



## Chapter

# 8

## Campaigns

### What Is a Campaign?

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Before you can create a campaign, you need to define it. From a copywriting standpoint, we prefer Maxine Paetro's simpler description:

**A campaign is a series of ads for a product (or service or company) that work individually and cumulatively to communicate the advertiser's message to the consumer.<sup>1</sup>**

In other words, each element of a campaign has to be effective on its own, because that may be the first and only exposure. All the elements also need to work together to build a cumulative image. With a well-executed multielement campaign, the whole is greater than the sum of its parts. What makes a collection of marketing communication projects a campaign? In some cases a campaign can include the complete MarCom arsenal, or it can be as simple as a series of three fractional page ads, as long as they meet all of the following criteria:

**Common objective:** Well-defined target audience; awareness, comprehension, conviction, and action goals within a given time frame. In other words, there should be a campaign strategy.

**Unified theme:** Whether it's a tagline, graphic design, or copy message, a campaign needs to convey a single message so the consumer can connect that one adjective to the brand. This does not mean every ad has to look the same—but the overall message should.

**Coordinated rollout:** Depending on the time frame, all elements can appear at once in a blitz, or new elements can be added depending on changing marketing environments, such as seasonality and competitive response. This involves media and promotion planning, but it certainly affects creative strategy.

Overall, if you remember nothing else about campaigns, know this:

***The primary purpose of a campaign is to support the brand.***

From the client's point of view, a campaign is a more effective, more profitable, and more stable situation for establishing a brand name.<sup>3</sup>

### Words of Wisdom

*"Consistency cannot be emphasized enough. To create a truly narrative environment, you must carry the story throughout."<sup>2</sup>*

—Laurence  
Vincent