



Cabinet Office

Using OASIS to plan your campaigns

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What makes a great campaign?

You, and the talent in this room

A simple process

The correct mindset

Virtues to embrace

Putting this into practice

Thinking big



A campaign is ‘storytelling with a purpose’

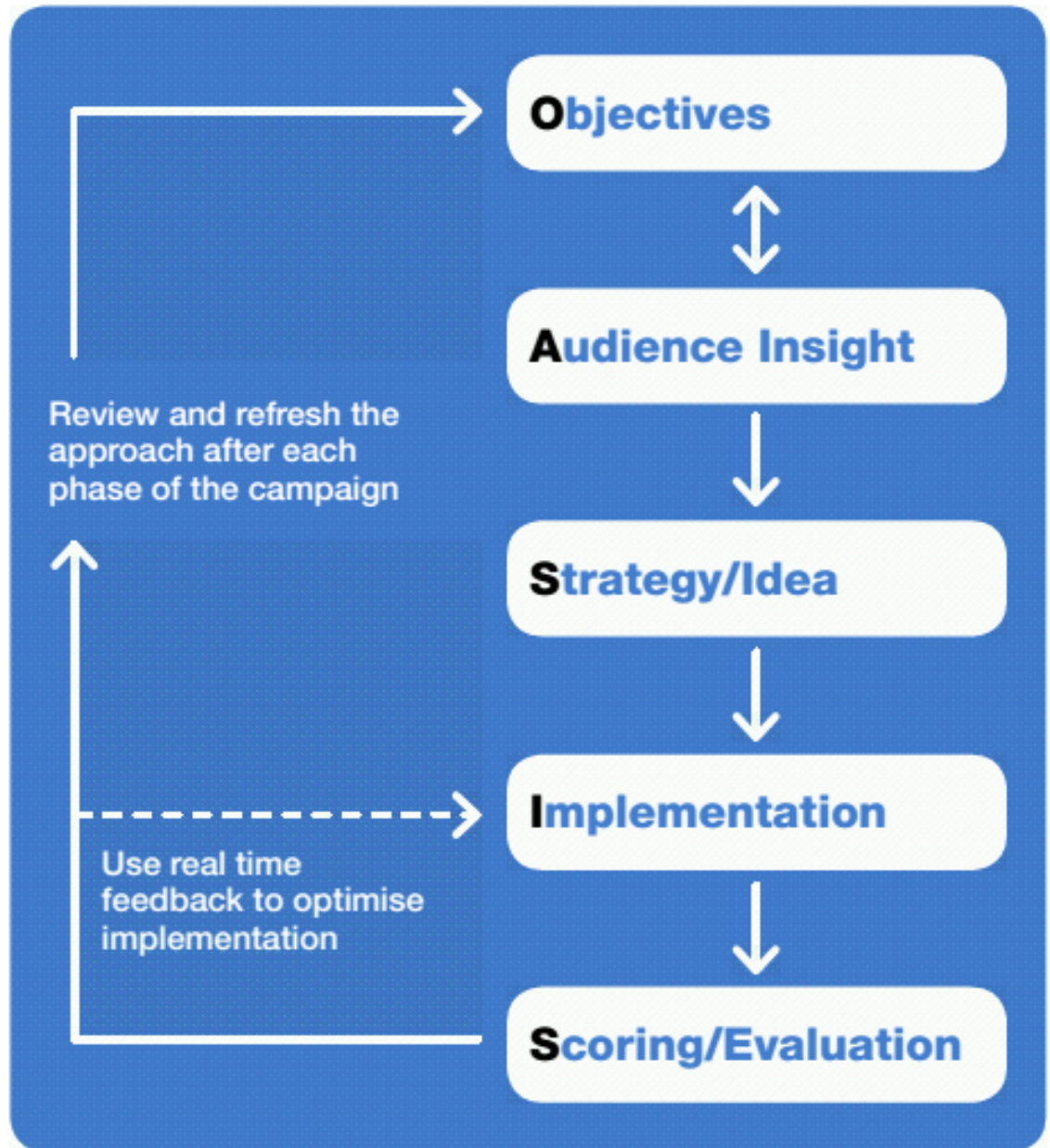
‘a planned sequence of communications and interactions that use a compelling narrative over time to deliver a defined and measurable outcome’.

