

## B. DETAILED OUTLINE:

*In this step, we will discuss in detail each component and its requirements within the assignment.*

### 1. EXECUTIVE SUMMARY/INTRODUCTION:

- *Introduction:* Summarize the content of main ideas into single sentences. Here are the must-haves in your executive summary.
  - Objective (e.g. “Raise online visibility of the organization and generate financial support toward an environmentally friendly working space”)
  - Target audience

**Example:** Female generation Z-ers, Male millennials (just need to name the audience)

- Strategy/Goal .

**Example:** The plan will investigate a deep analysis of 30 to 42-year-old Melburnians to determine their perspectives on homelessness and encourage them to sign up for the movement and donate to Melbourne Zero.

- Tactics (only names)

**Example:** Melbourne Zero talk show, offline petition signing, media release, etc. (just need to name them)

- Key message

**Example:** MELBOURNE ZERO CALLS FOR GEN Z TO PARTICIPATE IN OUR MOVEMENT BECAUSE WE BELIEVE THAT BECAUSE OF THEIR CREATIVITY AND EMPATHY, THEY CAN HELP EVERYBODY COME BACK TO THE HOME THEY DESERVE.

- *Executive summary:* More or less consisting of the same elements, but there are others to include to make it an executive summary.
  - Summary of the entire report (delivered in phrases and short sentences to fit your slide)
  - Budget (general description): total cost, primary expenditures

**Example:** 300 million VND, with a 150 million expenditure on digital signages

- Evaluation (methods, main tools, criteria)

**Example:** Combination of primary and secondary research, with social media monitoring and website analytics as evaluation tools

## 2. BACKGROUND INFORMATION:

- *Understanding the context (1 slide)*
  - In this section, list out the **main ideas** given by your brief. These can be:
    - + **About the company:** In which industry? Standing in that industry? Parent company? Subsidiaries? Organizational aim? Any information relevant to the construction of your solution will matter.

Example: Bamboo Airways is a Vietnamese airline established in 2017 and started its operations in 2019. Estimated to be worth X dollars, the airline is owned by FLC Group. Its three value propositions are: flight timeliness, extended airport and flight connections, and high quality service.

- + **About the situation:** only brief mentioning of the situation to acknowledge it.

Example: The waste management situation in the Southeast and Red River Delta regions: currently the main methods are burial and manual incineration; these areas produce the most trash in the country; the government has set out to process 90% of urban waste in 2025, 100% in 2050.

- + What **problem/issue/target/goal** do you need to deliver a solution for? This can be about reaching a certain number of citizen signatures, increasing the click-through rate on your website or clearing any misconception regarding your organization. This should already be given in your brief.

Example: The brief asks your team to deliver a communicative campaign to raise X number of signatures for their homelessness initiative (target). This will give them enough credibility and support to file a suggestion to the local council about changes needed to be made.

Another one could be about the problems faced by the waste processing company. Reasons like waste not being categorized at their sources, lack of technological advancements, and insufficient workforce pile up to become hardships for your organization. However, keep in mind that these are not communicative problems, the ones you have in your assignment should be different in nature.

- **Campaign significance:** elaborate the reason why this campaign is needed now/here. Include any academic resources to further prove the brief's importance. For example,

Example: Joblessness is on the rise after Covid-19 pandemic, thus your recruitment and employment firm is establishing itself as a bridge between employers and jobseekers. Your campaign is necessary to help the company rebound its business due to its timeliness.

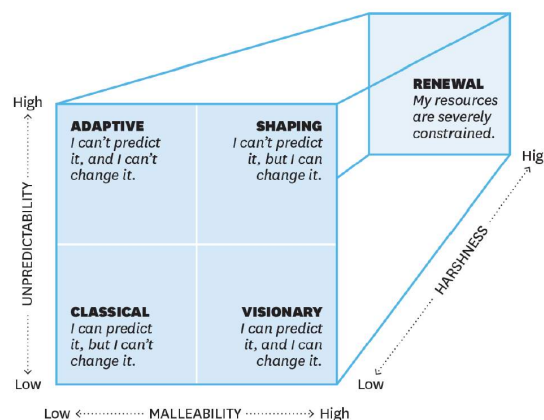
### 3. RESEARCH:

By understanding the concepts taught in class, you have a clear grasp of how each analysis tool works and whether it is suitable for your research or not. Therefore, this guide will attempt to provide support in research based on the framework your team opts for.

