Unit 6: Media Campaigns

Level: 3
Unit type: Internal
Guided learning hours: 90

Unit in brief

Learners explore media campaigns to identify their purpose and features, and develop skills in campaign production to produce a cross-platform media campaign.

Unit introduction

A media campaign is a planned series of newspaper articles, television interviews, social media content or staged media events that are intended to achieve a particular aim. The aims of media campaigns can be varied and diverse, such as to encourage healthy eating or a media campaign to persuade people to vote for a candidate in an election.

In this unit, you will develop a broad understanding of why and how media campaigns are created: their distinguishing features, the strategies used to reach their audience and how the many different elements in a campaign are constructed to ensure cohesion when viewed across different media platforms and are successful in communicating their message. You will plan your own media campaign, preparing materials and developing strategies to achieve its purpose. You will develop production skills through the creation of a cross-platform media campaign.

The understanding, skills and experience you will gain during this unit will give you an insight into the multi-faceted nature of media campaigns, and enable you to make informed decisions about your choices for further specialised studies in this area, or employment opportunities in this field.

The work you produce for this unit can form part of a portfolio of work for progression to employment or higher education.

Learning aims

In this unit you will:

A Understand the purpose and features of media campaigns
B Develop a cross-platform media campaign
C Produce a cross-platform media campaign
D Review a cross-platform media campaign.
# Summary of unit

<table>
<thead>
<tr>
<th>Learning aim</th>
<th>Key content areas</th>
<th>Recommended assessment approach</th>
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<tbody>
<tr>
<td>A</td>
<td><strong>A1</strong> Purpose of media campaigns</td>
<td>Case study analysis of existing media campaigns. The findings of the case studies could be presented as an oral, visual, written (or combined) presentation/report identifying and analysing their purpose and key features.</td>
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<td><strong>A2</strong> Communication channels for a campaign</td>
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<td><strong>A3</strong> Features of media campaigns</td>
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<td>B</td>
<td><strong>B1</strong> Formative research</td>
<td>A development portfolio, including evidence of learners’ research findings, details of their planned media strategy and evidence of preparation of campaign materials such as drafting, mock-ups, layouts, scripts.</td>
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<td><strong>B2</strong> Media strategy</td>
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<td><strong>B3</strong> Prepare materials for campaign use</td>
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<td>C</td>
<td><strong>C1</strong> Production of campaign</td>
<td>Presentation of the complete campaign to enable all materials to be seen together, for example blog or physical portfolio. Visual presentation, audio report or written report to show evidence of creating cohesion, strategies for implementation.</td>
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<td><strong>C2</strong> Creating cohesion within campaign</td>
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<td></td>
<td><strong>C3</strong> Strategies for implementation</td>
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<td>D</td>
<td><strong>D1</strong> Monitor and review campaign</td>
<td>Records of data collection from the campaign, such as printouts, screenshots. Evidence of undertaking audience feedback, such as interviews, questionnaires. A review of the campaign in the form of a written review, (blog, essay, report), audio review, visual presentation.</td>
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<td><strong>D2</strong> Review campaign</td>
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Content

Learning aim A: Understand the purpose and features of media campaigns

A1 Purpose of media campaigns
- Defining a media campaign – using cross-media platforms and media events to communicate a message to an audience, strategically planned, multi-faceted.
- Purpose – to inform, raise awareness, change behaviours of target audiences.
- Measuring effectiveness of media campaigns:
  - surveying target audience, asking them to recall the message
  - observing changes in behaviour or the environment that could be attributed, in part, to the campaign.

A2 Communication channels for a campaign
- Platforms – internet, broadcast (radio, TV), print, single media, cross-media platforms.
- Communication tools.
- Social media, e.g. Twitter®, Facebook®.
- Apps – created specifically for media campaigns, and use of existing apps to communicate a campaign message, e.g. Instagram®.
- Advertisements, e.g. TV, radio.
- Editorials.
- Flyers and brochures.
- Posters, signs and banners.
- Public service announcements.
- Media releases.
- TV shows/appearances.
- Media events to generate interest.
- Merchandise, e.g. pens, bags, T-shirts.
- Use of celebrities as advocates.

A3 Features of media campaigns
- Products in a campaign linked across multiple platforms.
- Repetition of message across platforms to achieve campaign goal.
- Cohesion – house style, content, branding.
- Timing – duration of whole campaign, synchronised events, timelines, release dates.

Learning aim B: Develop a cross-platform campaign

B1 Formative research
- Campaign purpose, e.g. to inform, raise awareness, change behaviours.
- Existing knowledge/understanding of the issue/product among target audience, audience needs.
- Existing media consumption habits of target audience.

