

Workshop - Designing a communication strategy

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What this workshop will address:

1

Understanding what a communication strategy is

2

Discovering the steps to build your own communication strategy

3

Getting an overview of the tools to implement the strategy

What we will not cover in 1.5 hours

Provide you with a ready-made communication strategy

Offer you a master's degree in communication

Talk in detail about implementation

1

What is strategic communication?

Communication

vs

Strategic Communication

- Focus on the style before clarifying the content
- Address everyone in the same way
- Communicate directly the message you have in mind

- Clarify first what you want to achieve through your communication before considering the form.
- Differentiate between different target audiences to ensure that communication is tailored to each one and is effective
- Communicate messages that focus on the specific interests of each target audience

Strategic communication serves the objectives of the organisation/ institution as a whole.

2

Major steps to design a communication strategy

Goals

Target audience

Strategy and messages

1. Define your goals

- **What do you want to achieve?**
 - Define a maximum of 3-4 goals
- **What could a SMART goal be?**
 - Specify exactly what you are trying to achieve through your communication

Make sure that your communication objectives contribute to achieving your organisation's objectives.

At this stage, consider potential risks and take them into account when defining your objectives. (e.g. communicating a reduction in public transport fares may cause concern among paratransit operators).



SMART Goals

→ SPECIFIC

- What are you trying to achieve?

→ MESURABLE

- How are you going to track your progress?

→ ACHIEVABLE

- Is it realistic? Do you have what you need to achieve this goal?

→ RELEVANT

- Is this goal serving your organisation's objectives? Is it a priority?

→ TIME- BOUND

- When do you want to achieve this by?

Communication examples

→ Encourage a modal shift from young working people aged between 18 and 25 to walking and cycling: By the end of 2025, 50% of this age group should use active modes daily thanks to improved safety conditions for these modes of transport, economic incentives and a communication campaign.

→ Get resources from the national government to implement the SUMP: By the next budget vote, the national government should have included in their priorities resourcing urban mobility better following several bilateral meetings with key national government representatives to demonstrate how the SUMP is supporting their national objectives and the participation to international events to showcase the work done by the city.



Let's turn the lens on you!

- Reminder: What is/are your objective(s) as an organisation, project or institution?
- What are your communication objectives? What would you like to achieve with this communication campaign?
- Define between 2 and 4 SMART objectives



Share your answers in the chat.

2. Define your target audience(s)

- **Who are your different target audiences?**
 - Be specific! Distinguish between different audiences based on their common attributes so that you can reach them more directly.
e.g: the Ministry of Transport at the national level; women using motorbike taxis, workers in district X, schoolchildren, workers passing through the northern ring road in the morning and evening, etc.
- **Prioritise these targets according to their importance**
 - 1. primary 2. secondary 3. tertiary
- **For the primary and secondary targets, define the action you would like them to take**
 - e.g: read the SUMP, start using the BRT daily, encourage their children to change routes, adopt safer driving habits, etc.



The action defined for each target becomes like a new objective specific to each target audience.



The target categories

In communication, the target refers to the audience we are addressing. It is an essential element of any communication campaign.

The target can be primary, secondary, or tertiary depending on their level of importance. Targeting must be done carefully to ensure that a campaign achieves its objectives.

3 types of target:

- A primary target: those directly targeted by a communication campaign (priority 1)
- A secondary target composed of those who are potentially interested (priority 2)
- A tertiary targets likely to be influenced by the content (priority 3)

Do some research!

- Is the audience familiar with the subject?
- What are the characteristics of this audience (age, gender, income, mobility needs, etc.)?
- What channels should be used to communicate with them? How can we reach them?



Let's turn the lens on you!

- Which are your target audiences (be specific)?
- Which category do they belong to (primary, secondary, tertiary)?
- What would you like them to do? What concrete action do you want them to take?



Share your answers in the chat.

3. Developing a strategy, defining key messages

- **Once actions have been defined for each target audience, look for the lever that would enable this target audience to act in this way**
 - e.g. saving time, increasing safety, reducing costs, achieving national climate targets, etc.
- **How could you translate this into a message for this audience?**
 - e.g. the new bus can cut your daily travel time in half for the same price as a motorbike taxi.
 - The measures included in the SUMP will help to achieve the Nationally Determined Contribution under the Paris Agreement, etc.



Remember to adapt the type of language to the target audience





Let's turn the lens on you!

- What levers would enable your target audiences to take the actions you want them to take?
- How could you translate this into a tailored message to these target audiences?



