

# SETTING A GOOD CAMPAIGN STRATEGY



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# AGENDA

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- Understanding the **customer journey**
- **Objectives** of communication strategy
- **Audience** strategy
- **Message** strategy and challenges
- Designing an **integrated marketing communications** strategy

# A CHANGING COMMUNICATION LANDSCAPE

- Consumers, brands and the media are changing in profound ways
- The **customer journey** (i.e. path to purchase) is changing:
  - Shorter in length
  - Less hierarchical
  - More complex



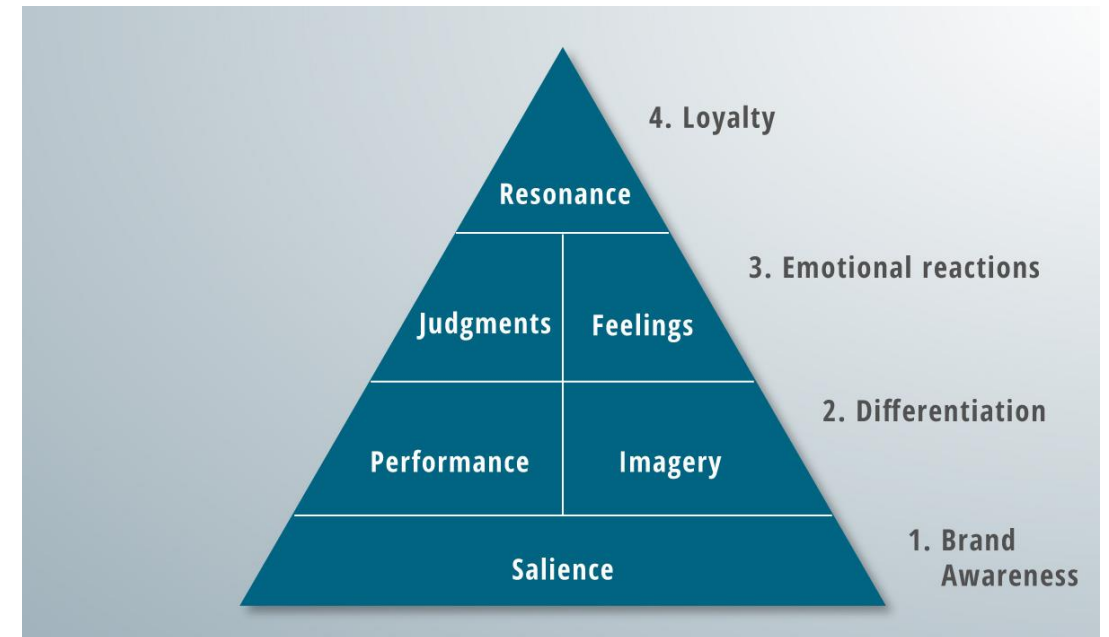
# MAPPING THE CUSTOMER JOURNEY

What is the customer(s) journey(s) and what are the touchpoints that will be targeted during the promotion strategy?



# WHAT IS THE COMMUNICATION OBJECTIVES?

1. Create **awareness** and **salience**
2. Convey **information**
3. Create **imagery** and **personality**
4. Build **trust**
5. Elicit **emotions**
6. Inspire **action**
7. Instill **loyalty**
8. **Connect** people



Source: Keller, 2016

# EACH COMMUNICATION OPTION HAS DIFFERENT INFLUENCE ON REACHING AN OUTCOME

Communication Outcomes	Communication Options										
	TV	Promos	Events	PR	Social Media	Website	Search	Display	Mobile	Direct	Selling
Create awareness and salience	+++	++	++	++	+++	++	+++	+++	+++	++	+
Convey detailed information	+	+	+	+	++	+++	+	+	++	+++	+++
Create brand imagery and personality	+++	++	++	++	+++	++	+	+	++	+	+
Build trust	+	+	+	+++	+++	+	+	+	++	+	+++
Elicit emotions	+++	++	+++	+++	+++	++	+	+	++	+	+
Inspire action	+	+++	+	+	+	++	+++	++	+++	+++	+++
Instill loyalty	++	+	+	+	++	++	+	+	++	++	++
Connect people	+	+	++	+	+++	+++	+	+	+++	+	+

Notes: +++ = greatest influence; ++ = medium influence; + = least influence.

