

IMAGE AWARDS WORKSHEET



Is this a standalone project or part of a larger campaign: Y or N?

If it is a project, is it something printed or digital?

What problem/opportunity are you solving/seizing? What's going on that PR/Marketing/Communications support is needed?

Did you already conduct some kind of research to investigate the issue fully? Did you do it or someone else? Was it online, via phone or in person?

What is the ultimate goal of the project? Long-term, how will this help to support the company/organizational goals?



In order to make your long-term goal happen, shorter-term objectives help to achieve it. List your SMART Objectives (Strategic, Measurable, Achievable, Realistic and Time-Specific). An objective must include a desired result, concrete measurement and specific date by which it needs to be achieved.

1.

2.

3.

In order to achieve those objectives, let's talk strategies and tactics. What are you planning on doing and who else on your team will be executing these items?

Strategies (general approaches that help to achieve your objectives):

1.

2.

3.

Tactics (activities that help you to achieve your objectives):

1.

2.

3.



What do we know about these audiences?

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Demographics (age, gender, location, occupation or income):

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Psychographics: (attitudes, beliefs, public opinion, spending habits or activities):

In order to properly communicate with these audiences, what will your messaging look like for each specific audience?

Audience #1

Audience #2

Additional Audiences:

What is the timeline to complete all of these activities?

What is the date of your first tactic implemented for your initial strategy?

What is the date of your last tactic implemented for the last strategy?



What other tactics and strategies were implemented in between and what were the target dates for those?

After everything had been implemented and the project had concluded, what were the outcomes? How can they match up to your Objectives?

1. Objective 1 outcome:

2. Objective 2 outcome:

3. Objective 3 outcome

Budget is very important to this process. What was the total budget for the project? This must include donated/in-kind/volunteered hours of service, staff time and all other hard costs.

Did the project come in, below or over budget?

Do you think the money spent on the project was worth it? Did it help to achieve the desired outcome effectively? Why or why not?