Creating your campaign theme

Your campaign theme is made up of five components that work together. Use this worksheet to brainstorm and connect dots.

**Big idea:** the takeaway that must be felt/communicated across all aspects of the campaign

* What is the one thing you hope your audiences take away from this campaign?
* If you could leave them with one *feeling* after engaging with the campaign, what would that be?
* If you could leave them with one *idea* after engaging with the campaign, what would that be?

**Concept:** the catchy and/or compelling lens through which you tell the story of the campaign

* Guided by your big idea, what is a phrase or line that your audiences will “get” quickly and meaningfully?
* What tone and style do you want to use in order to communicate your big idea?

**Messages:** the key information you must convey through the campaign

* Thinking about your campaign audience:
  + What is the problem your camp solves or the opportunity it presents to them?
  + What does your camp do on a basic level?
  + What makes your camp unique or special?

**Visuals:** your photography, color palette, tone and style, typography, creative elements, etc.

* What is the relationship between this campaign and your camp’s brand?
* Is it strategic to look the same as or different from your regular communications?
* What is the desired tone and style for the campaign (see concept above)? How does that influence your visuals?
* Are there any stereotypes or stigmas that you should avoid or counter with your imagery?

**Call to action:** the prompt that asks your audience to engage with you more deeply, take the next step

* Where should you direct your audiences?
* What is a realistic and relevant action to ask them to take?