Source: Batra and Keller, 2016

# NOT ALL CUSTOMERS WANT TO BE ENGAGED WITH A BRAND

What **communication objectives** does the strategy aim to achieve for each **segment** or **target group**?

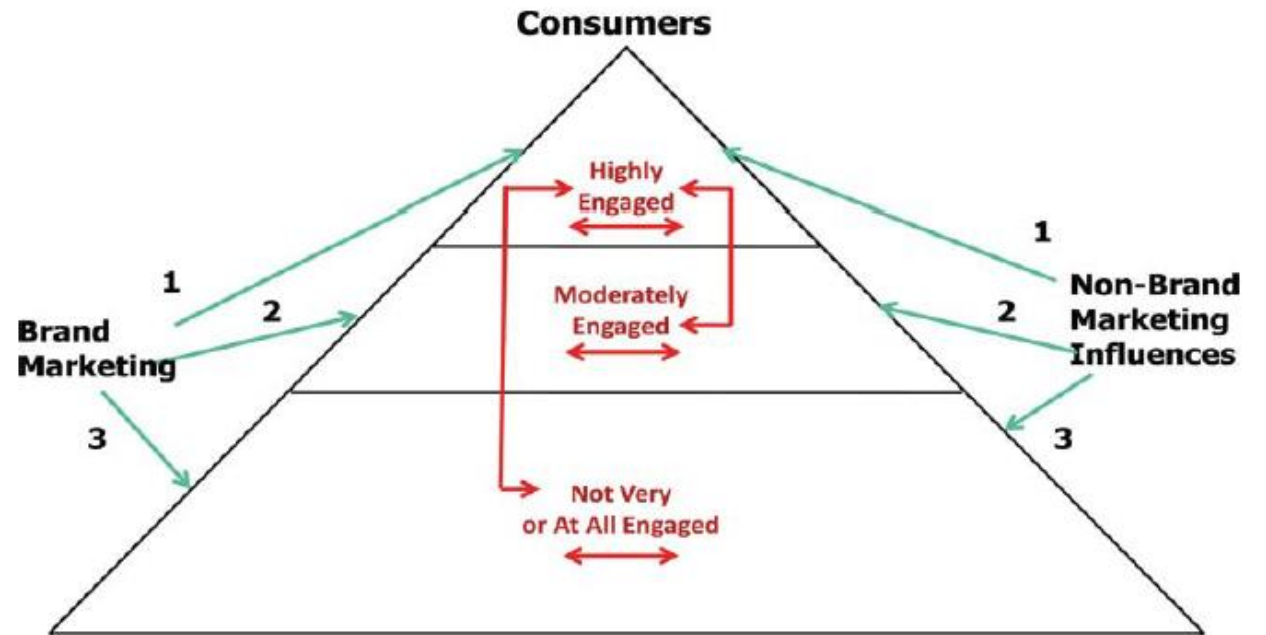


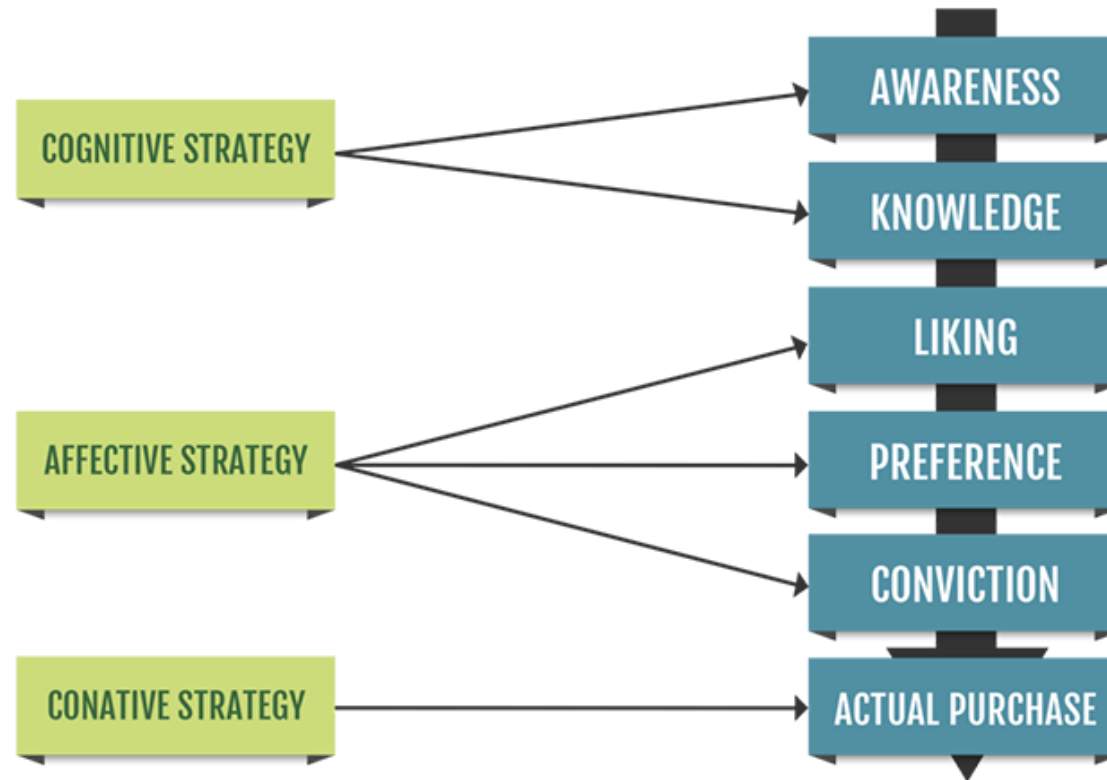
FIG. 1. Brand engagement pyramid.

