



DECEMBER 2023

**PrEP  IS  
CHOICE**

# Campaign Planning Templates

Creative brief and campaign architecture templates for application alongside brand guidelines



# How to use these templates

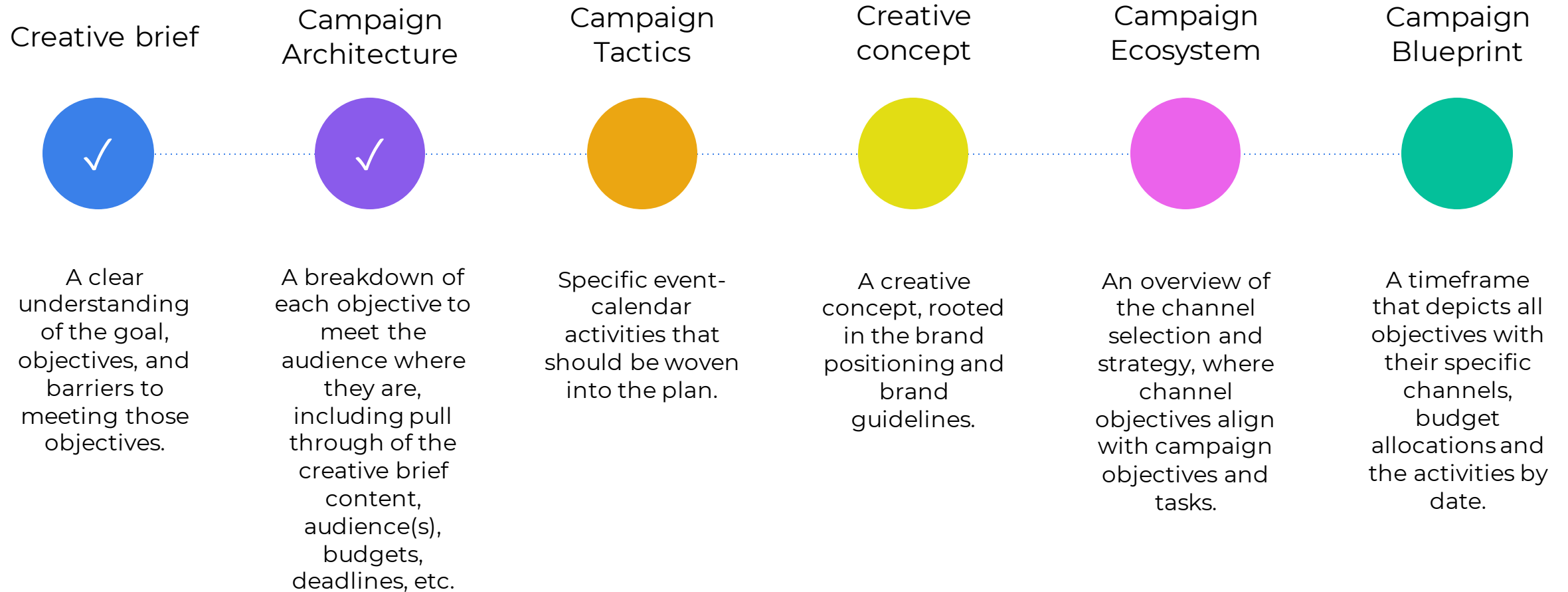
- This document provides a guide to campaign planning, including creative brief and campaign architecture templates for application.
- It is intended for use by those developing or refreshing and implementing marketing and communication campaigns focused on PrEP choice.
- It builds on the PrEP Category Brand Positioning for Adolescent Girls & Young Women\* and is intended to help put the PrEP Category Brand Guidelines into action\*\*.
- An example of the current planning process in South Africa is provided to help spark creativity and thought around campaign planning.

