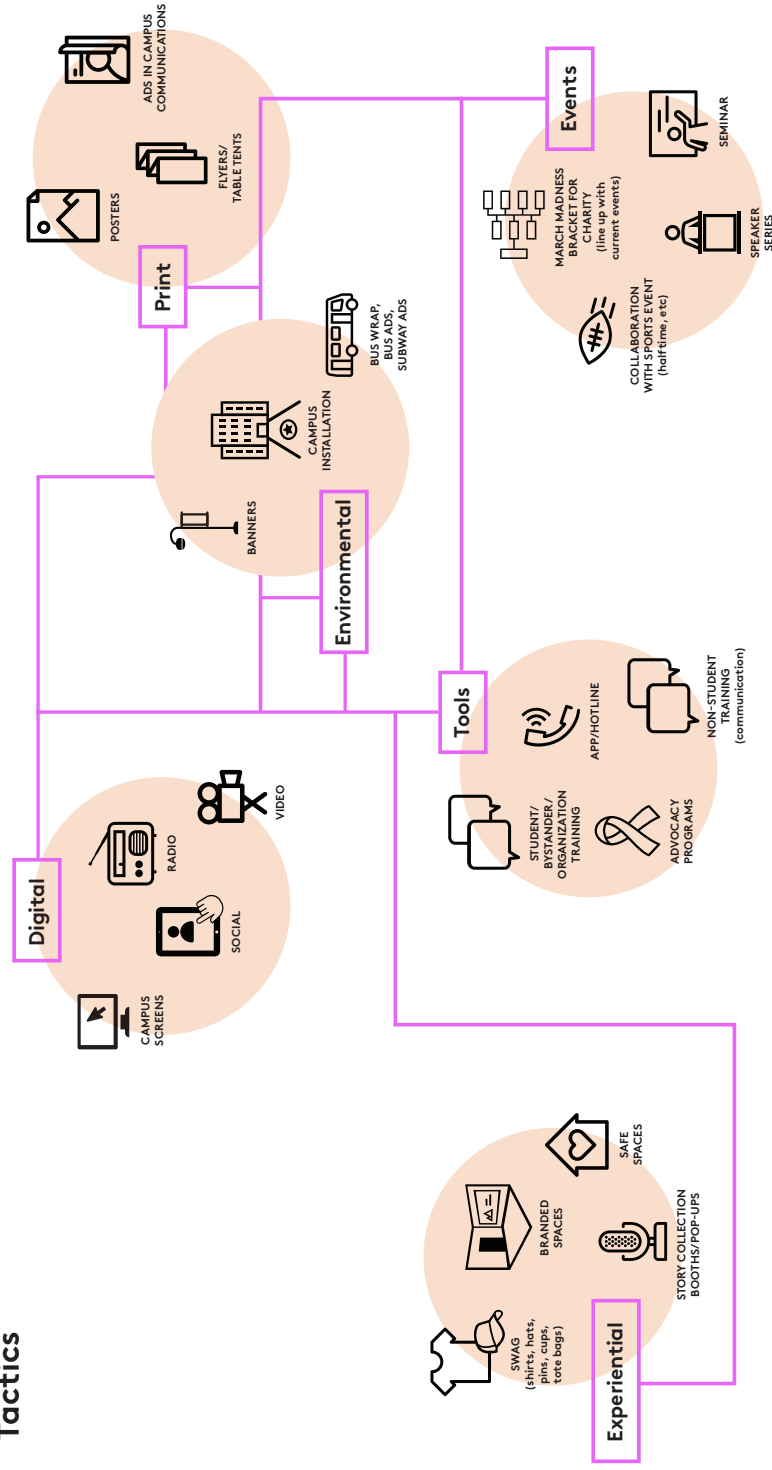


# 3

## Map out your tactic experience.

Tactic plans are like journey maps—non-linear and evolving. Use this list to think about the ways that your campaign will come to life.

### Tactics



# 4

## Plan your campaign and share your plan.

Great campaigns are often the result of great strategic planning. Use this creative brief to map out your plan and share it with others involved, so that everyone is working from the same blueprint.

### The Creative Brief

1 What are we trying to do?

2 Who are we trying to reach?

3 What channels will we use?

4 What media will we use?

### changing campus culture

---

Creative Brief

**Approach** *(rank in order)*  
Defining the purpose of our communications will help focus our message.

- Encourage conversation
- Create awareness
- Change behavior
- Build a support system

**Target Audience**  
Can we focus on a smaller subset to make our message more specific? For example: First-year female students? First-year male students?

**Date:** \_\_\_\_\_  
**Office or Staff Member Responsible for Campaign:** \_\_\_\_\_  
**Project Title:** \_\_\_\_\_  
**Campaign Timing:** \_\_\_\_\_

**Tone** *(check no more than three)*  
The tone that's right for our institution.

- soft
- simple
- safe
- raw
- powerful
- inspiring
- bold
- direct
- arresting
- edgy

**Key Message**

**Support Points**  
What secondary points are important for supporting the key message?

**Call to Action**  
For example: attend an event, share a story, submit a photo, visit a site, download an app.

**Additional Considerations**  
Barriers, challenges, missing pieces, location, media placement.

5 How do we want this campaign to feel?

6 What message do we want to communicate?

7 How will we engage our audience?

8 What specifically do we want our audience to do?

9 Are there any caveats we should be aware of?

**Tactics** *(check all that apply)*  
How we want to reach our audience.

- digital
  - screens
  - social
  - radio/video
- experiential
  - branded spaces
- print
  - flyers
  - newsletters
  - announcements
  - direct mail
- environmental
  - banners
  - posters
  - bus wraps
  - ads
- tools
  - headline
  - training
  - advocacy programs
- events
  - awareness event
  - panel discussion
  - speaker series

# Notes

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

# Sketches

## Checklist

- free of clichéd stock images
- concise
- drawing students in with a powerful message
- offering secondary message with proof points
- closing with a strong, clear call to action
- void of "student speak"
- having a high-aesthetic

# changing campus culture



Department of Higher Education



in partnership with

This point of view is provided by Ologie, a branding firm focused on higher education. Ologie.com  
Copyright ©2017 by Ologie LLC. Confidential and proprietary. All rights reserved.