Source: Keller, 2016

# MESSAGE STRATEGY

## MESSAGE STRATEGIES

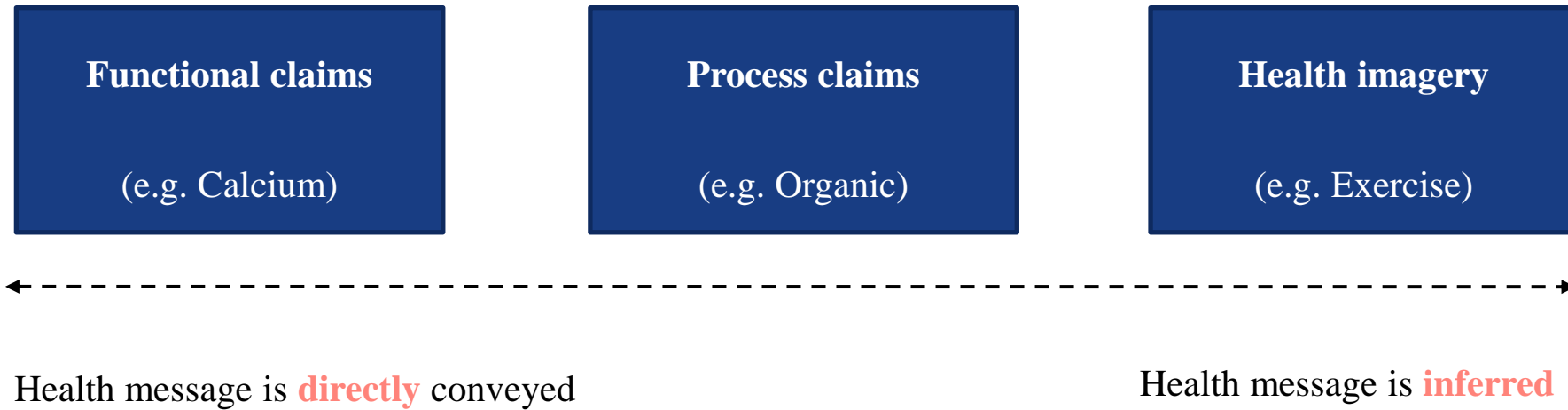
## HIERARCHY OF EFFECTS MODEL





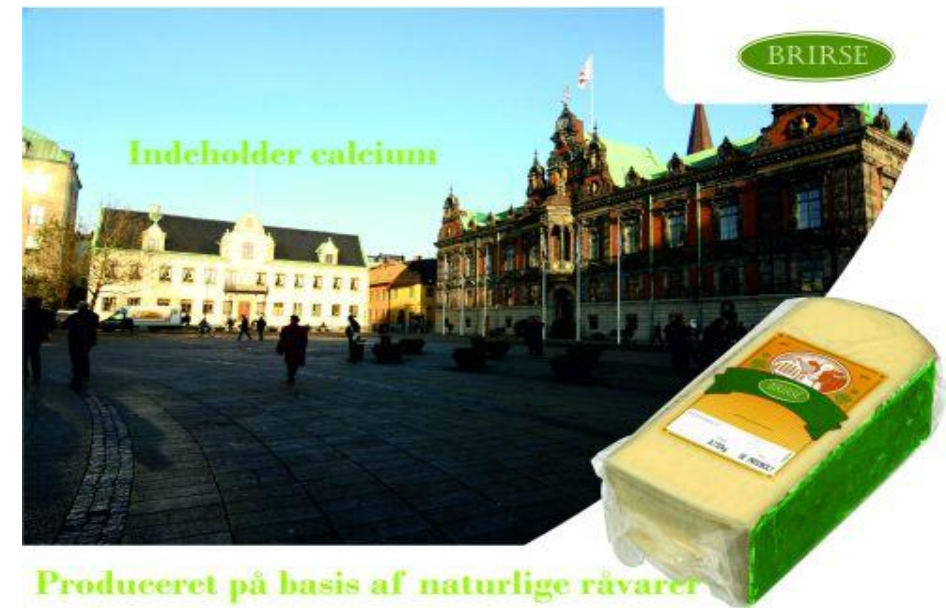
