



Healthier and happier
communities; one person,
one campaign at a time.

What have you heard and what next?

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TURNING YOUR INSIGHT INTO CAMPAIGN MESSAGING

Barrier	Attitude	Characteristic	Motivation
Misperception: 'moving' or 'being active'	"I'm not active because I don't go to the gym"	Needs educating on what moving or being active means	Being active means completing 30 mins of moderate to intense movement per day, however you choose to do it.
Deprivation	"I can't afford trainers, I can't be active"	Needs reassurance that being active or moving isn't going to cost.	Being active doesn't cost anything. There are lots of things you can do from your own home or out and about. This will help boost your mood and is completely free to do.
Health/illness	"My poor health means I can't be active"	Doesn't think there is a way of moving accesible to them.	There are many different ways of 'moving', even for people with health or mobility issues.

THE ONE-MINUTE BRIEF

1 min

for team and community co-creation



**List three things you want people to feel
when they have experienced your brand/
campaign/new website for the first time:**

1. _____

2. _____

3. _____



MARKETING CAMPAIGN BUSINESS CANVAS

PROBLEM/ BRIEF What is it you are being asked to do and why?	TARGET AUDIENCE Who is this aimed at? Have you identified target segments and any priorities through your insights?	APPROACH What is the order in which activities need to happen? Can you break your campaign into stages (this will help with cost structure).	KEY PARTNERS Who can support this campaign? Who are the key influencers (people or organisations) that could bring the most value to this campaign?	CHANNELS How will you communicate this campaign? What are the most relevant channels and methods for your audiences?
	MEASURES What does success look like and how will you measure it?		RESOURCES What resources need to be planned in? Think of services (research, design, promotions) and deliverables (such as print, media etc)	MILESTONES What are the key dates by which each phase of activity needs to be complete and why?
BUDGET AND COST STRUCTURE How will you break down your budget to fulfill the activities listed in the table above?			PROJECTED ROI How many people do you think you can engage? What impact do you think this campaign will have? Consider 'engagement' (i.e. Projected numbers and analytics), 'effectiveness' (i.e. what you think people will do) and 'Impact' (i.e. the difference you think the campaign will make)	

Key takeaways from today:

Three next steps/actions to adopt:

One thing different:

1

2

3