



AUDIENCE DEVELOPMENT STRATEGY

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INTRODUCTION

Motto: „*Stigmatizing campaign for the protection of the society against the mentally ill is shameful and primitive. On the contrary, it's necessary to integrate them into the society.*” (Cyril Höschl, one of the Czech's leading psychiatrists).

Audience want relationships.

Audience want to trust project program and its goal

Audience want you to make them feel the sense of the project via the project program (cultural program is the key in terms of attracting new audience)

Audience Development focuses on identifying new viewer who might benefit from what you have to offer. Often Audience Development is a **short-term strategy** focused on acquisition or marketing that seeks to increase viewers /participants/

Building relationships: Both existing and potential audiences can improve with the help of quality interactions. In building relationships, you create a direct connection to the audience, endearing them and improving their perception of your cultural project.

Gaining more visitors: Of course, growing an audience is a necessary component of any cultural efforts. It occurs through several methods, including outdoor and indoor advertisement, TV and radio

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and on – line media, social media adds and other targeted advertising.

Advertising campaign depends on advertisement budget, planning and strategy.

You have to ask following questions to SET YOUR AUDIENCE DEVELOPMENT STRATEGY:

- Who are they?
- What are their demographics and psychographics?
- What do they care about?
- Based on their demographics, what are their life stages?
- How are they interacting with you now? What feedback have they shared?

And even more:

What sites is your audience visiting?

What authors are influential?

New current trends and interest

Then, questions you should ask during the implementation of the project:

Is your audience engaged?

If so, how are they engaged?

Do I need to change anything?

The Element's project choose following main instruments to reach audience:

- Email campaigns
- Social media outreach
- Soliciting user-generated content
- Targeted advertising
- Referral programs
- Events

Also the **Element's** project has an important part and goal which aims to improve the quality of life for people with mental diseases in the Czech Republic through the implementation the project program / exhibition, theatre performance and workshops/ in the Czech Republic and Norway.

We focused on the expansion of this issue, not only among stakeholders type of nonprofit organizations, public administration representatives, people with chronic mental illness and the public. The novelty is also targeting to children and young people between 12-25 years, in order to expand awareness within this group in an attractive way.

The number of people **with chronic mental illnesses in the Czech Republic is still increasing**, To prevent the negative social impact is therefore largely associated with the need to destigmatize the topic amongst the public, especially young audience.

The project was implemented by Art Movement from the Czech

Republic in cooperation with the Norwegian partner – Culture Break Borders.

COMMUNICATION CAMPAIGN x EFFECTIVNES EVALUATION

The communication campaign is one of many marketing tools, which according to the American Marketing Association (2007) is ' an activity, set of institutions, and processes for creating, communicating, delivering and exchanging of offerings that have value for customers, clients, partners and society as a whole.' Most commonly used tool is a classic ad campaign, which communicates particular brand, features and benefits. For the purpose of the project was selected cultural - destigmatization campaign as a subset of the communication campaign, when are communicated mainly relations, opinions, sympathies and experiences.

Cultural - destigmatization campaigns are inherently different from the offers to meet the needs, on which are aiming the most of marketing tools. We define human need as a state when it is subjectively perceived lack of satisfaction, which a person considers necessary for the fulfillment of its basic needs. The cultural - destigmatization process is not about meeting the requirements, but a "remodeling" of a certain stereotype.

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Communication campaign basic resources

- continuous search of intersections understanding to evoke interest and simultaneously establish communication,
- the key is to know the background and motivation of the target group and use mass understandable idea,
 - SWOT analysis, marketing research, strategy and plan,
 - appropriate setting of the communication mix, monitoring of results and reviewing selected tools,
 - high share of responsibility for the outcome on TG, the target communication campaigns should TG "occur",
 - transfer campaign theme into the major society debate,
 - diversity TG / different context leads to different interpretations.

Cultural - destigmatization campaign as a subgroup of the communication campaign is based on the same assumptions, with the goal to reduce or eliminate negative assessment of individuals or groups based on their common features and ensure their equal status.

In the case of the Element's project was cultural - destigmatization campaign directed at efforts to change the perceptions of vulnerable persons (persons with chronic mental illness) by the mass public. The society assesses these people based on stereotypes and newspaper reports, reinforcing negative connotations. Example of the stereotype: all the mentally ill can be dangerous or aggressive, they can't work and don't work, mental illness can not be healed, etc.

