



## **Session 3**

# Communication Planning

**These slides show the outcome from the  
workshop sessions on communication  
planning**

# Strategic Hierarchy

Corporate Strategy

Marketing Strategy

Communication Strategy

# Strategic Hierarchy

Corporate Strategy

**Marketing Strategy**

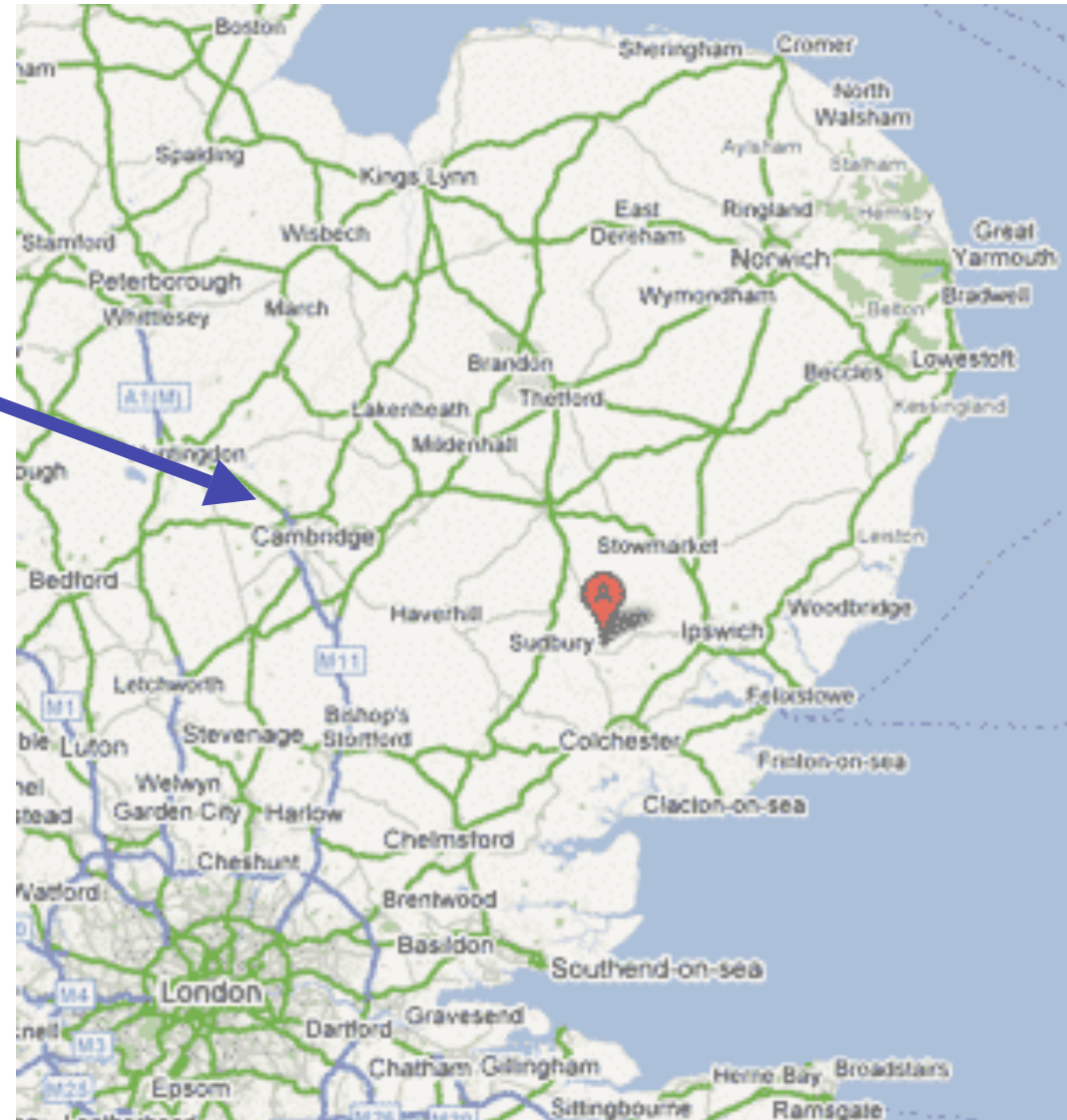
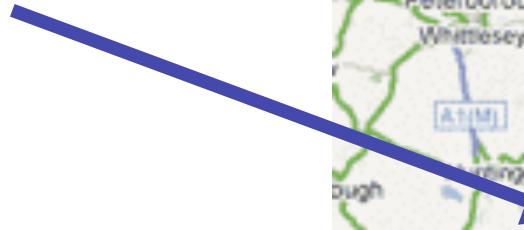
Communication Strategy

