



Introduction to Campaign Design, Management and Assessment

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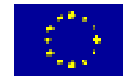
Interactions Ltd

Stockholm 2 October

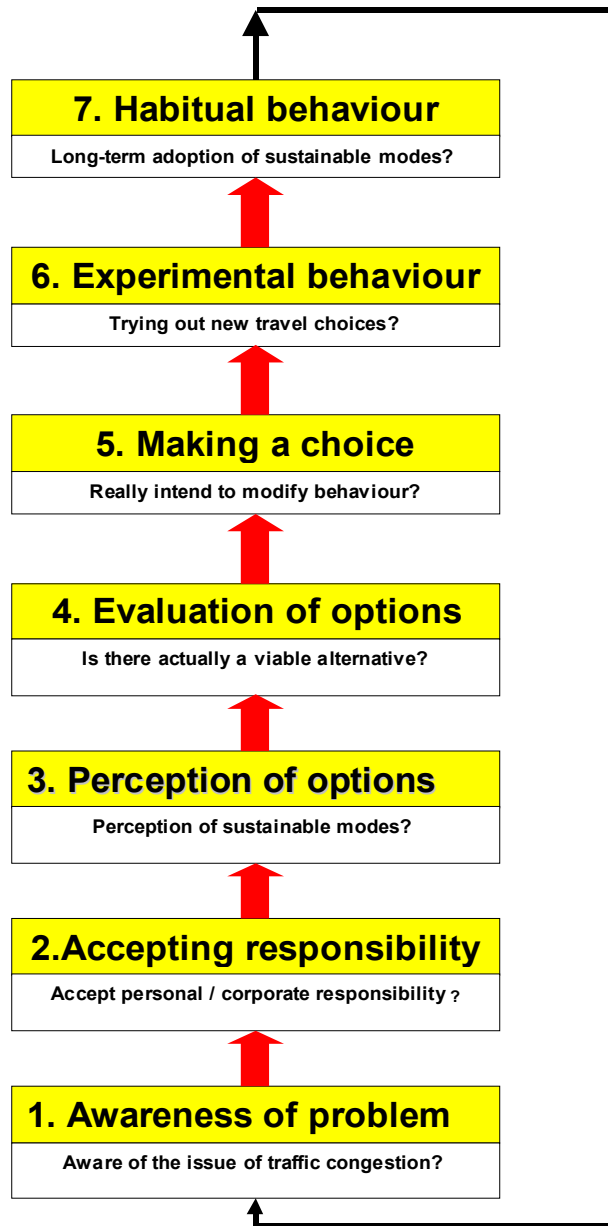


Why a campaign?

- Problems caused by car use
 - some problems cannot be solved by improving infrastructure alone or introducing new technologies
- Role of soft policies
 - providing information about the alternatives
- Link between attitudes and behaviour
 - change will not happen overnight



