York/Sheridan Joint Program in Design  
Winter Semester 2003/2004

**YSDN3104 Design for Public Awareness**  
Time: Wednesdays 8:30 am to 11:30 am  
Venue: TEL0005  
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Course websites: [http://www.yorku.ca/wsywong/course/ysdn3104_04/index.html](http://www.yorku.ca/wsywong/course/ysdn3104_04/index.html) (also available at WebCT)

**Textbook**  

**Appendix: Social Marketing Planning Worksheet**

**STEP 1: Conduct a situation analysis**

1.1 What is the social issue this campaign is addressing (i.e., unintended pregnancies, threatened salmon species)?
1.2 What is the campaign focus (i.e., teen abstinence, residential gardening practices)?
1.3 What is the campaign purpose, the intended impact (benefit) (i.e., reduced teen pregnancies, protection of salmon habitats)?
1.4 What internal strengths with your plan maximize (e.g., resources, expertise, management support, internal publics)?
1.5 What internal weaknesses will your plan minimize (e.g., resources, expertise, management support, internal publics)?
1.6 What external opportunities will your plan take advantage of (e.g., external publics and cultural, technological, demographic, natural, economic, and political/legal forces)?
1.7 What external threats will you plan and prepare for (e.g., external publics and cultural, technological, demographic, natural, economic, and political/legal forces)?
1.8 What findings from prior and similar efforts are noteworthy?

**STEP 2: Select target audiences**

2.1 Describe target audiences for your program/campaign in terms of size, problem incidence and severity, and relevant variables, including demographics, psychographics, geographic, behaviors, and/or stages of changes.
2.2 Which of these are your primary targets?
2.3 Which are secondary?

**STEP 3: Set objectives and goals**

**Objectives**

3.1 Behavior objective:  
What, very specifically, do you want to influence your target audience to do as a result of this campaign or project?
3.2 Knowledge objective:  
Is there anything you need them to know, in order to act?
3.3 Belief objective:  
Is there anything you need them to believe, in order to act?

**Goals**

3.4 What quantifiable, measurable goals are you setting? Ideally, this is stated in terms of behavior change. Other potential measures include goals for campaign awareness, recall and/or response, and changes in knowledge, belief, or behavior intent levels.

**STEP 4: Analyze target audiences and the competition**

**Relative to your objective (desired behavior) and your target audience**

4.1 What is their current behavior?
4.2 What do they currently know?
4.3 What do they currently believe?
4.4 What benefits do they perceive?
4.5 What costs do they perceive?
4.6 What barriers do they perceive?

**Competition:**

4.7 What are the major competing alternative behaviors?
4.8 What benefits does your audience associate with these behaviors?
4.9 What costs does your audience associate with these behaviors?
**STEP 5: Develop marketing strategies**

**Product: Design the marketing offering**

5.1.1 What is the core produce, benefits of the desired behavior?
5.1.2 What is the actual product, the desired behavior?
5.1.3 Relative to the augmented product (tangible objects and services)

   5.1.3.1 Are there any new tangible objects that will be included in program and campaign efforts?
   5.1.3.2 Are there any improvements that need to be made to existing tangible objects?
   5.1.3.3 Are there any new services that will be included in program and campaign efforts?
   5.1.3.4 Are there any improvements that need to be made to existing services?

**Price: Manage costs of behavior change**

Identify exit costs
5.2.1 What monetary costs will target audiences associate with abandoning their current behavior?
5.2.2 What non-monetary costs will target audiences associate with abandoning their current behavior?

Identify entry costs
5.2.3 What monetary costs will target audiences associate with adopting the new (desired) behavior?
5.2.4 What non-monetary costs will target audiences associate with adopting the new (desired) behavior?

Establish pricing strategies
5.2.5 What prices will be set for tangible objects and services associated with the campaign?
5.2.6 Will there be any monetary incentives?
5.2.7 Will there be any non-monetary incentives?

**Place: Make access convenient**

5.3.1 Where will you encourage and support your target audience to perform the desired behavior and when?
5.3.2 Where and when will the target market acquire any related tangible objects?
5.3.3 Where and when will the target market acquire any associated services?
5.3.4 Are there any enhancements that would increase the appeal of the location?

**Promotion: Create messages**

5.4.1 What key messages do you want your campaign to communicate to target audience?
5.4.2 What are your specific communication objectives?
5.4.3 What benefits will you promise?
5.4.4 What will be said or featured to support this promise?
5.4.5 What communication style and tone will be used?
5.4.6 What are important copy, graphics, and format recommendations, considerations, requirements, and/or restrictions?

Choose communication channels
5.4.7 What media types will be used?
5.4.8 What media vehicles will be used?

**STEP 6: Develop a plan for evaluation and monitoring**

6.1 What goals from Step 3 will be measured?
6.2 What techniques and methodologies will be used to conduct these measures?
6.3 When will these measurements be taken?
6.4 How will measurements be reported and to whom?

**STEP 7: Determine budgets and find funding sources**

7.1 What costs will be associated with product-related strategies?
7.2 What costs will be associated with price-related strategies?
7.3 What costs will be associated with place-related strategies?
7.4 What costs will be associated with promotion-related strategies?
7.5 What costs will be associated with evaluation-related strategies?
7.6 If costs exceed currently available funds, what potential additional funding sources can be explored?
7.7 What strategies will you use to appeal to these potential funders?

**STEP 8: Complete an implementation plan**

8.1 Will there be phases to the campaign? How will they be organized (i.e., by market, objectives, activities)?
8.2 For each phase, what will be done, who will be responsible, when will it be done, and for how much?