\*Communicating the PrEP Category to Adolescent Girls and Young Women: Brand positioning strategy brief, MOSAIC Project, November 2023.  
[www.prepwatch.org/resources/communicating-the-prep-category-to-adolescent-girls-and-young-women/](http://www.prepwatch.org/resources/communicating-the-prep-category-to-adolescent-girls-and-young-women/)

\*\*Throughout this document you'll see brand assets that are part of the PrEP Category Brand Guidelines, please refer to the guidelines for explanation of color, logo, font, and other elements.

# What is campaign planning?

A **creative brief** and **campaign architecture** provide a guide to develop campaign tactics, a creative concept, a campaign ecosystem, and a campaign blueprint.



**Campaign planning is like an orchestra.**

**To create a symphony, every musician should be fluent in their craft, well-rehearsed, and alert.**

**The conductor should manage them so that they all work in harmony, and no specific instrument or musician is too loud or too soft.**

**When all these elements work together, you can expect audible bliss.**



# What does this mean?

- **There are many songs to choose from.** Go with your gut—and then ask for a second opinion.
- **Not every song is right for you.** Just because it is an option, doesn't mean you have to use it.
- **Choose each element carefully.** From the message, to the platform, to the color, to the amount of text. Every aspect plays an important role and should carefully be considered.
- **Strive for balance.** This will help you to manage the multiple 'moving parts' to ensure they are working together as a whole, supporting each other as much as possible.
- **Plan for everything,** and then trust the process, so that once things go live, you can stick to the plan.
- If or when you realize some adjustments need to be made, that is 100% ok. **Nothing is set in stone,** and learnings are always welcome.

Campaign planning is a critical component of any marketing strategy, serving as a roadmap that guides the execution of a campaign. It involves careful consideration of various elements to **ensure that the right message reaches the right audience at the right touchpoints.**

## THE CREATIVE BRIEF

Campaign planning starts by aligning with the overall strategic goals and objectives. This ensures that the campaign contributes directly to the organization's goals and mission.

## CAMPAIGN ARCHITECTURE

Through planning, we will identify our target audience based on key barriers along their journey. Understanding the audience and their journey allows for tailored messages that resonate with at specific times, with specific groups.

## CAMPAIGN TACTICS

Identify the 5-10 important dates or events that need specific attention.

## CREATIVE CONCEPT

The creative idea that will come to life to in the campaign, aiming to capture audience interest, influence their emotional response, and inspire them to act.

## CAMPAIGN ECOSYSTEM

An understanding of the role of different channels, and how they support one another.

## CAMPAIGN BLUEPRINT


The entire campaign plan summary on one page, where it is clear how much budget is allocated to each objective or task and the timing for each task to go live.

The following slides focus on two major elements of campaign planning: (1) developing a **creative brief** and (2) **campaign architecture**.