Seven Stages of Change Model

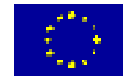




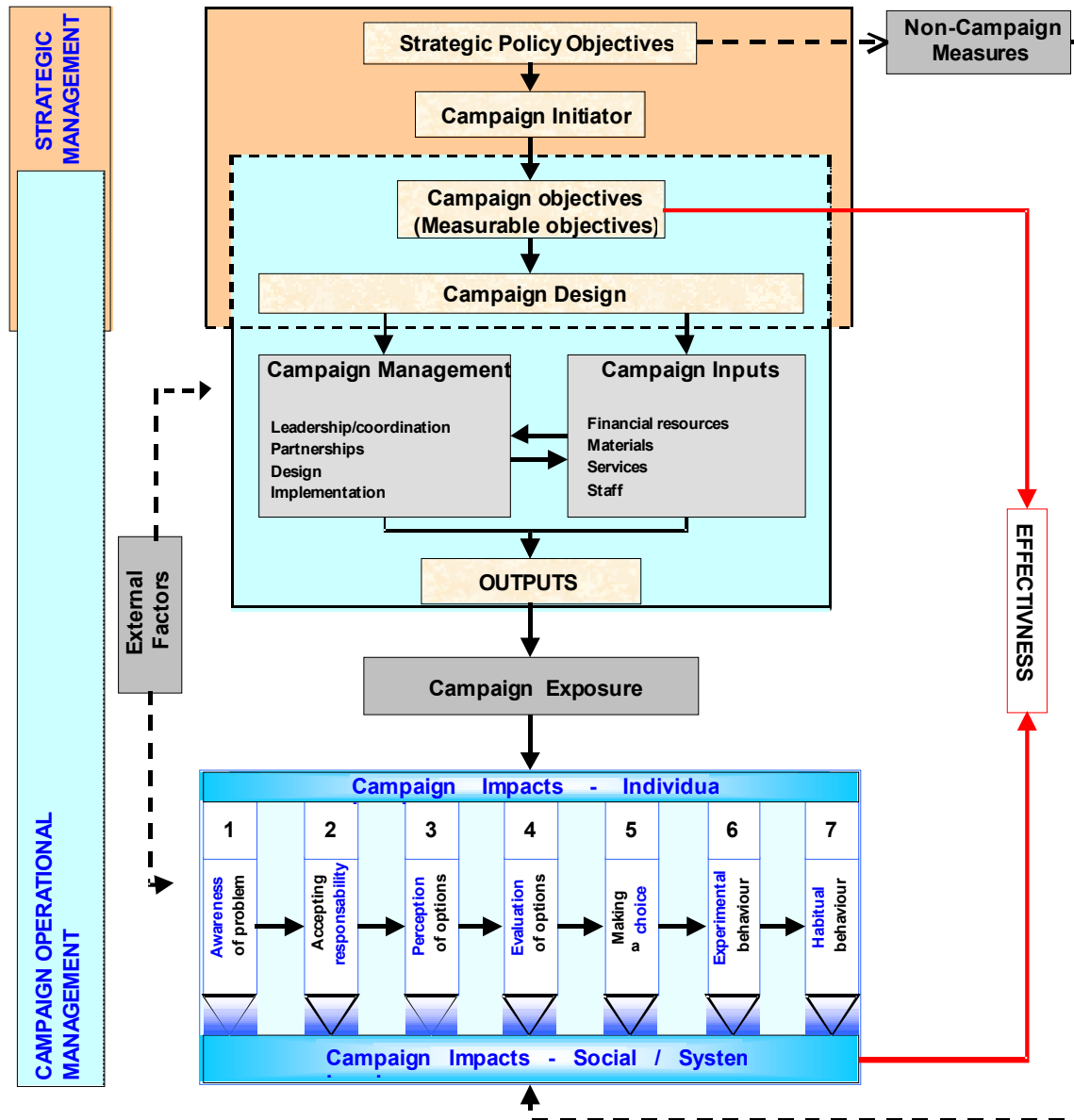
What type of campaign?

- The TAPESTRY project highlighted the fact that many types of campaigns are possible
 - Traditional campaigns
 - Dialogue marketing' techniques
 - Image or brand building
 - Social & cultural events
 - Educational programmes.





The Structure of a Campaign





Campaign Design



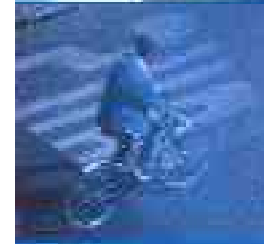
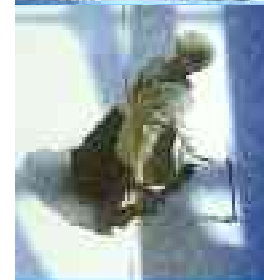
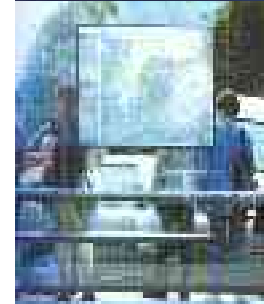
Strategic objectives

- **The broader policy/ strategic objectives should be taken into consideration in the process of campaign design and implementation**
 - Strategic objectives determine the general framework
 - Campaigns are expected to contribute towards the achievement of specific policy objectives
 - By linking policy and campaign objectives, a long-term and integrated view can be achieved.
 - There is an opportunity for synergies with other related policy fields, such as public health
 - Often policy-makers stipulate a requirement for campaign measurement and assessment to help future planning



Strategic Objectives

- **What are the main types of objective I can use?**
 - Traffic Levels
 - Road Safety
 - Modal Shift
 - Environmental issues
 - Health
 - Accessibility
 - Others





Campaign initiator

- **Who could be the initiator at the strategic level?**
 - Policy makers (national, regional and local authorities, etc)
 - Networks and Platforms
 - Non-Governmental Organisations (NGOs), International/
National Organisations
 - EU organisations
 - Public transport operators