# HOW TO COMMUNICATE PRODUCT-RELATED VALUES? THE CASE OF HEALTH

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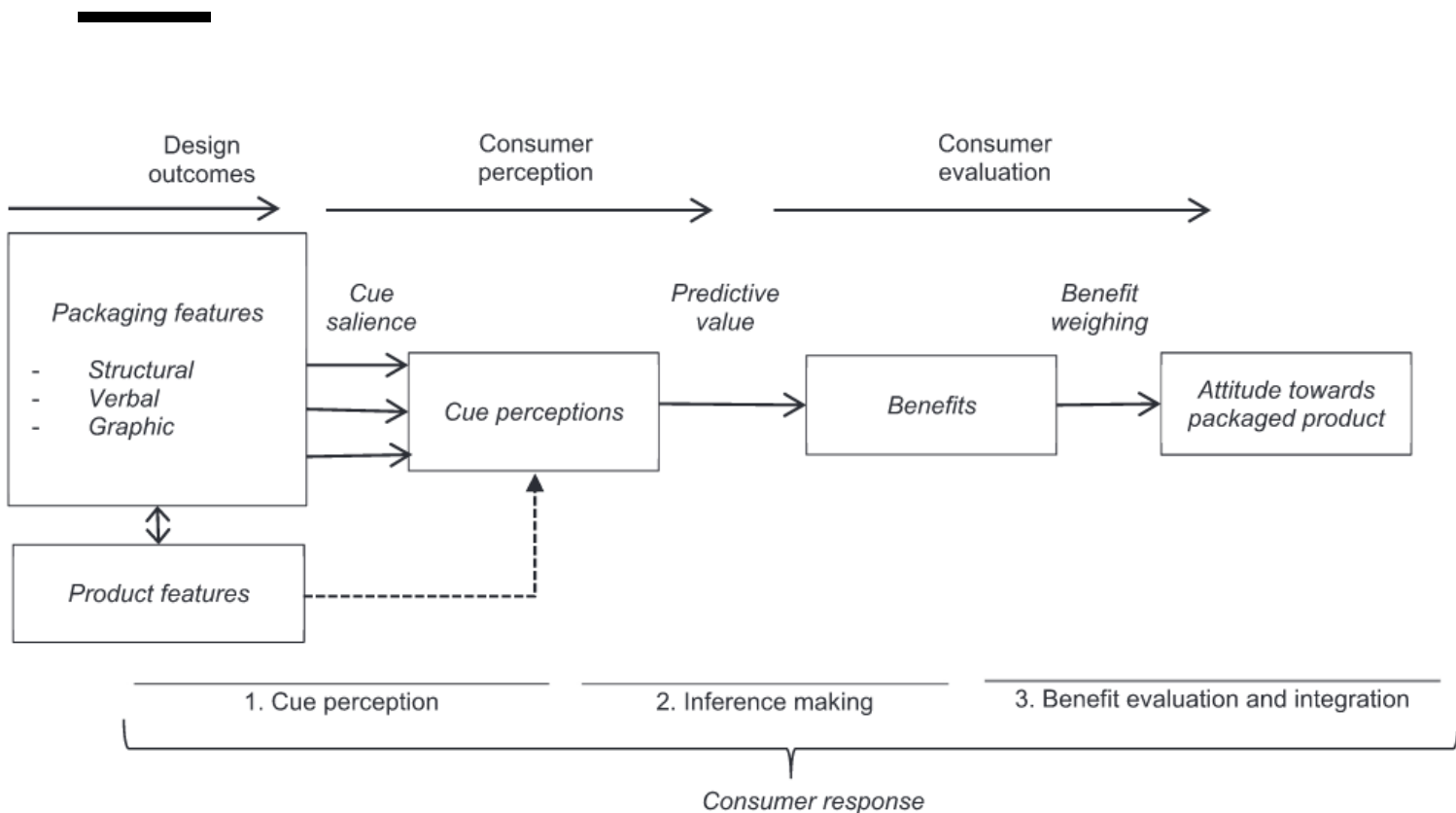
Source: Chrysochou & Grunert, 2014

