



## Readiness and Resilience

Situation analysis	<ul style="list-style-type: none"> <li>• Background for the campaign or program.</li> <li>• Background on the organisation and its previous work in this space.</li> <li>• Any other relevant context-related information.</li> </ul>
Research	<ul style="list-style-type: none"> <li>• Explain what research was undertaken and what it found in terms of:             <ul style="list-style-type: none"> <li>- Target publics</li> <li>- Their messaging and channel preferences</li> <li>- Their risk recognition</li> <li>- What might trigger behaviour change</li> <li>- What gaps in the knowledge still existed (and how did you account for these)?</li> </ul> </li> <li>• To what depth was research used to inform the strategy?</li> </ul>
Aim/s	<ul style="list-style-type: none"> <li>• What's was the general aim of the campaign or program?</li> </ul>
Objectives	<ul style="list-style-type: none"> <li>• What were the SMART objectives of the campaign or program?</li> <li>• Explain how well connected the objectives were to key target publics.</li> </ul>
Strategies	<ul style="list-style-type: none"> <li>• What were the central creative ideas that guided the strategies?</li> <li>• Was there a theme?</li> <li>• Identify the strategies used in the campaign.</li> </ul>
Channels and messaging	<ul style="list-style-type: none"> <li>• What were the sources and channels used?</li> <li>• How relevant were the channels contained in the strategies to the key target publics?</li> <li>• Explain the messaging and the rationale for its development.</li> </ul>
Evaluation	<ul style="list-style-type: none"> <li>• Outline the evaluation methods used.</li> <li>• What were the results when compared against the objectives?</li> <li>• Were any objectives not met? What do you think happened in that case?</li> </ul>
Strategic value	<ul style="list-style-type: none"> <li>• Briefly explain how the project met the strategic and engagement objectives of the organization.</li> </ul>
Creativity	<ul style="list-style-type: none"> <li>• Ideas and execution that allow the messages to cut through and connect with target groups.</li> </ul>