

COMM 339 – Persuasion

Activation Planning

Come to class Monday with a list of Messages and Activities (in the order they will occur) that will be delivered in your campaign as you attempt to move your general audience and your segments from “Dawning Awareness” of your campaign and its goals to favorability and ultimately to action (for at least some portion of your audience).

Considerations:

- You need to build Identity and credibility in early messages
- Over time the messages need to shift toward creating favorability and then gaining commitment to act.
- You need to target both the general audience and each segment with messages that provide Beliefs and show them linked to audience Motives or Values. (rational model/central route)
- You need to use multiple media for your messages (face-to-face, audio, video, print, social/electronic media).
- Then consider what route (central or peripheral) is the one receivers of that medium will be in.
- As the end of the campaign nears messages need to focus on gaining commitment and providing directions for how to act, and then follow up messages to reinforce the commitment.

** In class I will ask you to form pairs and share your list with your partner. Bringing a written list may help (even if your thinking on the individual message/activity items on the list is pretty vague at this point). You will then discuss your list with your partner seeking:

- Ideas for additional messages or activities to “nail” your campaign goals
- A complete list of elements (see below) for each message/activity you discuss

**By the end of class Monday, you should have developed at least some message plans that contain each of the following elements. How many? Depends but I’d say at least 4 or 5 and maybe 7 or 8 in most cases

Elements of Each Activation Plan Message or Activity. The actual entries can be quite brief, maybe bullet points, as long as you are clear. Start with the timing of the message or activity (“first week”) and then cover these four points

1. what the message or activity is,
2. what method/medium will be used
3. what goal you have for the message/activity and
4. the audience/ segment the activity/message is aimed at.