



**What is a Campaign?**

**A Campaign is series of messages that work together to change your opinion or influence your behaviour in some way.**



**What is a  
Target Audience?**

**A Target Audience is a  
group of people your  
campaign is trying to give a  
message to.**



**What are Key  
Messages?**

**Key Messages** are a call to action and should be clear and simple .


**They are the main messages you are trying to get across to your audience.**



**What is a  
Slogan?**

**A slogan is a short,  
attention grabbing  
expression used in a  
promotion**





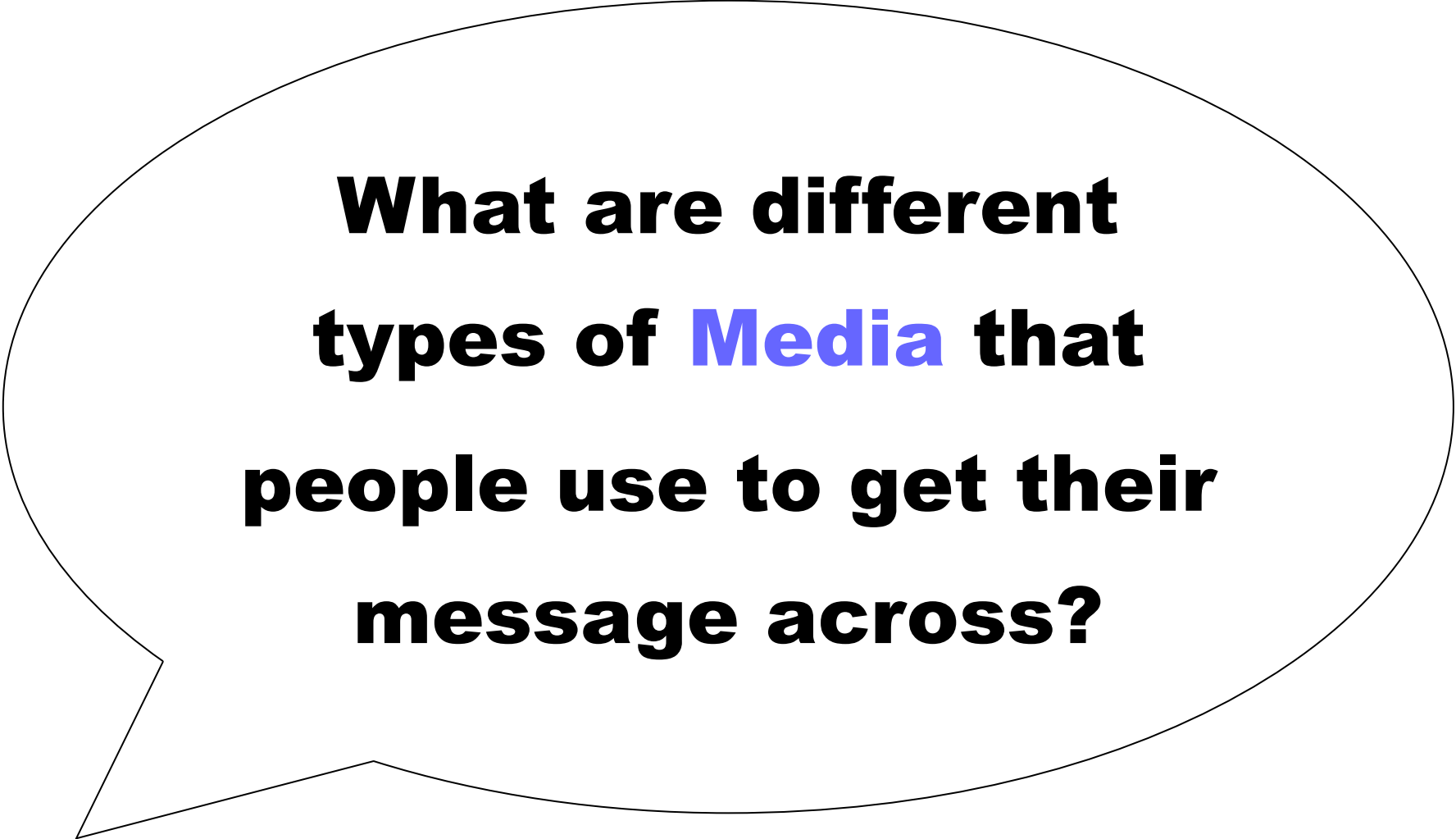
**What is a Target  
Behaviour?**

**Target Behaviour** is the  
**behaviour that you wish  
to change.**



**What is a  
hook?**

**A **hook** is something  
that grabs your  
attention and leaves  
you wanting more.**



**What are different  
types of **Media** that  
people use to get their  
message across?**

Newspaper articles

Letters

Meetings

Radio Ads

Texting

Facebook

Posters

Pamphlets

Websites

Movies

Flyers

Magazines

Noticeboards

Word  
of  
Mouth

Email

YouTube

Blogging

Twitter

**TV ads**

**Banners**

**Placards**

**Postcards**