Campaign Objectives

- One of the main responsibilities of the campaign initiator is to transform general policy objectives into campaign objectives
- Should set more specific objectives – stating what is to be accomplished through campaign activities for whom, by when, and where
- Wherever possible, campaign objectives should be measurable, i.e. quantified, and share as many as possible of the key characteristics that are described by the acronym ‘SMART’



Strategic Partnerships

- **A strategic partnership involves the co-operation of multiple stakeholders interested directly or indirectly in sustainable transport. Benefits include:**
 - Reduction in overlapping activities
 - Transfer of knowledge and expertise
 - Efficient allocation of resources
 - Social support and public involvement
 - Overcoming potential barriers from opponents
 - Synergetic effects and added value



Funding

- **Funding is an important prerequisite**
 - Should provide a realistic estimate of the budget for the campaign based on the campaign concept and activities
 - Partnerships are an important aspect of funding both in terms of finance and ‘in kind’ contributions
 - Joint funding is ideal for larger projects but can be difficult to manage
 - Funding is a necessary prerequisite but cannot guarantee a successful campaign



Campaign Management



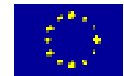
Campaign Management

- **A great deal of the success of the campaign is likely to depend on the quality of the management system put in place to direct it.**
 - Putting campaign objectives into practice
 - The campaign team
 - Target audiences
 - Partnerships
 - Operational campaign programme
 - Advertising press and PR
 - Learning lessons





Campaign Monitoring and Assessment

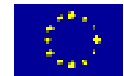


Outcomes

- The outcomes of your campaign include:
 - Campaign exposure – whether and how your campaign is received by the target audience
 - Individual level impacts – the influence your campaign has on individuals' attitudes and behaviour

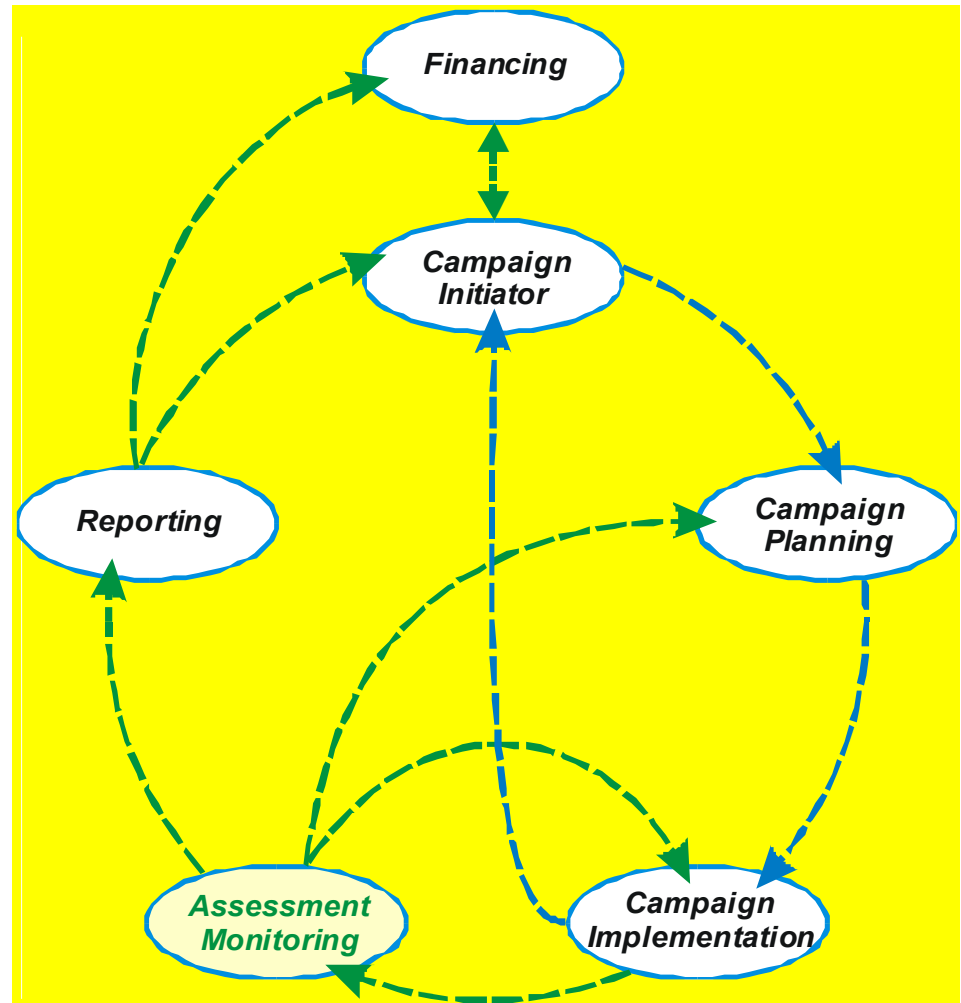


- System or social-level impacts – the influence your campaign has (through the collective individual impacts) on factors such as congestion, air quality, noise etc.



