

What makes campaigns work?

Graeme Downie, Director

What makes campaigns work?



Delivering creative change

**Never forget your
MAMA....**

Mission

Audiences

Messages

Avenues

What is your mission?



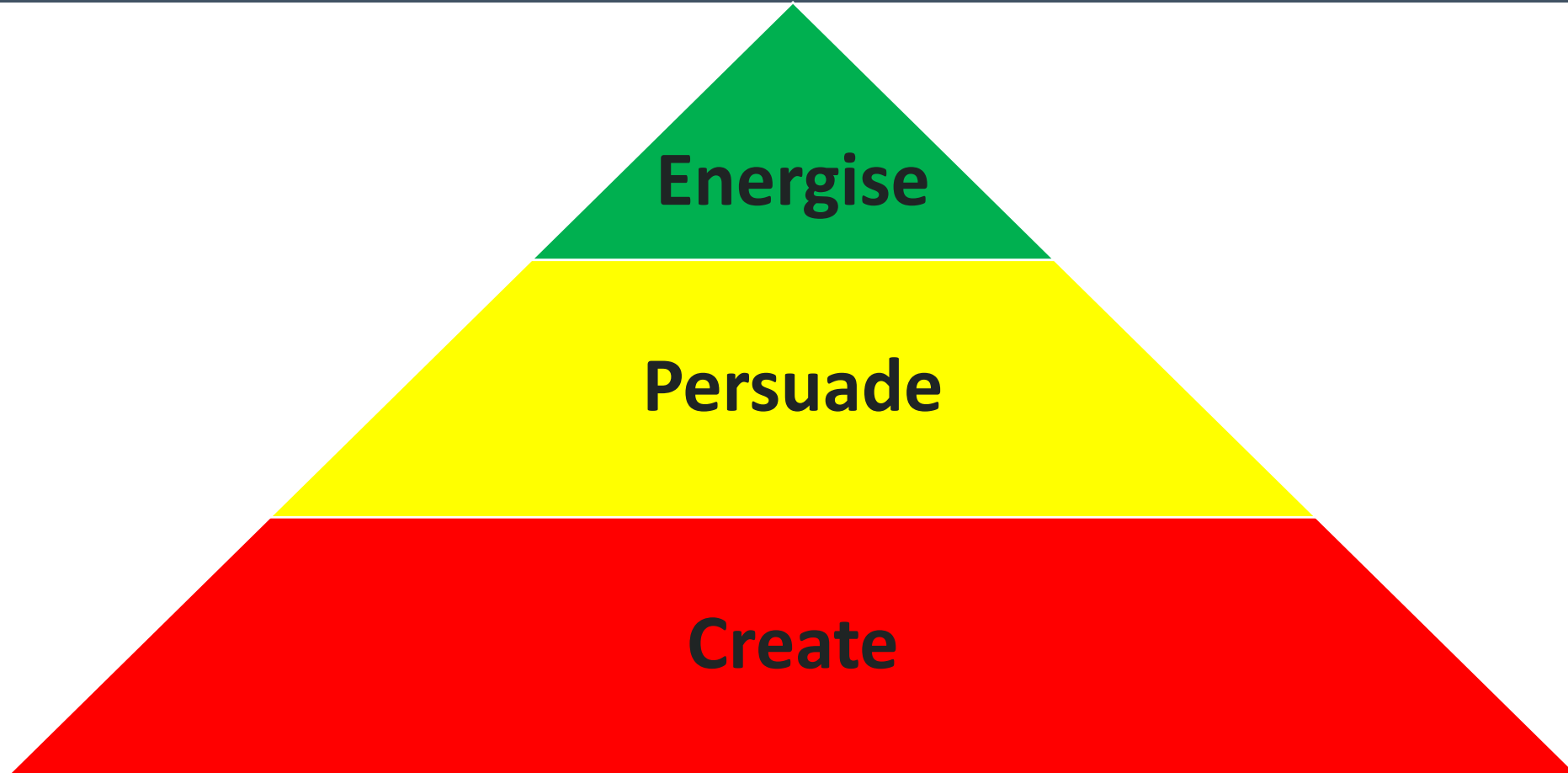
Objectives

Strategy

Timescale

Contingencies

Who are your audiences?



Messages



**Core
Script**

Q&A

Reactive

Spokespeople

Avenues



Media

Opinion

Briefing

Social



Graeme Downie

graeme.downie@orbit.scot

07973 300 184