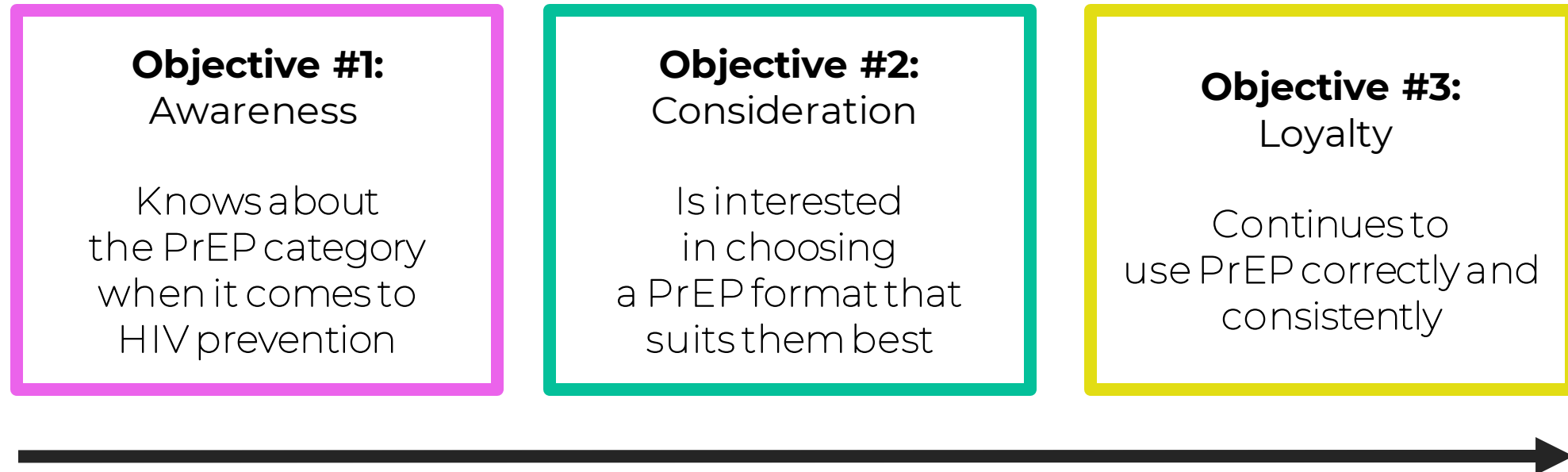
# **CREATIVE BRIEF**



**Not everyone is at the same stage of their PrEP journey, so let's meet them where they are.**

# Objective setting

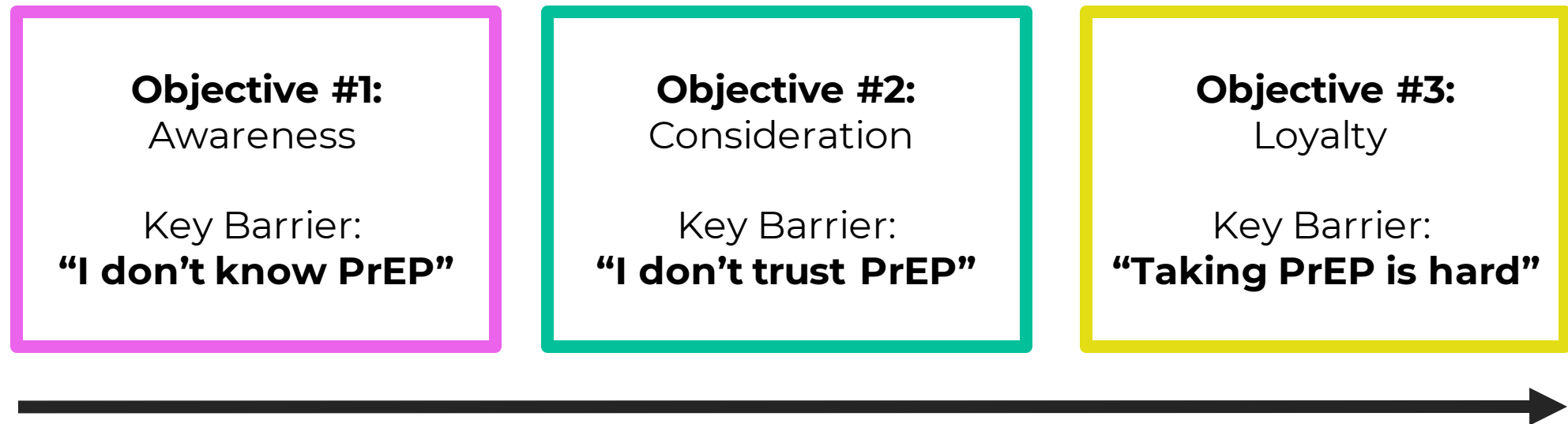
Ensuring there's a clearly defined focus that narrows in on the critical objectives is key. Simplification is important—the details will come in later. Let's work on the assumption that these are the three main stages of the PrEP journey\* that align to communication objectives.



\*There are a variety of PrEP journeys that have been developed based on end user research. We are not suggesting that this is the evidence-based journey, but rather simplifying the journey for the purposes of developing a clear, direct, and actionable creative brief.

