

C8 Build the campaign identity and maintain its reputation

What do we want to say?

This unit is about the key aspects to consider when shaping the campaign's identity and maintaining its profile – both within the organisation and to the target audience.

This is particularly important, as a powerful identity can be extremely helpful in achieving your campaign objectives. It is also important to maintain the reputation of the campaign by remaining committed to the needs of beneficiaries and the campaign objectives. It involves considering the right approach to take when communicating campaign messages and ensuring this will be attractive to your intended audience.

The brand, or identity, of the campaign will be developed as relevant to the campaign, as might be distinctive from the identity of the organisation – in this case it is important that the two do not become confused.

The message must be targeted appropriately to reach the right people with the right messages.

Performance criteria

In order to build the campaign identity and maintain its reputation, you should be able to:

1. Establish the identity of the campaign and the key **messages** to be communicated
2. Involve **beneficiaries** and other **stakeholders**, as appropriate, to develop the **messages** communicated about the campaign
3. Develop a **strategy** for communicating **messages** about the campaign
4. Develop and implement campaign tools for communicating campaign **messages**
5. Ensure that, where they differ, the brand of the organisation and the brand of the campaign remain distinctive
6. Ensure all information distributed about the campaign is accurate and well-presented to maintain the credibility of the campaign and the organisation
7. Coordinate responses to consultations and enquiries, including from the media, within appropriate timescales
8. Coordinate **monitoring** of any media coverage, remaining ready to respond to publicity and to keep public attention focused

Knowledge and understanding

In order to build the campaign identity and maintain its reputation, you will need to know and understand the following:

- a) The importance of accuracy when developing campaign messages
- b) The importance of clarity of language and the communication needs of your varying audiences
- c) The campaign vision and its objectives
- d) How to develop coherent and consistent communication messages
- e) The information to be communicated about the campaign
- f) Others who have a stake in the campaign and methods of involving them
- g) The audience for the campaign
- h) Communication techniques appropriate to different audiences
- i) The information needs of the campaign and how to identify appropriate campaign tools such as briefings and reports
- j) How to check that the messages you are communicating are accurate and sympathetic to the varying audiences
- k) How to deal with information requests from others within the organisation and externally about the campaign
- l) The importance of monitoring media for coverage of the campaign
- m) The arguments opposing your campaign
- n) How to deal with negative publicity and misinformation about the campaign

Skills

- Interpersonal
- Teamworking
- Encouragement
- Motivating others
- Leadership

Behaviours you need to be able to display

- Approachability
- Enthusiasm
- Passion
- Innovation
- Patience