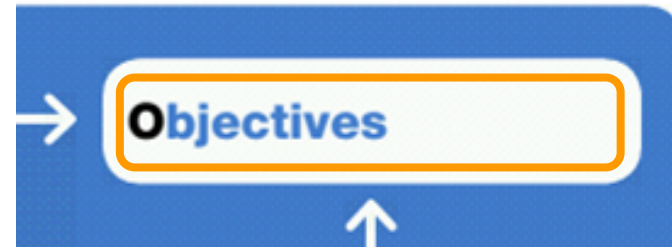
First we need to know the **outcome** required, and then all the **audiences** to be targeted. Once we have that knowledge, we can write the plan and narrative that guides the campaign, using research if necessary to inform our thinking.



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OASIS plan





What do you want your campaign to help you achieve?



Challenging



Specific



Measurable (Audience)



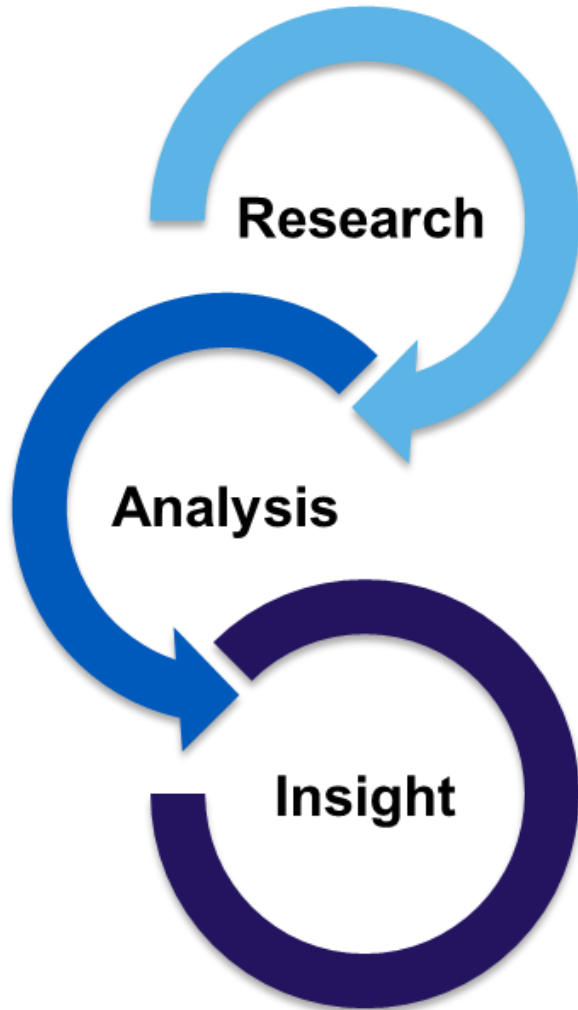
Actionable (Attainable)



Realistic



Time-bound



WHO are the key groups to reach?

WHERE do they live?

HOW do they identify themselves?

WHEN is it relevant to speak to them?

WHAT channels and key partners are best to use?

CONDUCT RESEARCH TO GAIN INSIGHT



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Audience insight

Owned Data



Open Data



Gartner

Earned Data



Paid Data





1. Define the problem and state what success looks like
1. Use audience insight to inform
 - a. *Core proposition*
 - b. *Key messages*
 - c. *Channels*
 - d. *Partners*
 - e. *Budget*
3. Stay flexible
4. Keep colleagues informed





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Strategy channels

OWNED

PAID FOR

EARNED





- Evaluation makes **campaigns better**
- Evaluation is a **constant process**
- Focus on **outcomes**
- Be **proportionate**
- Borrow from **best practice**
- Use **full range of data sources**
- Consider your **audience**
- Think about how the learnings will inform **future activity**





Audience journey

Where audience
is now



What you
tell them
will?

How do
you want
them to
react?

What do
you want
them to do
as a result?