B2 Media strategy
- Identifying and selecting media platforms/communication tools.
- Establishing a campaign timeline.
- Sequencing/synchronising of events across the campaign.
- Establishing frequency of broadcasts/distributions/posts/releases/events.
**B2 Prepare materials for campaign use**
- Definition of campaign message based on formative research.
- Sourcing and preparing campaign content:
  - copy and images, emoticons
  - filmed footage, actors
  - sound, music, tone of voice, mode of address.
- Design of campaign materials:
  - text and images, page layouts
  - plan for cohesion across platforms through house style, slogan.
- Pre-tests with intended audience:
  - to check clarity/understanding of message
  - to test appeal
  - to test suitability of platform
  - focus groups, online/social media networks, interviews.
- Drafting, editing, revisions, prior to release of campaign materials.

**Learning aim C: Produce a cross-platform media campaign**

**C1 Production of campaign**
- Creation of materials:
  - posters, flyers, banners, print advertisements, other printed materials suitable to platform
  - videos, vlogs, animations, advertisements, other filmed materials suitable to platform
  - posts, tweets, blogs, uploads, other social media content suitable to platform.
- Linking materials across platforms:
  - hyperlinks, tags, hashtags, QR codes, referencing, e.g. in an interview
  - cross-platform synchronisation, e.g. Twitter feed draws attention to forthcoming radio slot.

**C2 Creating cohesion within campaign**
- Campaign ‘house style’ – colours, fonts, imagery, branding, slogan, hashtags, repetition of message, mode of address, use of same actors/guests/presenters.

**C3 Strategies for implementation**
- Timing of releases throughout campaign: avoiding clashes of events, maintaining momentum, e.g. status updates, use of optimal time slots for releasing content/materials.
- Optimising publicity throughout campaign.
- Multi-platform reinforcement of campaign message, repetition, being ‘on message’, e.g. in an interview.

**Learning aim D: Review a cross-platform media campaign**

**D1 Monitor campaign**
Recording exposure to the campaign through data:
- ‘views’, ‘likes’, ‘retweets’, ‘comments’ on social media
- numbers of brochures, leaflets, flyers etc. distributed.

**D2 Review campaign**
- Analysis of campaign data.
- Evaluating the effectiveness of the campaign through audience responses:
  - interviews, observations, recordings.
- Draw conclusions, e.g. written report, audio report, visual presentation.
## Assessment criteria

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<thead>
<tr>
<th>Pass</th>
<th>Merit</th>
<th>Distinction</th>
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<tbody>
<tr>
<td><strong>Learning aim A: Understand the purpose and features of media campaigns</strong></td>
<td></td>
<td>A.D1 Evaluate the effectiveness of communication channels and features used within a specific media campaign to target the audience and fulfil the campaign purpose across multiple platforms.</td>
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<td>A.P1 Explain the ways in which communication channels are used through a media campaign to reach its target audience.</td>
<td>A.M1 Analyse how communication channels are used to meet the purpose of a specific media campaign.</td>
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<td>A.P2 Explain the features of media campaigns to create cohesion across two media platforms.</td>
<td>A.M2 Analyse the features of a specific media campaign to create cohesion across multiple media platforms.</td>
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<td><strong>Learning aim B: Develop a cross-platform media campaign</strong></td>
<td>B.D2 Establish a comprehensive and justified media strategy which demonstrates creativity in the preparation of materials for a specific audience.</td>
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<td>B.P3 Explain a media strategy to meet the purpose of a cross-platform campaign.</td>
<td>B.M3 Assess formative research when planning an appropriate media strategy for a cross-platform campaign.</td>
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<td>B.P4 Prepare appropriate materials for use within a cross-platform campaign for a specific audience.</td>
<td>B.M4 Prepare effective materials for use within a cross-platform campaign for a specific audience.</td>
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<td><strong>Learning aim C: Produce a cross-platform media campaign</strong></td>
<td>C.D3 Produce creative materials for a cohesive campaign with links across more than two platforms, demonstrating cross-platform synchronisation.</td>
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<td>C.P5 Produce appropriate materials for a campaign with links across two media platforms.</td>
<td>C.M5 Produce cohesive materials for a campaign with links across more than two platforms.</td>
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<td><strong>Learning aim D: Review a cross-platform media campaign</strong></td>
<td>D.D4 Evaluate the impact of the strategies and media used in the cross-platform campaign to achieve its intended purpose.</td>
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<td>D.P6 Record campaign feedback from two media platforms.</td>
<td>D.M6 Analyse campaign feedback across all platforms with reference to the overall effectiveness of the campaign.</td>
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<td>D.P7 Explain how strategies were applied to meet the campaign aims.</td>
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Essential information for assignments

The recommended structure of assessment is shown in the unit summary along with suitable forms of evidence. Section 6 gives information on setting assignments and there is further information on our website.

There are a maximum number of four summative assignments for this unit. The relationship of the learning aims and criteria is:

Learning aim: A (A.P1, A.P2, A.M1, A.M2, A.D1)
Learning aim: B (B.P3, B.P4, B.M3, B.M4, B.D2)
Learning aim: C (C.P5, C.M5, C.D3)
Learning aim: D (D.P6, D.P7, D.M6, D.D4)