- *Situational analysis (1-2 slides)*
  - “Five approaches to strategy” model (Reeves et al. 2015)

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your campaign/issue/organization as you need to stay grounded and true to that notion.

- PEST/PESTLE analysis

*The 'PEST' analysis model emphasizes external factors that shape strategic decision-making, enabling organizations to gain a competitive advantage and avoid mistakes that could hinder performance effectiveness (Cox 2021).*

This analysis tool should take up one entire slide if applied. Refrain from using complete sentences to describe your points, instead utilize phrases or keywords. You can also choose to only do PEST elements rather than the full six since you need to allow the slide negative space. Back up each point in your argument with credible sources.

- Porter's 5 five forces analysis

For this model, the most critical assets to analyze are the bargaining powers (suppliers, buyers). Consequently, you will need to identify the relevant stakeholders first before you can apply this model. This does not translate that other factors are not important. In comparison, some of them such as substitutes and new entrants may not be obvious since they may not have relevance to challenge your organization or there is insufficient data regarding their operations. All in all, you should carry out a pre-research phase delving into this model's components before you can apply it in your slides.

**Example:** A sample application of a model is as follow (case in point Bamboo Airways):  
Supplier bargaining power: Airbus - powerful bargaining prowess due to it being the main aircraft provider for Bamboo Airways

Customer bargaining power: Since Bamboo Airways presumably holds its customer service quality in high regards, customers of the airline should have a moderate to substantial influence over its operations. However, one single incident might not cause a stir for upper management.

Threat of substitutes: This category features dominant opponents in the domestic scene like Vietnam Airlines and Vietjet Air as standout substitutes for Bamboo Airways among customers. Therefore, the airline should expect a noticeable threat concerning those which can act as replacements.

- *Organizational analysis (1 slide)*

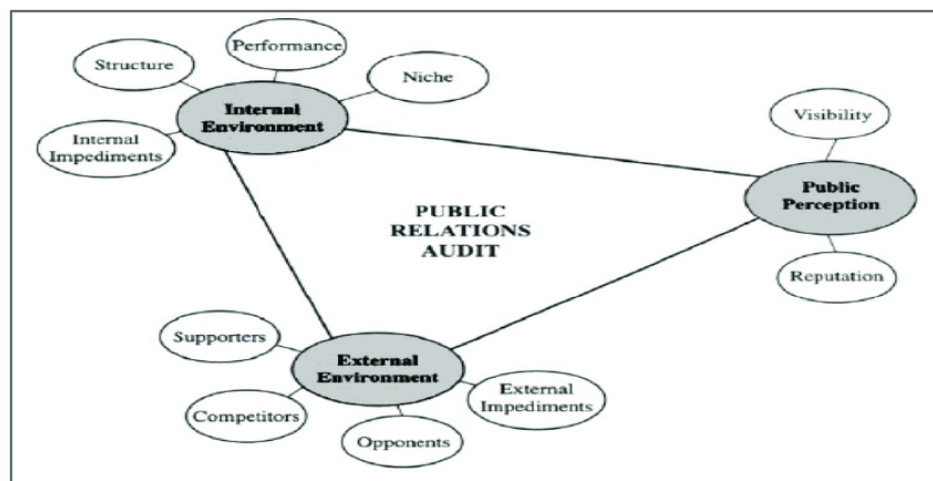
- SWOT analysis:

Tips: Strengths and weaknesses are the essential areas, however you should only mention the basic properties as the client already acknowledges these. Expand your research to encompass opportunities and threats sections by utilizing scholarly sources, reports, newspaper information and even appendices. Ensure you have two bullet points for each of the opportunity and threat squares.