# Objective setting

In using a barrier-led approach, we reframe the objectives in a way that is problem-solving and emphatic (using first-person). The following barriers are based on learnings from developing a brand positioning\* for the PrEP category for AGYW and are illustrative.



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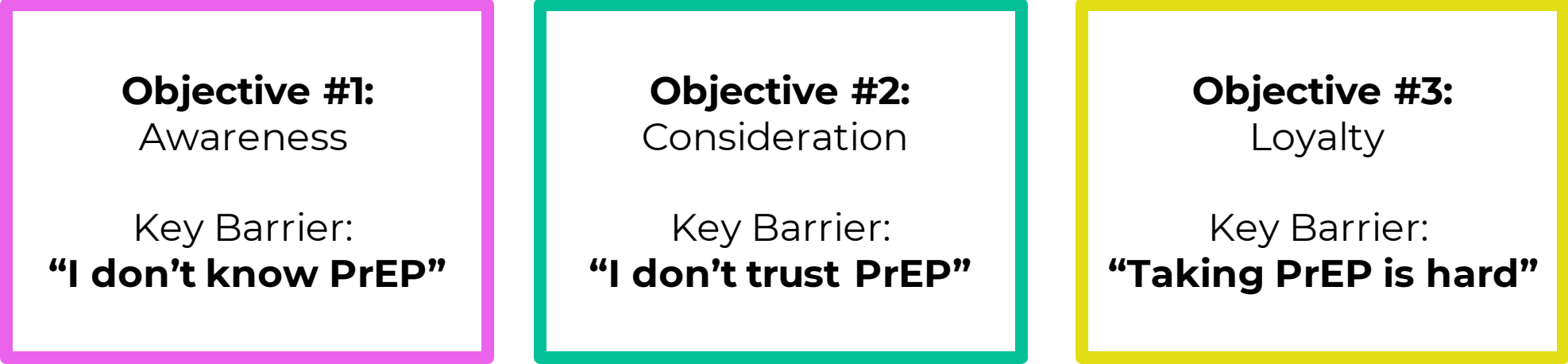
# The Kipling method for creative briefs

The Kipling questions work because they are short and direct. They are also largely general, and 'What' can be applied to many different situations, making them a flexible resource.

1. <b>WHAT</b> is the problem?	2. <b>HOW</b> is it happening?	3. <b>WHY</b> is it happening?
4. <b>WHERE</b> is it happening?	5. <b>WHEN</b> is it happening?	6. <b>WHO</b> is it happening to?

# Objective setting

We apply the Kipling method for each objective and associated barrier. In the appendix of this document you'll find a creative brief template to use as a starting point.



1. <b>WHAT</b> is the problem?	2. <b>HOW</b> is it happening?	3. <b>WHY</b> is it happening?
4. <b>WHERE</b> is it happening?	5. <b>WHEN</b> is it happening?	6. <b>WHO</b> is it happening to?

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# **CAMPAIGN ARCHITECTURE**

For a campaign focused on PrEP choice, we recommend using the **barrier-led** template. It's solution-oriented and automatically focuses on young women along the user journey. It pulls through the objectives and barriers from the creative brief.



# Where we want to end up

In the appendix of this document you'll find a campaign architecture template to use as a starting point.

<b>Goal</b>			
<b>Positioning</b>	Pull through of brand positioning.		
<b>Audiences</b>			
<b>Objective</b>	Pull through of creative brief objectives and barriers into campaign architecture.		
<b>Barrier</b>			
<b>Comms Task</b>			
<b>Media Job</b>			
<b>Touchpoint</b>			
<b>Budget Split</b>			

# How to get there

## BARRIER

What are the 3-4 key barriers that are problematic for consumers / users along the user-journey? [Pull these through from the creative brief].

## COMMS TASKS

A statement under each barrier, clearly defining the specific tasks our communication and marketing should do.

## MEDIA JOB

A statement under each task, clearly defining the media (channels/ platforms) principles for that specific barrier.

## TOUCHPOINTS

Touchpoints (channels/ platforms), based on a thorough understanding of the user journey.