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Cultural - destigmatization campaign's effectiveness evaluation

Evaluation rules are based on the same methods as those, used in the evaluation of conventional communication campaigns with regard to specific different goals and tools of cultural - destigmatization campaigns. Evaluation is mostly related to the evaluation of the sales increases, brand awareness, the knowledge level of communicated products and the knowledge of the campaign content. Efficiency measuring is always to a certain extent only an estimate, it's not possible to measure used tools among themselves on the basis of the verified data, because they are not equally available for each instrument. Measurable tools by order of the data acquisition availability:

- direct mail,
- internet advertising,
- advertising in printed media,
- TV advertisements,
- radio advertising,
- social networks,
- events,
- point of sale,
- public relations,
- outdoor,
- word of mouth.

Evaluation indicators: number of visitors/viewers/listeners/likes/followers, conversions rate, CPA (cost per acquisition), engagement rate, increasing the number of contacts or made deals. Evaluation is usually work of marketing controller, who are not directly responsible under the control of campaigns.

The specificity of cultural - destigmatization campaigns is in difficulties with measuring of qualitative data, because the process of changing perceptions and attitudes are usually long-term /with overlapping over the implementation of campaigns. To obtain relevant data are, except the measuring of the impact aforesaid methods , also used evaluation methods like questionnaires, spaced in time. Another specific of cultural - destigmatization campaign is common managing and evaluating of effectiveness in the context of the implementation team. This approach brings with it the advantage of professional insight into the subject, on the other hand, does not allow the benefits of "fresh" ideas that usually brings people outside expert circle. The presence of experts on the subject is absolutely essential (the overall context of the destigmatized issue, barriers to achieving the target state, etc.). Unlike conventional communication campaigns, focused on product, cultural - destigmatization ones also have high proportion of educational – cultural activities.

The uniqueness of the Element´s project is targeting a group of young people 15 to 25 years. For this group is currently typical massive use of social networks and interactive tools, low level of concentration in larger intervals, and a high degree of suggestibility

at the same time.

The general procedure for measuring the impact of these types of campaigns - is used to evaluate the main communication objective, use of the media and measuring of its range. Specific procedures will vary according to the type of obtained data. E.g. before and after campaign overall situation measurement (qualitative / quantitative method or a combination thereof). For focusing of specific attitude is measured the state of the communication process: the reach in cognitive (total capture and understanding of the main campaign topic by the target groups), emotional (attitude evaluation) .

Another approach is focused only on hard data: the use of specific media, measurement of effectiveness. Measurement of efficiency is realized from the perspective of the average member of the target group. An interesting method can also be a process method, which is aimed at achieving the objectives of the various stages of the process (preparation, implementation, evaluation). The method is thus not primarily about obtaining data about the attitudes of the target groups, the method is good to use in the ongoing monitoring of the success and effectiveness of the campaign.

Cultural - destigmatization campaign low efficiency reasons:

- inappropriate formulation of the main communication objective. The entire design of cultural - destigmatization campaign and its results depends on this base. Optimal is to include all actors of the topic to the preparatory process for creating a holistic view and a prerequisiting the optimal target.

- poorly chosen means of communication. Method of transmitting the key message have a significant impact on understanding the issue, in extreme cases, can lead to an increase of negative perceptions. In the case of cultural - destigmatization campaigns, are often used tools based on the principle of experience (deepening understanding of the situation " being different") in combination with classical marketing methods (advertising in different kinds of media, direct mail, social networks, events, etc.).
- inflexible responses to campaign development. E.g. the case when is changed the context during the campaign,etc.
- incorrectly set the budget amount. Lack of funds leads to reduced efficiency in the various stages of the process, and cumulatively to the failure of the main communication objective. It also covers oversized funds (an often repeated theme is equaled to its trivialization).

Element's Project activities were conceived as a sequence of steps, the outputs of different ways contributed to the overall objective of the project - an attractive way to contribute to the cultural - destigmatization of people with mental illness in the Czech republic.

Key outputs:

1. exhibition
2. theatre performance
3. workshops

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4. web page, social media

5. videodocumentation, photodocumentation

EFFECTIVENESS ANALYSIS

Evaluates the real impact of the chosen tools of the Elements project activities over the original status.

Used campaign tools:

Cultural activities – theatre, exhibition, workshops

Social networks - a campaign on Facebook, Google

PR - microsite,.

Outdoor - posters, roll – ups, leaflets

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Assessing campaign's impact:

Cultural - destigmatization effectiveness of implemented activities is in accordance with prescribed indicators. Among the strengths of the project Elements cultural - destigmatization campaign belongs:

- positive responses during the workshops – face to face effect,
- very good cooperation with other organizations across regions (building the network),
- mix of formal and informal cultural - destigmatization tools,
- involvement of people with mental health diseases like actors, artists, peers

CONCLUSION:

audience development strategy helps your project grow, create meaningful, relevant content and at the end increase your audience.

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