Where you want them to be (your
communication objective)



Evaluation Framework

Inputs

- OASIS key steps (e.g. planning, baseline, benchmarks)
- Costs (e.g. Staff, Agencies)
- Content creation (e.g. briefs, statements, rebuttals, speeches)
- Media events/briefings organised
- Pre-engagement activities (e.g. journalist, media outlets)

Outputs

- Target audience reach
- Key message penetration
- No. of articles or broadcasts (Proactive and reactive)
- Media events successfully delivered/attendance
- Share of voice (if operating in a competitive environment)

Outtakes

- Awareness of issue
- Sentiment
- Audience engagement (e.g. enquiry calls, click-throughs, shares, likes, retweets, downloads)
- Responses/Feedback (e.g. comments, letters)
- Net favourability rating

Outcomes

- Advocacy (e.g. recommendations, endorsements, ambassadors, supportive quotes, subversions)
- Attitude change
- Behaviour change (e.g. complying actions)
- ROI or BCR

Organisational impact

- Contribution to Organisation Goals/KPIs:
 - Behavioural (e.g. complying actions improvements*)
 - Attitudinal (e.g. perception levels)
 - Experiential (e.g. customer experience)
 - Financial (e.g. increase revenue or cost reduction)
 - Reputation (e.g. RepTrak survey, public polling)

*NB: Examples: taxes paid; blood donated; reduced drink-drive cases, more health screening etc.



Review and refresh the approach after each phase of the campaign

Use real time feedback to optimise implementation



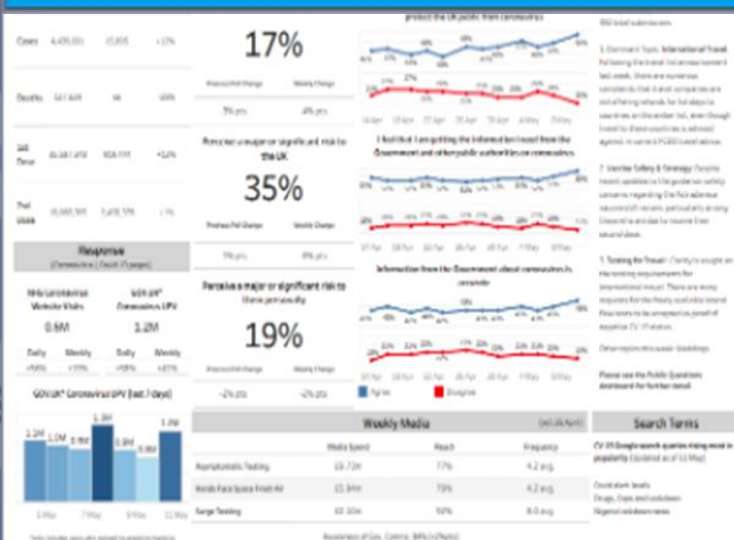
National Resilience Communications,
COVID-19 Communications Hub,
Insight, Evaluation and Behavioural Science

Coronavirus: Five things we learned this week

Report for: 12 May 2021

Please note this report is **OFFICIAL SENSITIVE** and should not be widely circulated

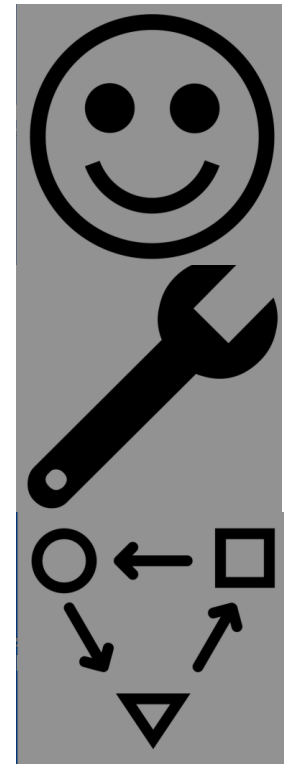
Please contact Catherine.Hunt@cabinetoffice.gov.uk or Simon.Ware@cabinetoffice.gov.uk with any queries





What makes a great campaigner?

- **Genuine curiosity about audiences.**
- **A big picture vision that inspires and is infectious.**
- **Simple objectives that are bold, SMART and stretching.**
- **Relentless optimism and a ‘can do’ mentality.**
- **Big enough for strategy and small enough for detail.**
- **Resilience to see the job through.**
- **Pride in your work – we can save lives, create jobs...**





Barriers to success

Process for
its own sake

Pessimism
and
negativity

Lack of
courage and
conviction

Stop/start –
no
momentum

Rigid
thinking

Seeing
complexity
at every turn



Campaign tips and techniques

Prioritise ruthlessly

Single-minded, SMART objective

Look for

Common Ground
with your audience

Promote

Real Substance
Don't spin

"Golden Thread"

What's your story and how do you tell it?

Use

Credible witnesses
to promote your message

Create

Symbolic Actions
to attract attention

ENGAGE, AMPLIFY

You can't influence if you're not in the conversation



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**Thank you -
and always happy to talk!**

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Any questions?