

How to Run an Awareness Campaign

Teams will use the information gathered through their research to activate and run their awareness campaign.

Plan your campaign:

- what will you do?
- when, where and how will you do it?

Assign team roles such as:

- campaign manager
- lead researcher
- creative director
- communications manager
- events manager
- media director

Know your target audience

- who are you trying to reach?
- how will you get your message across?

Refine your campaign message

- what is your One Good Idea?
- what are you asking people to do?

Remember the aim is to inspire others to make small changes to become more energy efficient and to help tackle climate change.

Then get your campaign message out there! There are lots of ways to do this:

- Create posters, leaflets, newsletters, a web page, a magazine
- Write and perform a play, a song, a poem, make up fun games, jingles or use puppets
- Organise events: debates, film screenings, fashion shows
- Invite a guest speaker to give a talk in your school
- Create a splash with public art, organise a flash mob and catch it on film
- Design a computer game or an App
- Design and create merchandise: bookmarks, badges, diaries and t-shirts.
- Organise events such a debates or film screenings about your topic
- Develop a media strategy: Create social media platforms, write a press release to newspapers or even make your own radio or TV ads
- Make a documentary, animation or a short viral film
- Be as clever and creative as possible in getting your message out there. Remember the best campaigns are the ones that attract attention and leave a lasting message.