# HEALTH **IMAGERY** ELICITS GREATER PRODUCT EVALUATIONS



Source: Chrysochou & Grunert, 2014

# PACKAGING FEATURES MAY CONVEY SUSTAINABILITY



*Conventional-looking graphic design*



*Sustainable-looking graphic design*



Source: Steenis et al., 2017

# THE CASE OF COMMUNICATING SUSTAINABILITY

- **Explicit** communication elements, e.g.
  - Text
  - Labeling
- **Implicit** communication elements, e.g.
  - Packaging design/material
  - Visual imagery
  - Colour
- Don't focus only on explicit elements; instead **enhance** the message by conveying sustainability holistically



# IS THE CAMPAIGN'S COMMUNICATION PROGRAM **INTEGRATED?** THE **7C'S**

1. Coverage

2. Cost

**Communication  
efficiency**

3. Contribution

4. Commonality

5. Complementarity

6. Cross effects

7. Conformability

**Communication  
effectiveness**



# CONTRIBUTION

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Definition	Relevant Questions
<p>The ability of a communication option to achieve the desired communication objectives, independent of prior or subsequent exposure to any other communication options for the brand.</p>	<ul style="list-style-type: none"><li>✓ <i>What are the likely effects of the communication options and how they will impact communication objectives?</i></li><li>✓ <i>What is the likely impact of the communication options on sales and/or other KPIs?</i></li></ul>

# COMMONALITY

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Definition	Relevant Questions
<p>The extent to which a communication option is designed to achieve communication objectives that are also the focus of other communication options.</p>	<ul style="list-style-type: none"><li>✓ <i>How much overlap in meaning exists among communication options?</i></li><li>✓ <i>How much overlap in creative strategy exists among communication options?</i></li></ul>

# COMPLEMENTARITY

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Definition	Relevant Questions
<p>The extent to which a communication option addresses communication objectives not addressed by other communication options.</p>	<ul style="list-style-type: none"><li>✓ <i>How much of the consumer-decision journey is covered by the communication options?</i></li><li>✓ <i>How many of the communication objectives are covered by the communication options?</i></li></ul>



# CROSS-EFFECTS

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Definition	Relevant Questions
<p>The extent to which communication options are designed to explicitly work together such that interaction or synergy occurs and enhanced communication effects emerge as the result of exposure by consumers to both options.</p>	<ul style="list-style-type: none"><li>✓ <i>How many synergies exist among communication options?</i></li><li>✓ <i>How does the coordination of the creative strategies of communication options improve the attention to communication options?</i></li></ul>

# CONFORMABILITY

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Definition	Relevant Questions
<p>The extent to which communication works across target market consumers regardless of their communications history or other characteristics.</p>	<ul style="list-style-type: none"><li>✓ <i>How well do the communication options work across consumers with different communication histories?</i></li><li>✓ <i>How well do the communication options work across different types of target market consumers?</i></li></ul>

# SUMMARY – WHAT MAKES A GOOD CAMPAIGN?

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- Describe your **customers** and **segments**, and choose **target groups**
- Map the **customer journey** and identify the **touchpoints** that are important to target
- Understand what the **communication objectives** will be and what influence each communication option will have toward each objective (*consider making a summary table*)
- Follow a **holistic approach** in communication moving beyond verbal communications (e.g. how do you plan to *convey* product values, such as sustainability)
- Ensure that the communication programme is **integrated**, and apart from being **effective** warrant its **efficiency**



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