## BUDGET SPLIT

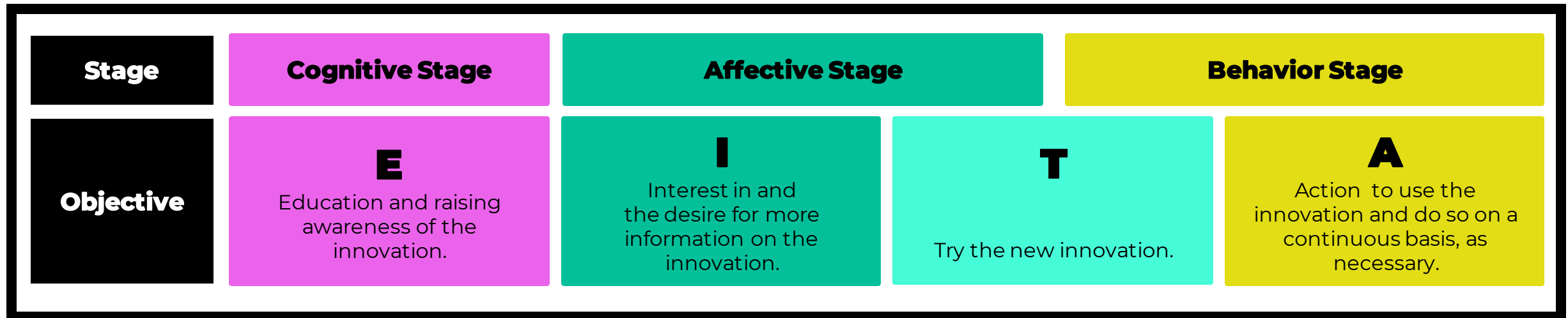
An allocation of what ratio of the total budget should serve each specific barrier, to ensure the accurate allocation according to urgency and importance. You may also want to include the proportions if you plan to use funds from multiple budgets.

# **SOUTH AFRICA EXAMPLE**

Your campaign architecture can and should be tailored to your setting.

# Integrating the Eita! model

The Eita! Model\* was successfully implemented to support the uptake of HIV prevention services and rollout of biomedical prevention products in South Africa.



\*Briedenhann, El mari et al. Eita! Reaching Communities and Young People to Drive Demand for Oral Pre-Exposure Prophylaxis in South Africa. Journal of Adolescent Health. Volume 73, Issue 6, Supplement, December 2023, Pages S50-S57. <https://www.sciencedirect.com/science/article/pii/S1054139X23003968#bib8>

BRAND STRATEGY

<b>GOAL</b>	Make PrEP famous - present young women with an option to make life-changing choices
<b>Positioning*</b>	PrEP is a way for young women to prioritize their physical health and mental well-being, to live a life uninterrupted by HIV. It affirms that self-love is strength.
<b>Audience</b>	For AGYW who want to give themselves the peace of mind PrEP affords.

CAMPAIGN ARCHITECTURE

Stage	Cognitive Stage	Affective Stage		Behavior Stage
<b>Objective</b>	<b>E</b> Education and raising awareness of the innovation.	<b>I</b> Interest in and the desire for more information on the innovation.	<b>T</b> Try the new innovation.	<b>A</b> Action to use the innovation and do so on a continuous basis, as necessary.
<b>Barrier</b>	<i>"I don't know PrEP"</i>	<i>"Can I trust PrEP?"</i>	<i>"I'm excited but still cautious to try PrEP"</i>	<i>"Continuing PrEP is hard"</i>

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# Campaign architecture (with Eita! model application)

<b>BARRIER</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
<b>COMMS TASKS</b>				
<b>MEDIA JOB</b>				
<b>TOUCH-POINTS</b>				
<b>BUDGET SPLIT</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>