Instructions: Here's how a company fits into the SWOT model (case in point Bamboo Airways):

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>- Have direct flights connecting airports in Vietnam with those in various countries in the globe</li> <li>- Considered one of the most on-time airlines in Vietnam</li> </ul>	<ul style="list-style-type: none"> <li>- Instability from parent company suggests financial constraints for the airline</li> <li>- Young, rather inexperienced airline =&gt; limited flight paths and hours</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>- Tourism industry in Vietnam is booming =&gt; Many chances for profitable exploitation (external factor)</li> <li>- The airline has achieved a number of licenses to open more routes and operate more planes (internal factor)</li> </ul>	<ul style="list-style-type: none"> <li>- The competitive landscape of the aviation industry (external)</li> <li>- Limited exposure/training facilities available for production of quality pilots, captains and attendants (both internal and external)</li> </ul>

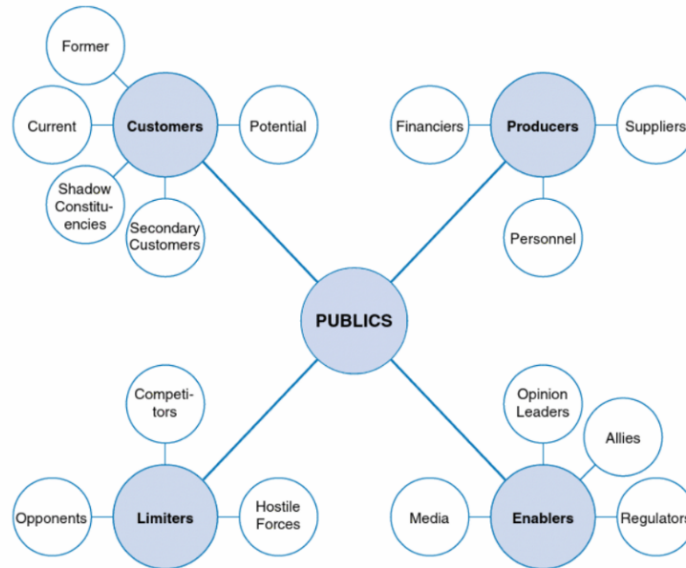
On the other hand, if you feel that there are still gaps in your organizational inspection, you can perform Smith's communication audit.



For the internal aspects, showcasing the company profile (no. of employees/departments, clear/unclear mission/vision/values, etc.) concisely is key, whereas the external factors concern competitors, supporters, sponsors, political and environment landscapes and more that could affect the campaign's success rate. Public perception is another potential piece of data, harvested through social media presence (no. of accounts, reaction ratios, click-through rate, etc.), SEO results, newspaper reports, and so on to answer the question: how does the public view the company OR do they have any presence in the public's eye in the first place?

- *Public analysis (1 slide)*

- Smith's (2017) categories of publics (suggested model):



If this model is adapted for a company (customers, producers, limiters, enablers), it should be used as a bullet point if there is a deduction and schedule before undergoing applying this framework.

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Instruction: How a company fits into this model:

Customers	Limiters
<ul style="list-style-type: none"> <li>- Customers who wants to travel in air</li> </ul>	<ul style="list-style-type: none"> <li>- Competitors: Vietnam Airlines, Vietjet Air, etc.</li> </ul>
Producers	Enablers
<ul style="list-style-type: none"> <li>- Supplier: Airbus</li> <li>- Parent company/Financier: FLC Group and other shareholders</li> <li>- Personnel: flight attendants, pilots, etc.</li> </ul>	<ul style="list-style-type: none"> <li>- Social media coverage (earned, paid, shared, owned)</li> <li>- Allies: Partners</li> <li>- Regulators: Civil Aviation Authority of Vietnam</li> </ul>

- *Target audience (1 slide):*

Here you should elaborate on why you choose a specific type of target audience. If one has already been given through the brief, you can attempt to explain why you see that populace is the correct audience for your campaign. Firstly, display several key information regarding the target audience (e.g. target audience = generation Z => age range/year born, percentage in the

population - adjustable, etc.). Afterwards, describe their key features (e.g. generation Z is internet-literate, digital natives, compassionate, caring about societal matters, etc.). Next, delve into the reason this audience is selected for this campaign (e.g. because of their tendency to participate in environment-friendly plans, they are chosen ahead of generation Y). All of these points must be backed up with credible evidence.

