

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 3.2.5.2:

**Design of information campaigns on the
identified target groups**

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ASCENTA

in2
GROUP

PRODUCT CAMPAIGN BRIEF

27 March 2018

Publication & Dissemination of Information Unit

A. THE PRODUCT	
POPULATION CENSUS 2020 – STRATEGY	
B. PROJECT & OBJECTIVES	
SUBJECT	Campaign for the strategy of carrying out the “Population Census 2020”
OBJECTIVES	<p>Create a long-term campaign to raise awareness, inform & share, prepare stakeholders, and promote to donors.</p> <p>Design a PR campaign for 2018, drawing key stakeholders to focus on the major project of the Census for the next 2 years, commit and engage their resources in time.</p>
DESCRIPTION	<p>The “Population Census 2020” will be carried out as follows: Please define the timeline/process.</p> <ul style="list-style-type: none"> • When does the field work start? • When will the results be published? • What is the strategy? • What does this mean for the stakeholders? How does it benefit them and/or what are their roles in the process? • Values/benefits of the product to the target audiences are key to building the right messages for communication <p>Will there be any digital innovation for the execution of the census? If so we can approach it from a ‘technological innovation’ perspective as well.</p>
TARGET AUDIENCE	<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"> • Donors – please specify who they are <p>Secondary Target Audience: other audience that this product is directed to, e.x.</p> <ul style="list-style-type: none"> • Other National Authority (for statistical production) – please specify who they are • Businesses

	<ul style="list-style-type: none"> • Public Institutions • Other..... – please specify
<p>CAMPAIGN ACTIVITIES</p>	<p>Activites to be carried out, directed to the target audience:</p> <ul style="list-style-type: none"> • Nat’l/Int’l Conference with direct & indirect stakeholders – on the week of European Day to maximize its importance <ul style="list-style-type: none"> ○ Organize an event with up to 200 stakeholders, with the purpose to present the strategy and main information on the coming Population Census 2020 ○ The event is proposed to be organized in the following venue options, to give it the highest importance/prestige & attention: <ul style="list-style-type: none"> ▪ The ‘European Center’ ▪ Palace of Congress ▪ Plaza Hotel ▪ Tirana Int’l Hotel • Other events with each stakeholder e.x. (during the year) <ul style="list-style-type: none"> ○ Seminars with producers ○ Workshops with producers ○ Knowledge Forums with NGO’s and/or other Nat’l & Int’l organizations ○ Round Tables with local & nat’l government • Articles & Interviews in the <i>social, tech, business/economy media</i> • TV appearances in <i>social, lifestyle, business, economy, technology shows</i> and/or special news editions <ul style="list-style-type: none"> ○ TOP Channel afternoon lifestyle shows ○ Klan afternoon lifestyle shows ○ News Channels – special editions • Social media editorial & engagement <ul style="list-style-type: none"> ○ Quizzes and/or online surveys for the mass audience on the last Census and their feedback/suggestions on the coming up one
<p>DATES & DEADLINES</p>	<p>Product launch: 25th April 2018 Campaign launch: 10th May 2018</p>
<p>C. BUDGET</p>	

Please provide the available budget for:

- Creative
- Production
- Advertising

D. WORKPLAN & TIMELINE

Activity Description	Responsible Dept./Person	Deadline
Nat'l/Int'l Conference	All Units	9/10th May 2018
Preparations of:		
<ul style="list-style-type: none"> • Confirm Venue/Location 	PDIU/ KE & NKE of Comms	10 th April
<ul style="list-style-type: none"> • Agenda 	Production Unit – PDIU/ KE & NKE of Comms	10 th April
<ul style="list-style-type: none"> • Guest List 	Production Unit - PDIU	10 th April
<ul style="list-style-type: none"> • Branding Materials 	Graphic Designer/Agency - PDIU/ KE & NKE of Comms	16 th April
<ul style="list-style-type: none"> • Invitations/RSVP's 	PDIU - Production Unit	16 th April
<ul style="list-style-type: none"> • Content of Conf.: Presentations, Speeches, Materials to be presented 	Production Unit – PDIU/ KE & NKE of Comms	1 st May
<ul style="list-style-type: none"> • Publicity <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 	PDIU/ KE & NKE of Comms	1 st – 9/10 th May
Define key messages of comms, based on the key findings/values for the audience	PDIU/ KE & NKE of Comms	10 th April 2018
Design Key Visuals of communication – if possible so that other events following could follow the product brand	Graphic Designer/Agency	20 th April 2018
Other events with each stakeholder e.x.		2018

<ul style="list-style-type: none"> • Seminars/ Workshops with producers 		end of May – at Inauguration of traingin Center
<ul style="list-style-type: none"> • Knowledge Forums with NGO's and/or other Nat'l & Int'l organizations 		June/July
<ul style="list-style-type: none"> • Round Tables with local & nat'l government 		November/Dec
Contact Media for Articles/Interviews/TV appearances preparation and space booking	PDIU/ KE & NKE of Comms	20 th April 2018
Social Media editorial & Quizz preparation – for May editorial	KE & NKE of Comms – PDIU	30 th April 2018
Content preparation for Articles/Interviews/TV Appearances	Production Unit of Product	By media confirmation