



Campaign Strategies and Message Design: A Practitioner's Guide from Start to Finish

Mary Moffitt

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Moffitt provides the strategies, decision-making approaches, and the message composition techniques needed to conduct successful public communication campaigns. The book is a practical guide to the step-by-step process of conceptualizing, planning, and executing a public relations, marketing/advertising, political, or social issue campaign.

How do professionals plan and execute a public communications campaign? Moffitt provides a detailed step-by-step examination of the conceptualizing, planning, and execution of a public relations, marketing/advertising, political, or social issue campaign. She provides basic theories, concepts, and issues to understand before one can even begin to conduct a campaign, and she examines the research tools and skills needed to investigate the organization, the industry, and the targeted audiences for a campaign. Basic strategies for setting a campaign's goals and objectives are analyzed as are message strategies which determine correct wording and visualization factors. Lastly, Moffitt examines communication selection strategies for choosing the appropriate personal and media channels for delivering the messages.

Since the public campaign has emerged as a key model for business communication, professionals as well as students in advertising, marketing, and management will also find the business end of the topic useful. Individuals involved with public relations, speech communication, broadcast and print media will benefit from the strategies and skills applicable to campaign communication.

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