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COMMUNICATION CAMPAIGNS: THEORETICAL AND APPLIED PRINCIPLES

Purpose of research. The purpose of the article is to investigate the theoretical and applied principles of planning and implementation of communication campaigns, the essence and structure of the concept, characteristics of the phenomenon and stages.

Research methodology. The methodological basis of the research was the works of domestic scientists who studied the peculiarities of communication campaigns: V. Korolka, T. Marochko, E. Romat, A. Strelkovska, T. Khimchenko, D. Konyk, T. Dibrova, S. Solntseva, K. Bazherina and foreign authors: A. Baruk, V. Grzegozha, R. Batra, K. Keller, K. Berger, M. Rolof, R. Evoldsen, E. Bernays, R. Owen, P. Humphrey, A. Pratt, A. Weatherford, M. Yadav, Y. Joshi, Z. Rahman. The following approaches were used: comparative-historical, retrospective, situational and analytical.

Results. The definitions of the concepts «communication campaign» and «communication campaign» are proposed, the justification for the use of the generalized term «communication campaign» is provided. The algorithm for preparation and implementation of communication campaigns is presented.

Novelty. A unified approach to understanding communication campaigns from the point of view of their activity is proposed, methodological aspects of their development and implementation are summarized, in particular, a work algorithm is synthesized, which is relevant for researchers and practitioners in the field of marketing, PR and mass communications.

Practical significance. The results of the study can be used by marketers, PR specialists and organizations to develop effective communication campaigns that contribute to the achievement of strategic goals.

Key words: communication campaign, advertising, social communications, campaign preparation algorithm, marketing communication, PR, strategy, target audience, information campaign.

I. Introduction

Communication as a process of information exchange is the basis of modern society. The main function of communication is to accelerate and globalize social processes within the evolution framework. «Communication helps society to progress and, accordingly, it also changes and gains even greater opportunities and scope, becoming even more significant» [5]. An effective organizational form of communication that makes it focused is the relevant campaigns. In the academic discourse, the following scholars have studied various aspects of communication: V. Korolko, T. Marochko, E. Romat, A. Strelkovska, T. Khimchenko, D. Konyk, T. Dibrova, S. Solntsev, K. Bazherina, as well as A. Baruk, V. Grzegorz, R. Batra, K. Keller, K. Berger, M. Roloff, R. Ewoldsen, E. Bernays, R. Owen, P. Humphrey, A. Pratt, A. Weatherford, M. Yadav, J. Joshi, Z. Rahman.

The rapid development of information technologies is blurring the boundaries between different types of campaigns: communication, communication and information, information, advertising, marketing, educational, creative and digital, which complicates the process of studying them in the academic field. For example, in 2018, representatives of the All-Ukrainian Advertising Coalition decided to abandon the classification of agencies when compiling ratings of creativity and expertise. So, while previously there was a division into creative, media, digital, marketing, PR, branding and design agencies, since 2018 there is a unified rating where all agencies have a category of «communication». However, the academic discourse has not rethought this approach. There is also no established description of algorithms for

planning and implementing communication campaigns in Ukraine. Preparing and implementing campaigns in wartime also has its own peculiarities that need to be studied. All of this has led to the relevance of our academic research.

II. Problem statement and research methods

The purpose of the article is to study the theoretical basis of communication campaigns, their definition, characteristics and features of planning and implementation.

Research methodology. The methodological basis of the study is the works of Ukrainian scholars who have studied the features of communication campaigns: V. Korolko, T. Marochko, E. Romat, A. Strelkovska, T. Khimchenko, D. Konyk, T. Dibrova, S. Solntsev, K. Bazherina, etc. and of foreign authors: A. Baruk, W. Grzegorz, R. Batra, K. Keller, K. Berger, M. Roloff, R. Ewoldsen, E. Bernays, R. Owen, P. Humphrey, A. Pratt, A. Weatherford, M. Yadav, J. Joshi, Z. Rahman. The following approaches were used: comparative-historical, retrospective, situational and analytical. Methods: observation, descriptive, comparative, generalization.

III. Results

The term «campaign» originates from the military sphere, representing a separate phase of war aimed at achieving specific goals. Over time, its use has expanded significantly to include communication strategies designed to create a variety of social, political, health care, and commercial impacts on the population [3].

