

The word "choice" in blue lowercase letters, enclosed in a green square with a white border.

Some Observations on Consumer Campaigns

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Overview

- Why campaign?
- Campaign elements
- Campaign selection
- Campaign aims/objectives
- Consumer action
- Campaign organisations

Why Campaign?

- Effective
- Efficient
 - vs individual advocacy
 - vs advocacy on too many issues
- Democratic

Campaigns need the following

- Problem
- Victims
- Villain
- Solution
- Decision Maker

Selection criteria

- Significant **detriment**/benefit
- Sufficient consumer **concern**
- **Need**: others will do it?
- **Feasible**: Possible to win
- .. within our **resources**
- **Fits** with CHOICE (strengthens us)

Aim/Objectives

- Clear statement of what counts as success
- Measurable objectives / milestones
- If necessary breakdown objectives into achievable chunks (See C Rose, How to Win Campaigns)

Consumer Action

- Degree of concern
- Testing/ market research
- Actions that provide individual benefit + impact on market or institutions
- Actions that respond to consumers' aspirations (Emotional engagement)
- Stepped engagement

Effective campaign organisations

- Identify the elements of a campaign
- Objectives match resources
- Understand time frame -> sustained campaigning
- Build reputation and relationships
- Engage consumers



Thanks

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