Why measure?

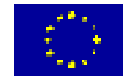
- It is essential to measure outcomes, to see the extent to which the campaign objectives have been reached.





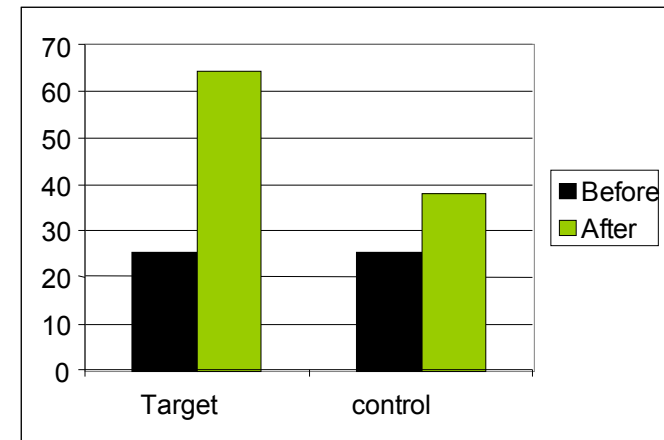
Types of Assessment

- Different types of campaign require different assessment processes. However, before you decide how best to assess your campaign, you need to consider the type of assessment you require. This will depend on two factors:
 - Whether you need to be able to compare your campaign results with those from other campaigns;
 - How rigorous you would like the assessment to be: the level of detail and accuracy you require from the results.



Key Steps in Assessment

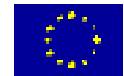
- Selecting a part of the target group for the assessment process
- Definition of a control group
- Strategy for collecting baseline data before the campaign starts
- Strategy for collecting data after the campaign or several times during and after the campaign (tracking)





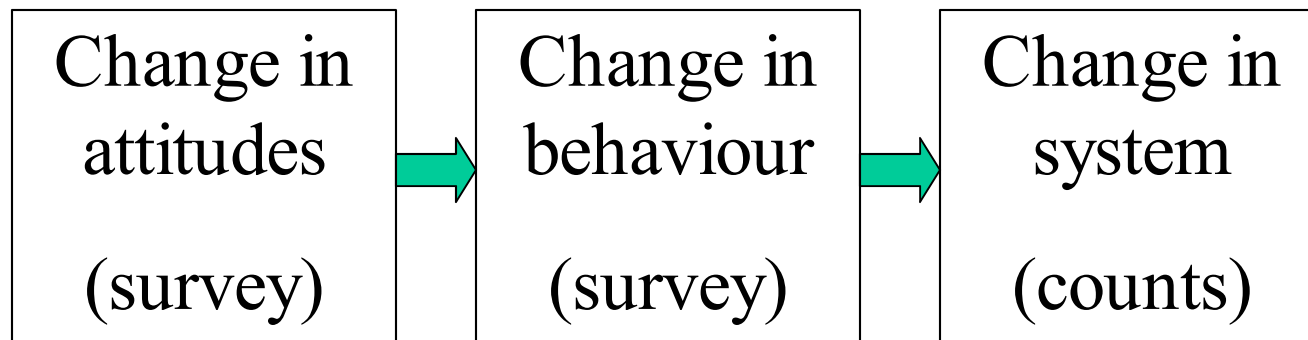
What to measure

- Strategic policy objectives
- Campaign initiator
- Campaign objectives
- Campaign design
- Non-campaign measures
- External factors
- Inputs
- Campaign management
- Outputs
- Campaign exposure
- Campaign impacts at the individual and social/system levels



Different ways to measure

- It is hoped that campaigns will lead to a change in people's **attitudes** (usually measured by a survey), which will, in turn, lead to a change in people's **behaviour** (again, usually measured by a survey, e.g. through travel diaries). The combined effect of changing the way individuals travel will be reflected in the **transportation system** itself (e.g. 10% fewer cars on the road), and these changes are usually measured by counts (e.g. traffic flow counts).





Worth a look.....

**Full guidance on campaign monitoring and
assessment can be found in the
TAPESTRY Common Assessment
Framework**