# Illustrative campaign architecture (with Eita! model application)

BARRIER	<p><b>“I don’t know PrEP”</b></p>	<p><b>“Can I trust PrEP?”</b></p>	<p><b>“I’m excited but still cautious to try PrEP”</b></p>	<p><b>“Continuing PrEP is hard”</b></p>
COMMS TASKS	<ol style="list-style-type: none"> <li>1. Reach AGYW holistically with information on methods <b>aligned to their needs, preferences and lifestyle</b>.</li> <li>2. Reach with the purpose of creating <b>general awareness</b> (not promoting uptake) is done to normalize the concept of HIV prevention and educate.</li> </ol>	<ol style="list-style-type: none"> <li>3. Demonstrate credibility &amp; trust by engaging communities and AGYW through <b>local community-based organizations (CBOs) and youth representatives</b>.</li> <li>4. Work with <b>healthcare professionals / providers</b> (vital touchpoint) to overcome apprehension or stigma.</li> <li>5. Ensure Ministry/Demographic health <b>endorsement</b>.</li> </ol>	<ol style="list-style-type: none"> <li>6. Make the <b>‘moment of use’</b> start out as a life-affirming choice - link back to feelings of power, inner strength and self-care that is a <b>feature</b> of the act of taking PrEP.</li> </ol>	<ol style="list-style-type: none"> <li>7. Establish a <b>community around PrEP</b> to make it more ingrained, habitual and routine. I.e., we want all AGYW taking something meaningful.</li> </ol>
MEDIA JOB	<p><b>REACH</b></p> <p>Considered planning to reach AGYW on the <b>channels that the majority use most often</b>.</p> <p>Then, to reach a broader audience, sufficient budget is required for media placement for a minimum of 3 months per year, across at least 2 <b>national regional channels</b>.</p>	<p><b>INFORMATION ENGAGEMENT</b></p> <p><b>Frequency</b> – Important to ensure the message lands adequately, thus budget allow for recurring placements.</p> <p>Interactions should be <b>2-way and personal</b>, allowing for questions, feedback or more information. E.g., Provide contact number / website and keep social media communication management consistent.</p>	<p><b>IMPACT</b></p> <p>At the moment of initiation, <b>young women seeking our services</b>, clients should feel empowered and celebrated. “Life begins <b>now</b>”</p>	<p><b>RELATIONSHIP</b></p> <p><b>Maintain</b> a supportive connection with PrEP clients, with regular, 2-way communication.</p>
TOUCHPOINTS*	<p>Broad reach <b>traditional</b> channels like TV, radio, billboards and print.</p> <p>Broad reach <b>digital</b> channels like social media ads, YouTube ads and Google AdWords.</p>	<p><b>Touchpoints that allow for EASE</b> – Easy to find, easy to communicate, easy to understand.</p> <p><b>CONVENIENCE</b> – On / from my phone, on social media platforms I use most, in my area, clinic, school, church.</p> <p><b>PRIVACY</b> – Not in public settings, anonymous, personal.</p>	<p><b>Youth-friendly client service taken to the next level.</b></p> <p>Celebrate young women starting a PrEP method and at return (continuation) visits (<b>in clinic</b>)</p>	<p>Touchpoints that are <b>interpersonal</b> and allow for follow-ups and 2-way / group engagement.</p> <p>Important here is to foster a <b>sense of belonging</b> by demonstrating care.</p>
BUDGET SPLIT	<p>20% of total budget</p>	<p>30% of total budget</p>	<p>30% of total budget</p>	<p>20% of total budget</p>

# **APPENDIX**





# Campaign Architecture Template

<b>Goal</b>			
<b>Positioning</b>			
<b>Audiences</b>			
<b>Objective</b>			
<b>Barrier</b>			
<b>Comms Task</b>			
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<b>Touchpoint</b>			
<b>Budget Split</b>			

# Campaign Architecture Template

**BARRIER**

1

2

3

**COMMS TASKS**

**MEDIA JOB**

**TOUCH-POINTS**

**BUDGET SPLIT**

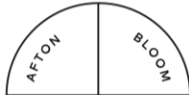
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# ACKNOWLEDGMENTS

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