

FOUNDATIONS OF A CAMPAIGN

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Definition

Campaign is a systematic set of actions to reach a prespecified goal.

One has to think about the goals and the actions and plan them to reach the best results. It is the same as one thinks before one speaks - one plans before one does.

Types

Campaigns can be divided according to:

- Environment:
 - Political (*e.g. presidential election*)
 - Commercial (*e.g. cereals*)
 - Social movement (*e.g. religion*)
- Target:
 - To raise awareness
 - To provoke action
- Direction:
 - Local
 - International