

GUIDANCE FOR MESSAGING CAMPAIGNS AIMED AT CHANGING BEHAVIOUR



A TEAM APPROACH

Don't go it alone, be part of a bigger picture

Be part of a multi-level strategy to influence the many factors that impact behaviour. Join forces with others.



KNOW YOUR AUDIENCE

Let the audience drive your decisions. Create your campaign together

Understand the audience and the influences on behaviour. Your audience is your foundation. Work with them.



PLAY THE LONG GAME

Be prepared to last the distance

Behaviour change is a long process. Plan for a sustained effort.



MIND MELD

Social marketing and subject matter expertise creating together

Harness both sets of expertise.



PEER TO PEER POWER

Create persuasive messengers

Aim for the messenger to become the trusted messenger.



MORE THAN INFORMATION

Tell a story, create a feeling, be surprising

Give the message in a way the audience wants to hear it.



COURAGE

Find your five per cent nervous

For your message to be heard above the noise, be prepared to push boundaries.



TAILOR MADE

Design for relevance

People need to see themselves in the message for it to feel relevant. This means tailoring for different audiences.



TECHNOLOGY

Get smart

The way in which we communicate is changing rapidly. Keep up, without leaving any of your audience behind.