



## Campaign Planner Worksheet

### Team members

### Audience

The audience for our campaign is:

This is because:

### Theme

The theme we think is important for our audience is (circle one):

Transport

NHS

Jobs & businesses

Environment

Crime & safety

Education

Community

Families

Housing

### Message

The messages for our campaign will be:

### Medium

The medium for our campaign will be:

This is a good medium to use because:



## Campaign Planner Worksheet (continued)

### **Images**

We could include the following types of images:

These are effective images because:

### **Language**

Our language will be:

Factual

Persuasive

Emotional

This will be effective because:

### **Response**

We want people to:

- Think:
- Feel:
- Do (our 'call to action'):
- Be:



## Poster Template Worksheet

Complete each section with text or images.

Team members

Audience

What's your theme?

What's your message?



Image/text



Image/text



Image/text