**STRATEGY = WHERE WE  
WANT TO BE**

**TACTICS = HOW ARE WE  
GOING TO GET  
THERE?**

# Strategy

Travel to  
Cambridge

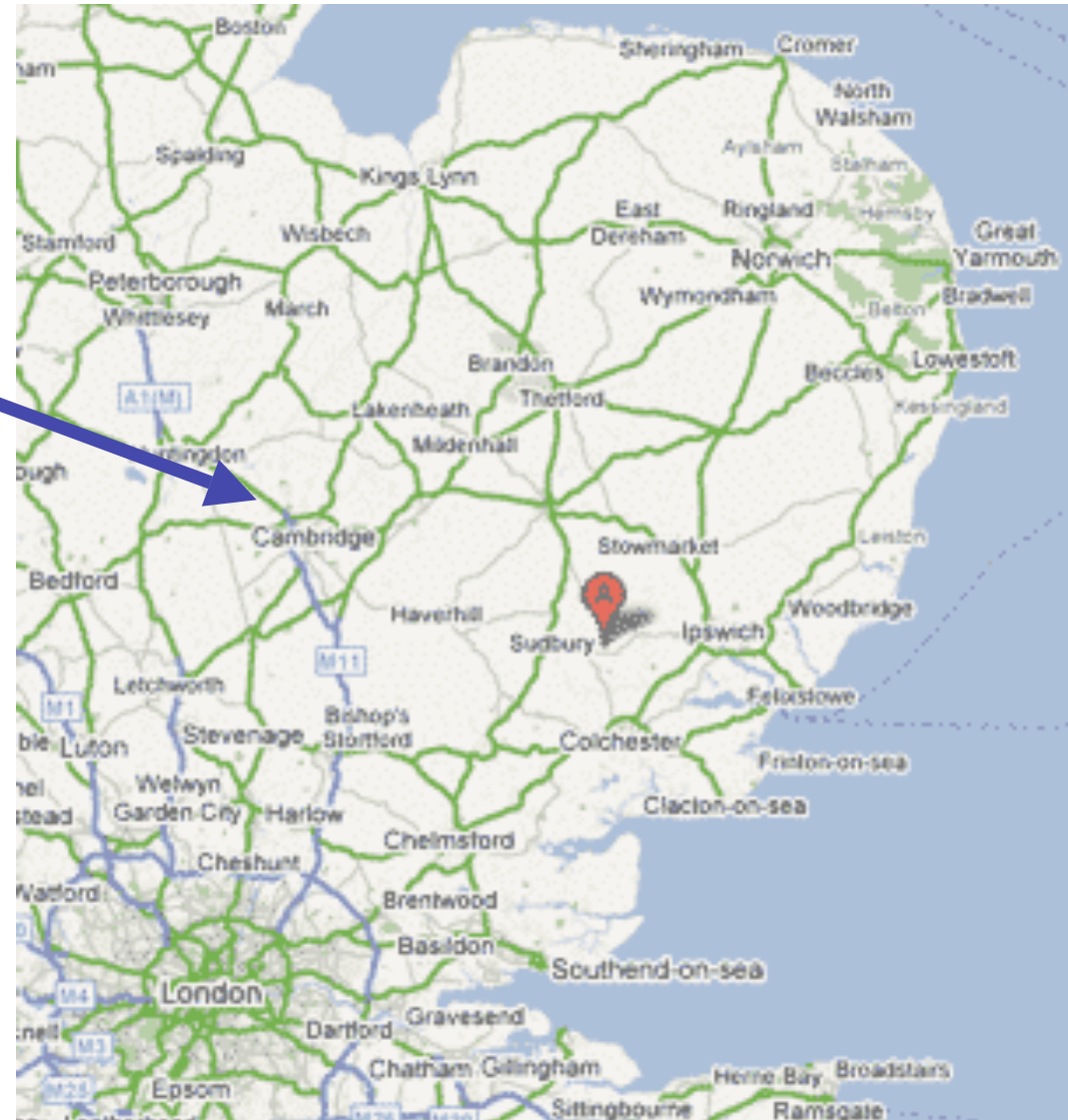


## Strategy

Travel to  
Cambridge

## Tactical choices

- Car
- Train
- Walk
- Bike



# TEAM TIME!

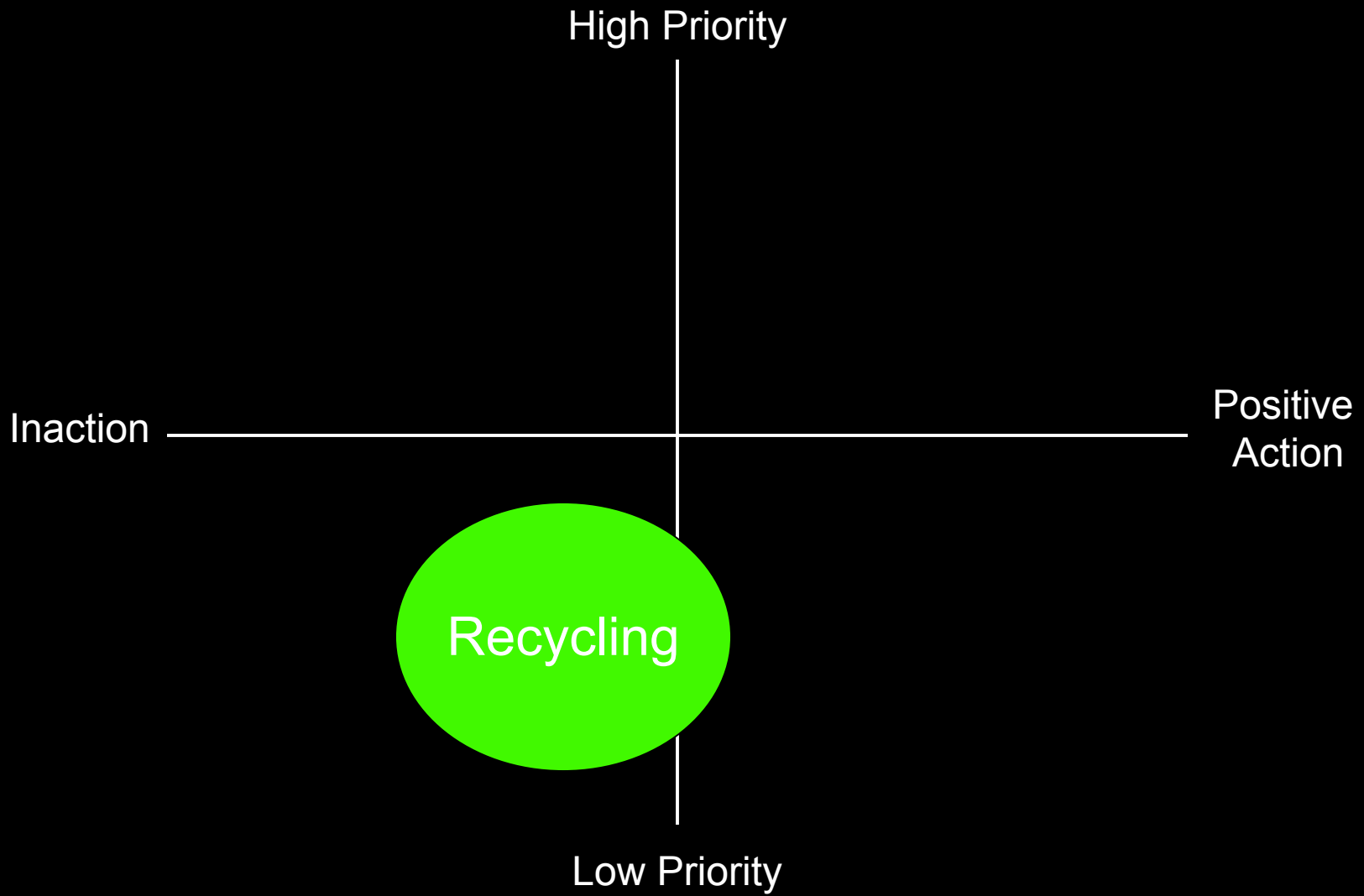


## TASKS TO DEFINE THE MARKETING STRATEGY

### Where are we now? Where do we want to be?

- SWOT
- Position
- Brand vision and mission
- Communication model
- Push or Pull?

<p style="text-align: center;"><b>Strengths</b></p> <ul style="list-style-type: none"><li>•Trendy</li><li>•National awareness</li><li>•Local delivery</li><li>•Peer pressure</li><li>•Financially sound</li><li>•Environmentally sound</li></ul>	<p style="text-align: center;"><b>Weaknesses</b></p> <ul style="list-style-type: none"><li>•Cynicism</li><li>•Reluctance to change</li><li>•Extra Effort</li><li>•“Big Brother”</li><li>•Lack of knowledge</li><li>•Room</li></ul>
<p style="text-align: center;"><b>Opportunities</b></p> <ul style="list-style-type: none"><li>•Partner working</li><li>•Feel good factor</li><li>•Community cohesion</li><li>•Media / awareness</li><li>•Partner working</li></ul>	<p style="text-align: center;"><b>Threats</b></p> <ul style="list-style-type: none"><li>•Reluctance to change</li><li>•Media</li><li>•Confusion</li><li>•Reputation</li><li>•Operational constraints</li><li>•Funding</li><li>•Politics</li></ul>



# The 5 Elements of Branding

- **Vision**                      What do you “really” sell
- **Mission**                     How objectives will be met
- **Position**                    Where the message sits in the lives of the target audience
- **Character**                    The identity and emotion
- **Relationship**                The management processes that keep it all on track

# Branding

- **Vision**                      What do you “really” sell

RECYCLING:

“Protecting and preserving our future resources”

- **Mission**                      How objectives will be met

RECYCLING:

“Turning waste in to resource”

## THE CAMBRIDGE MODEL

**Cognitive >**

Create understanding

Interest

Awareness

**Affective >**

Comprehension

**Behavioural >**

Conviction

Action



## **Push strategy**

- The producer **promotes** the product **to wholesalers**, the wholesalers **promote it to retailers**, and the **retailers promote it to consumers**.

## **RECYCLING**

- Needs to adopt elements of both but with a weighting towards “pull”

## **Pull strategy**

- The producer **promotes the product to consumers**. Consumers **ask retailers** for the product, the **retailers ask the wholesalers**, and the **wholesalers will ask the producers**.