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Campaigns and Communication for Change

John Smith Trust – Fellows' Ideas Exchange

29 March 2023

Harris-Manchester College, Oxford

Your Training Team



John WATTS

John heads the Avisa Partners London office. John advises governments, corporations, NGOs and high-profile individuals on campaigns, communications and digital engagement.

John was a Special Advisor to Prime Minister Tony Blair at 10 Downing Street as well as Director of Conferences and Events for the British Labour Party. John has managed communication and public affairs consultancies for 15 years working on elections and campaigns, country branding, crisis communications, litigation communications, cultural dialogue and public diplomacy.



Bill BOWTELL

Bill is one of the world's foremost health policy strategists. As senior adviser to the Australian health minister, Bill was an architect of Australia's world-renowned response to the emergence of HIV/AIDS which brought together affected communities, researchers, clinicians and politicians, changing the course of the Australian pandemic and saving thousands of lives.

He served as a senior adviser to Australian prime minister Paul Keating and from 2005 led the advocacy organisation Pacific Friends of the Global Fund to Fight AIDS, Tuberculosis and Malaria, and worked with the Bill & Melinda Gates Foundation to increase funding and support for the Global Fund.



Alex JUST

Alex has transitioned from law to high-level strategic communications while retaining his status as a practising barrister. Alex was President of the Oxford Union and World Masters Debating Champion. He was a Trustee of the John Smith Trust.

Alex has carried out public speaking and advocacy training in over 30 countries and was previously the National Debating coach for Scotland, Qatar and Kuwait, and the National Public Speaking coach for Mauritius.

Principles of Effective Campaigning

Telling your story in a persuasive way

Use the agenda grid

Why?

The context,
problem or
challenge

What?

The solution

So what?

The benefit

Principles of Effective Campaigning

Message Preparation

Audience

Who am I talking to?

Proof

Can I support
what I say?

Personality
and
performance

How will I say it?

Purpose

What is the take-out?

Principles of Effective Campaigning

Stakeholder Mapping

Understanding who your different audiences are helps you tailor your communications more effectively



Principles of Effective Campaigning

Audience Identification

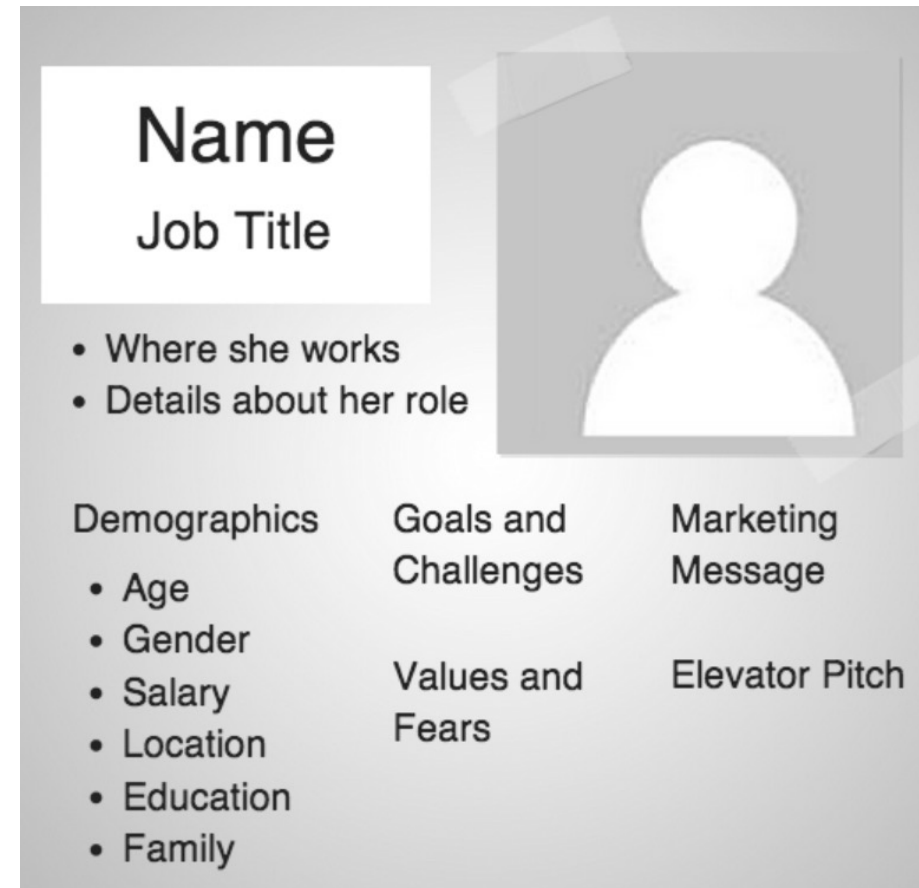
Understanding the specific characteristics of your audience is critical to delivering your campaign's message via the best channel

A **marketing persona** is a composite sketch of a key segment of your audience. For content marketing purposes, you need personas to help you deliver content that will be most relevant and useful to your audience.

Principles of Effective Campaigning

Audience Identification

Understanding the specific characteristics of your audience is critical to delivering your campaign's message via the best channel



Principles of Effective Campaigning

Understand and adapt your campaign to different media formats

Print

Opportunities

- Longer stories
- Longer interviews
- More detail

Challenges

- Journalist Interviews
Apparently informal so stay alert
- Staying on message
- Keeping time limits
- Beware of 'telephone/Zoom complacency'

Radio

Opportunities

- In your voice
- Fewer misquotes
- Can convey emotion

Challenges

- Editing yourself
- Being concise

TV

Opportunities

- Can show emotion
- Can illustrate points
- Can engender trust

Challenges

- Appearance critical
- Location important
- Must be concise – the 20 second answer

Principles of Effective Campaigning

Be Authentic

- Draw on messages and stories that highlight why change will benefit the key audiences you have identified
- What values set your campaign apart?
- Why should people trust you/your campaign and have the confidence to change their behaviour?

Principles of Effective Campaigning

Be interesting

- Examples or illustrations which can help make your campaign narrative come alive?
- Demonstrate expertise and insights?
- Give your campaign 'talkability' – tap into touch points, trends and other current issues?

Principles of Effective Campaigning

Be relevant

- It can be easy to give an interesting interview which does not support the objectives of your campaign
- Always run your messaging through the filter of the overarching mission of your campaign and the key themes you have identified which will resonate with your target audiences



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