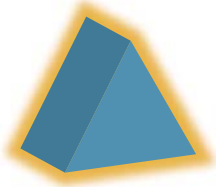


## The 5MetaCom approach to campaigns

Five steps to building an effective marketing campaign



The 5MetaCom approach to effective campaigns builds the necessary understanding to create and deliver messages which resonate with target audiences. These messages come to life through a variety of tools and tactics designed to move audiences to the desired action.

### 1. Discovery: Understanding your current reality (where you are) and desired state (where you want to go).

Conduct interviews and gather background and marketplace information.

Outcome: **Collective Understanding**

### 2. Envisioning: Developing and defining campaign fundamentals.

Define strategies, message and position to form the basis of campaign communications. This step also includes tactical planning for use in Step 4.

Outcome: **Campaign Fundamentals and Tactical Plan**

### 3. Expression: Transforming campaign messages for marketplace delivery.

Create the cornerstone piece to establish the campaign's creative foundation including graphic style (colors, typography) and copy platform (message, tone, key copy points).

Outcome: **Creative Foundation**

### 4. Mobilization: Producing a system of tools and tactics to deliver the Creative Foundation and campaign messages to target audiences.

The set of tactics works together as a system to lead audiences to a desired action. Each tactic has a specific objective and intended use within that system.

Outcome: **Campaign Communications and Marketing Tools**

### 5. Assessment: Evaluating campaign outcomes.

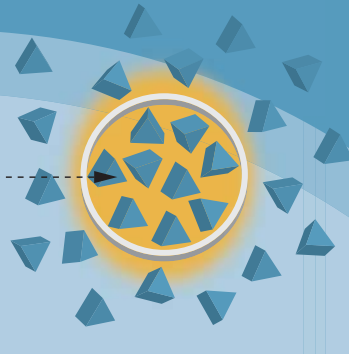
Assessment helps guide future marketing efforts to make the next campaign more effective than the last.

Outcome: **Campaign Evaluation**

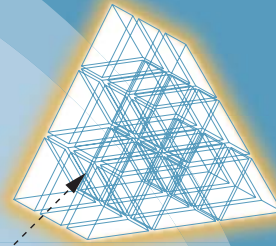
# The Marketing Campaign Process

5MetaCom's five steps to building effective campaigns

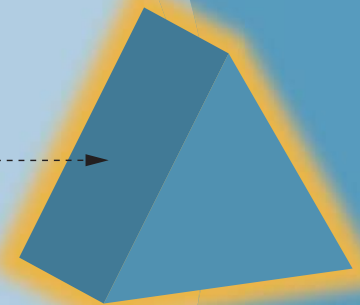
**Step 1: Discovery.** Seek out information from internal and external sources to build understanding of where you are and where you want to go.



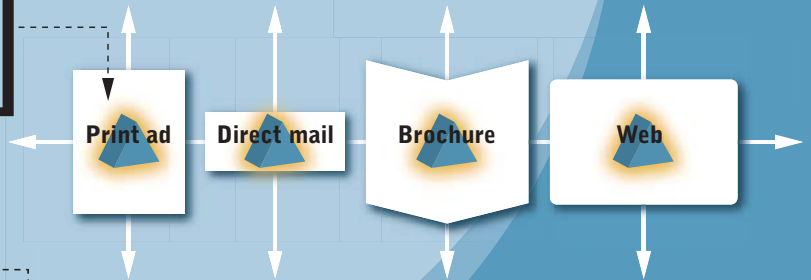
**Step 2: Envisioning.** Develop campaign strategies, messages and fundamentals that form the basis of realizing your goals and objectives.



**Step 3: Expression.** Transform campaign messages for marketplace delivery. This step includes a cornerstone piece to establish the campaign's creative foundation.



**Step 4: Mobilization.** Deliver campaign creative to target audiences using a system of tactics with each one chosen to perform a specific function.



**Step 5: Assessment.** Evaluate campaign outcomes to help guide future marketing efforts to make the next campaign more effective than the last.



*By following this process, you improve the odds of delivering a memorable and effective campaign into the marketplace.*