

The European Union's IPA 2013 Programme

“Support to the Improvement of Statistical Information System” - Albania
Europe Aid/136334/IH/SER/AL
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Output 3.2.5.1:
Design of an awareness campaign

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A project implemented by

ASCENTA

in2
GROUP

PRODUCT CAMPAIGN BRIEF

27 March 2018

Publication & Dissemination of Information Unit

A. THE PRODUCT	
LABOUR COST SURVEY 2017	
B. PROJECT & OBJECTIVES	
SUBJECT	Campaign for the publication of yearly product “Labour Cost Survey”
OBJECTIVES	<p>Create campaign to raise awareness, inform and educate stakeholders on the findings of the Labour Costs, and what it means for them.</p> <p>Design a communication campaign to make official statistics and their role understood among users, with a PR focused strategy</p>
DESCRIPTION	<p>The publication “Labour Cost Survey 2017” is a quadrennial product providing a wide range of statistical information on the market, covering a period of 4 year.</p> <p>Give as many details as you feel important to describe the product</p> <ul style="list-style-type: none"> • What are some key/top information it provides? <p>The LCS provides details on the level and structure of labour cost data, hours worked and hours paid for employees, both full-time and part-time, excluding apprentices, and the economic activities of agriculture, forestry & fishing, as well as public administration.</p> <ul style="list-style-type: none"> • What does this mean for the stakeholders? How does it benefit them? <p>Stakeholders will find valuable information on the cost of one of the main production factors, which is labour. In other words, it tells us how much is the hourly and yearly cost for the enterprise to hire a full time equivalent employee. Apart from providing evidence for policy-making on the structure of wages and salaries, as well as on other fiscal business related topics, the LCS data allows to conduct analysis on how competitive is the Albanian economy to attract foreign direct investments.</p> <ul style="list-style-type: none"> • Values/benefits of the product to the target audiences are key to building the right messages for communication

	<ol style="list-style-type: none"> 1. Structure of Labour Cost by economic activities, and size of enterprise. 2. Components of the annual labour costs per employee by aggregated economic activities 3. Total of numbers of hours of work by economic activities, and size of enterprise.
<p>TARGET AUDIENCE</p>	<p>Primary Target Audience: there must be a primary audience in focus when building the campaign, no matter how many different stakeholders there are – this helps define the type of campaign to be carried out, e.x.</p> <ul style="list-style-type: none"> • Ministry of Finance and Economy • Academics • International organisations • Eurostat • Trade Unions • Businesses <p>Secondary Target Audience: other audience that this product is directed to, e.x.</p> <ul style="list-style-type: none"> • Public institutions (such as National Employment Service) • Population of ‘workforce’ aged 18-65 years old • Researchers
<p>CAMPAIGN ACTIVITIES</p>	<p>Activites to be carried out, directed to the target audience:</p> <ul style="list-style-type: none"> • Press Release on the launch day • Articles & Interviews in the <i>business/economy media</i> <ul style="list-style-type: none"> ○ Monitor Magazine ○ Business Magazine • TV appearances in <i>economy</i> shows and/or special news editions <ul style="list-style-type: none"> ○ ‘Argument’ Scan TV ○ ABC News special news edition ○ TVSH special news edition • Social media editorial & engagement <ul style="list-style-type: none"> ○ Quiz on key findings

	<ul style="list-style-type: none"> ● Knowledge Forum with Businesses <ul style="list-style-type: none"> ○ Organize an event with up to 50 key businesses, with the purpose to share and exchange information ○ The event shall be organized in the ‘European Center’
DATES & DEADLINES	Product launch: 25th April 2018 Campaign launch: 25th April 2018

C. BUDGET

Please provide the available budget for:

- Creative
- Production
- Advertising

D. WORKPLAN & TIMELINE

Activity Description	Responsible Dept./Person	Deadline
Define key messages of comms, based on the key findings/values for the audience	PDIU	20 th April 2018
Design Key Visuals for the Social Media & Knowledge Forum presentation	Graphic Designer/Agency	20 th April 2018
Social Media editorial & Quizz preparation	KE & NKE of Comms – PDIU	25 th April 2018
Content preparation for Articles/Interviews/TV Appearances	Production Unit of Product	By media confirmation
Knowledge Forum with Businesses	PDIU/KE & NKE of Comms, Production Unit	3rd May 2018
Preparations of:		
<ul style="list-style-type: none"> ● Confirm Venue/Location 	PDIU/ KE & NKE of Comms	25 th April
<ul style="list-style-type: none"> ● Agenda 	Production Unit – PDIU/ KE & NKE of Comms	25 th April
<ul style="list-style-type: none"> ● Guest List 	Production Unit - PDIU	25 th April
<ul style="list-style-type: none"> ● Branding Materials 	PDIU/ KE & NKE of Comms	30 th April
<ul style="list-style-type: none"> ● Invitations/RSVP's 	PDIU - Production Unit	25 th April
<ul style="list-style-type: none"> ● Content of Forum/Presentations/Materials 	Production Unit – PDIU/ KE & NKE of Comms	30 th April
<ul style="list-style-type: none"> ● Publicity 	PDIU/ KE & NKE of Comms	3 rd May 2018

<ul style="list-style-type: none">○ Media Kit (Dossier, Press Release, Product Material)○ Media Invitation○ Confirmation of Media participation○ Managing Media at the location○ Managing of interviews○ Monitoring & Press Book of event coverage		
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