Share your answers in the chat.

What's next?

Overview of tools for implementing your strategy – designing a communications plan

Various products and communication channels

Examples of communication products

- Article (blog, newspaper)
- Interview (radio, TV, print)
- Poster
- Email
- Billboard advertisement
- Speech
- Letter
- Video
- Etc...

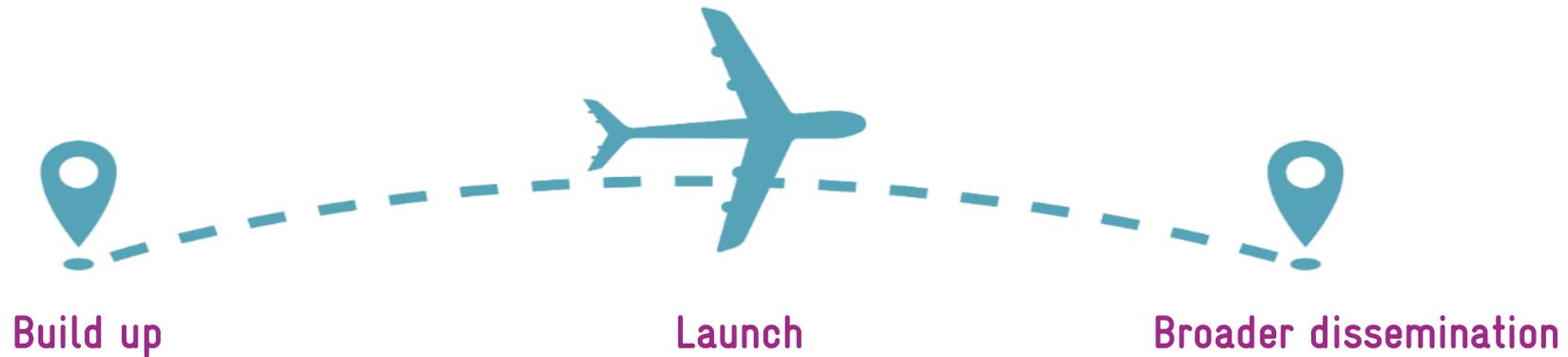
Examples of communication channels

- Website
- Social media
- TV
- Radio
- Billboard advertisement
- Partner websites
- Newsletter
- Specialist media
- Etc...

Additional questions

- Which channel can you use to reach a given target?
- Which communication product will work best to reach the desired target?
- Do we have sufficient resources?

The different stages of a communication campaign



→ The pre-launch phase allows to 'build up' the subject more discreetly to raise interest (this phase is optional).

→ The official launch of a publication or campaign, such as a major event.

→ It's important to choose a strategic date to attract maximum attention

→ The wider dissemination phase allows communication to continue over time, beyond a one-off event.

4

Conclusion - connecting the strategy to the communications plan

Connecting it all



THE GOALS

Communications objectives:

- Raise young people's awareness of the risks of the road.
- Highlight the dangers of drink-driving.

Institutional objective:

- Reduce by 50% the number of road fatalities involving alcohol.



THE TARGET AUDIENCE

The target group is young men aged between 18 and 34.

Characteristics:

- They have the highest death rate from drink-related road accidents.
- They are the most frequent users of 2-wheelers
- They watch a lot of football
- They have a large presence on Facebook (25-34-year-olds at 35%; 18-24-year-olds at 33%).



ACTION THEY SHOULD TAKE AND LEVERS

Actions we want them to take:

- Stop drink driving
- Use public transport if not in a state to drive

Levers for them to take this action:

- Easiness
- Cost saving
- Fear



THE MESSAGE

Drink-driving not only kills people, but also x% of accidents result in severe disability.

Public transport will be free throughout the football cup and special lines will be added.



THE PRODUCT

Video interview with a former footballer whose career was cut short when he was involved in an accident with a motorbike because he was drunk, ending with an official announcement that all public transport will be free during the football cup.



COMMUNICATION CHANNEL AND TIMING

The footage is broadcast on Facebook ahead of and at the time of the football cup.



Let's turn the lens on you!

1. Did this workshop give you an understanding of strategic communication?
2. Do you feel equipped to develop your own communications strategy?
3. Have you gained sufficient insight into the tools needed to implement it?
4. Would you like to participate in another workshop on implementing a communications strategy?
5. Would you like to hear examples of successful urban mobility communication campaigns?

Use emoticons to answer each question in the chat:

👍 = yes 😬 = no

Let's keep in touch!

in



Twitter



f

