



▶ how to make campaigns campaignable

Campaigns are crucial activities to move the brand a step forward. While good campaigns yield good results, great campaigns are campaignable where the campaign can be 'recycled' again and again in different ways to generate desirable results. Besides being consistent in the eyes of consumers, campaignable campaigns will also help improve effectiveness through familiarity, improve cost efficiency and also reduce the speed to market.

Objectives:

Upon completion of this course, participants will:

- Understand the driving force behind a campaignable campaign.
Learn how to identify consumer insights that can be used again and again.
- Learn how to crystallise insights into one core idea that consumers can understand easily and believe in.
- Learn how to identify various activities that give the best impact to the campaign.

Contents:

- Understanding factors behind campaignable campaigns
 - Understand factors that sustain a campaign
 - Appreciate the importance and the power of 'less is more'
 - Understand the crucial integration between above- and below-the-line activities to break through the market clutter
- Identifying consumer insights
 - Techniques to develop consumer insights
 - Brainstorming techniques to generate ideas
 - Building the reasons-to-believe in the intended message
- Developing the campaign
 - Checking consumer understanding for a campaign
 - Checking how a campaign can be re-run in a various ways
 - Identifying the fatal show stoppers in campaign
 - Techniques in identifying the core activities for the campaign
 - Prioritizing activities for best use of resources

Learning Outcome:

- Participants can appreciate the importance of campaignable campaigns for better execution, costing and speed to market due to familiarity.
- Participants possess the techniques how to identify consumers insights and make a campaignable campaign out of it.
- Participants are able to create multiple campaigns out of one idea.

Date of Commencement: 18, 20, 25 & 27 May 2010

Duration: 4 evening sessions

Time: 7.00pm -9.30pm

Venue: IACT College

Fees: RM400 per participant

HRDF Training Grant: SBL

Suitable for Marketing or Trade Marketing executives/managers who have responsibilities to develop 360-degree campaigns encompassing above- and below-the-line activities including the trade.