**Example:** Case in point: a homelessness campaign designed by X organization seeks to reach Y signatures to lobby local council

Key public: generation Z as signature providers

Details: gen Z - born 1996 to 2010, percentage in generation Z in Z city (e.g. Melbourne/Hanoi/HCM City)

Why:

- Digital centric and digital native = technology is part of their identity [insert source]
- They deem it necessary and one of their responsibilities to create a sustainable and fair society [insert source]
- They're cognizant that government authorities are most responsible for the state of homelessness [insert source]
- Homelessness is one of their top concerns when talking about societal issues [insert source]

#### 4. PROBLEM STATEMENT:

For this section, you can input your complete problem statement on your slide. As there are multiple versions of a problem statement, you can seek out the format you prefer or opt for those which have been introduced in class. A model problem statement contains the following information:

- The (what is the source of the problem/'or trigger event')... is causing/has caused... (describe the problem and where it is occurring).
- This is affecting (who? List which publics and how they/relationships are affected)...
- The outcome/ impact of this problem is...
- Why is this a concern?...
- Consider relevant time frames (when) and resources available

**TIPS:** Highlight key details in either bold or italic so that the marker can easily identify them.

**Example:** Piece the following elements together to compose your problem statement:

- Source of problem: increasing rental cost, inadequate housing quality
- Problem: a worrying increase in the number of people without a home
- Effects: not only is the city scenery is impacted by this, but more importantly the homeless are exposed to physical and mental threats
- Outcome: decreased living standards, unwanted economic status
- Why is this a concern: there is insufficient financial and healthcare support available for them, not to mention quality, long-term housing policies
- Time frame: A campaign has been drawn out for a three-month period from January to March 2024.

#### 5. STRATEGIES, GOALS, OBJECTIVES:

Picking a manageable and appropriate strategy is the key to writing persuasive goals and objectives. The aforementioned five approaches to strategy map out a campaign's general code of conduct, but the precise courses of action are not yet specified. Therefore, models like Smith's (2017) two proactive strategies (see Figure 1) provide you with a wide range of methods for selection of application in real-life campaigns. In the case of this model, since the assignment requires a solution to a communication issue, you should pick the strategies in the communication column rather than an action-oriented one. Aim for at least 2 methods to give yourselves variety in approaches and later on, tactics. Following this, you should give, in bullet points, reasons why you have chosen those approaches and how they navigate your goals and objectives.

The next slide is where you organize your goals and objectives. Each goal should have 3 objectives, 1 in each category. Your goals are recommended to be categorized according to their type as either reputation, relationship or task management, while the objectives belong in either awareness, acceptance or action. In addition, the objectives also have their own properties, belonging to either informational, attitudinal or behavioral (similar to the above categories). Here is how to compose those goals and objectives:

- *Goals:* Start with "to [verb]" and should be concise, succinct. However, avoid being too broad in your description of targets, mainly "to increase awareness of organization X". Be direct and compliant with the given brief.

- **Examples:**



- + Reputation management: To align the company's brand values in accordance with the industry's core values.
  - + Relationship management: To enhance understanding of generation Z about homelessness and ways to end it.
  - + Task management: To minimize carbon emissions from factories within Hanoi.
- *Objectives*: the SMART model is still the go-to format for composing these. Be sure to keep in mind your evaluative methods.
    - Examples:
      - + Awareness: To gain X followers across the company's social media platforms (Facebook, Instagram, X) in the next two months.
      - + Acceptance: To receive X% positive comments/engagement rate on social media posts throughout the campaign.
      - + Action: To garner X signatures for the company's online petition in the next three months.

## 6. KEY MESSAGE:

The formula for writing key message is as followed:



An example is: X company calls for [target audience] to participate in this movement because we believe their creativity alongside empathy for the homeless can help deliver this mission.

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## 7. TACTICS:

This is the bulk of your campaign, where you should spend the most slides on. Below are some key points to consider when carrying it out:

- For each tactic, give it a title or name as well as clarify which objectives it is fulfilling (e.g. online advertisements => tackle awareness and acceptance objectives).
- Be sure to categorize your tactics under 3 phases: Awareness, Interest/Engagement, Action.
- Every tactic needs its own properties, displayed via bullet points. Be sure to think of every aspect that your tactic demands clarification on.
  - Example: Tactic = media release
  - Purpose: To provide an organizational viewpoint on any activity or idea on any related matter (e.g. to give the perspective of organization X on its pop-up event via media release sent to prominent newspapers)
  - Date: It will be held on [...], after the [...]
  - News values that the media release tackles (proximity, human interest, etc.). These values pertain only to the tactic of media release.
  - This media release will be distributed to top newspapers in the area, each one requiring an alternative news angle => List out the names of the newspapers. Explain why various news angles are needed => to give variety and diverse hooks, avoid repetitive content
  - Rationale why you choose this tactic: The primary audience, constituting the largest readership of online news, plays a pivotal role in the success of campaign X. Press releases serve as a highly effective means to secure media coverage, enhancing the visibility and recognition of the campaign (Hughes, 2020)

Another suggestion:

### **Short viral video on Tiktok and Facebook for ads setting**

Rationale: The objective of the video is to foster strong resonance with the .... By eliciting powerful emotions, the video is more likely to captivate and be shared by viewers, thereby expanding its reach and potential impact (Botha and Reyneke, 2013).

### **Social media post engagement:**

Rationale: Social media platforms offer marketers and company managers the opportunity to collaborate with consumers, thereby enhancing company visibility (Schivinski and Dabrowski, 2014).

→ The rapid and easy distribution of content through social media makes it a potential tool for companies to create viral messages. Additionally, the effectiveness of communication on social media has been primarily focused on the fundamental aspects of posts (Wagner et al. 2017).

- Any tactic requires a good visual representation. You can perform these illustrations on Canva. Ranging from basic elements that only call for copy and paste to designing over an image, you can try different creative directions to elevate your pitch deck.

#### 8. CAMPAIGN TIMELINE:

Applying a Gantt chart for this part is a must. Beyond that, you can chop and change certain areas to fit your own schedule. Sections like the names of the tasks, its durations (4 weeks, 2 days, etc.), and formats (online/offline/etc.) definitely play important roles in configuring your chart. Don't forget to also include the period of time your evaluation takes place.

Example: CTV thêm

#### 9. BUDGET:

It is commendable to present your budgeting plan in a table. Once again, you should categorize each type of expenditures according to a model if possible. For example, Smith (2017) mapped out a model consisting of five budgeting areas that you can apply: personnel, material, media cost, equipment & facilities and administrative items. Item name, quantity, estimated prices and further notes are unmissable columns when composing your budget plan. For your pricing column, discuss with your lecturer about the level of details they are allowing you since this determines how well you need to actually research the price of your items.

Example: CTV thêm

#### 10. EVALUATION:

A proposed table model for evaluation methods is as followed:

<b>Objective types</b>	<b>Objectives</b>	<b>Measurement</b>	<b>Research type</b>
Awareness/Acceptance/Action	To gain X followers across the company's social media platforms (Facebook, Instagram, X) in the next two months	Social listening tools/website analytics tools (naming specific websites/tools help)	
Acceptance	To have 80% positive feedback and/or interactions from gen Z-ers in Hanoi on the company's social media posts from January to April 2024	Social listening tools (Fanpage Karma, BuzzSumo, etc.)	Primary

#### 11. ISSUE MANAGEMENT (OPTIONAL):

Only include this slide if you still have spare slides and desire a DI+ work. A sample model is as followed:

<b>Potential scenario</b>	<b>Description</b>	<b>Likelihood</b>	<b>Severity</b>	<b>Solution</b>
Covid-19 outbreak	Face-to-face meeting (referring to your tactics) may cause Covid-19 infection	Low/Medium/High	Low/Medium/High	Ensure precautionary tests and ready for quarantine when alerted

#### **C. REFERENCES:**

Reeves M, Haanaes K and Sinha JK (2015) *Your Strategy Needs a Strategy: Execute the Right Approach*, Harvard Business Press, Massachusetts.

Smith RD (2017) *Strategic planning for public relations*, 5th edn, Routledge.

#### **D. APPENDICES:**

<b>Proactive strategy #1: Action</b>	<b>Proactive strategy #2: Communication</b>
Organizational performance	Publicity
Audience engagement	Newsworthy information
Special event	Generating news
Alliance and coalition	News peg
Sponsorship	Transparent communication
Strategic philanthropy	
CSR	
Volunteerism/Activism	

Figure 1: Smith's (2017) two proactive strategies model

Source: Smith 2017