According to the Dictionary of the Ukrainian Language in 11 volumes, a campaign is a set of measures to implement an important socio-political or economic task in a certain period [7]. Researcher D. Konyk, defining communication campaigns, emphasizes their social component: it is a system of purposeful activities with the strategic goal of informing, persuading or motivating behavioral changes in a specific relatively large target audience to obtain non-commercial benefits for separate social units or society as a whole, which is implemented at a certain time [9]. Instead, N. Pipchenko describes a communicative campaign as any «measures taken over a certain period of time aimed at developing communication and establishing effective interaction with target audiences» [14]. Based on the analysis of the communication campaigns' definitions, researchers identify the following characteristics:

1. The goal of the campaign is to achieve certain results or cause certain effects.
2. The impact of the campaign concerns a large number of people.
3. The campaign usually lasts for a clearly defined period of time.
4. The campaign is implemented through an organized set of communication activities [3].

Given the mentioned comparisons of paronyms, the term «communication campaign» will be used in this paper, which indicates that the phenomenon is studied from the communication activity point of view.

In our paper, in order to avoid incorrect distinction and ensure the semantic integrity of further academic research on practical cases in the Ukrainian space, we offer to use the generalized term «communication campaign», which is understood as a set of measures with a specific purpose of influencing the audience through mass information channels. The arguments in favor of this decision are the scholarly works of specialists in the field of social communications [2; 8; 12; 15; 16], as well as the conclusion of the All-Ukrainian Advertising Coalition, published during the presentation of the Joint Rating of Creativity and Expertise in 2018 [5].

In particular, researchers have a well-established view of the distinction between the concepts of «communicative» and «communication». Thus, commutation is a characteristic of the form; the one that relates to communication [15; 16]. Instead, communicative is a characteristic of the content and means one that ensures communication, performs the function of communication [15; 16].

The peculiarity of all communication campaigns is the primacy of the practical component and the lack of theoretical justification. For example, E. Rogers and D. Storey emphasize that the scientific basis for campaigns has not yet been fully developed. Research is mainly based on field studies, before/after measures, time series analysis, control groups, etc. Despite the existence of some general principles, the academic field lacks comprehensive generalizations or theories [3].

The manifestation of this problem is the lack of a clear classification between communication, communication-information, information, advertising, marketing, educational and creative campaigns. For example, an advertising campaign is defined as «a set of organizational and technical measures carried out in a certain period, within an integrated program to achieve a certain goal» [12]. A creative campaign is a campaign that corresponds to the brand platform and positioning and helps to solve a specific business task (launching new markets, new products, attracting a new target audience, etc.) [8]. A digital marketing campaign is a company's online activities aimed at increasing engagement, conversions, traffic, or profits.

According to R. Batra and K. Keller, marketing communication is «the coordinated, consistent means by which companies attempt to inform, encourage, persuade, and remind consumers – directly or indirectly – about the products and brands they sell» [2].

Another argument in favor of this decision is the position of the All-Ukrainian Advertising Coalition, which in 2018 abandoned the rating of creativity and expertise by agency specialization: creative, media,

digital, marketing and PR agencies, advertising, branding agencies and design studios of Ukraine. Since the 2018/2019 season, the Coalition has been presenting only the Joint Rating of Creativity and Expertise of Communication Agencies, without dividing the participants by specialization, as «the boundaries of agency specialization are blurring every year. Competition within specializations is fading into the background. Today all agencies are becoming communication agencies» [5]. For example, a marketing agency operates on digital platforms (websites, social networks, messengers), and therefore this type of activity is not only marketing, but also digital. If a marketing agency refuses to take advantage of modern digitalization, its way of interacting with the audience will become outdated, and this decision will affect the effectiveness of campaigns' implementation. Therefore, in addition to the characteristic of «marketing», an agency also has the characteristic of «digital». At the same time, marketing activities involve creative solutions in ideas, key messages, visuals, and other elements. Accordingly, a marketing agency includes a creative component, and therefore marketing agencies can be classified as creative. Also, social media marketing involves the use of advertising campaigns (in the form of targeted advertising), influencer marketing (interaction with bloggers and opinion leaders), and PR strategies. Therefore, a marketing agency also becomes an advertising and PR agency. A brand can run a PR campaign based on its social responsibility. For example, a campaign that aims to raise the audience's awareness of a certain socially important topic is also an educational or informational campaign.

The scope of the campaign can vary, as it can cover the entire population of Ukraine or focus on a relatively small group of people. It all depends on the goals and objectives set by the campaign organizers [10]. For example, a communication campaign can be national (covering the whole country); interregional (covering several regions); regional (covering one region, a community); district (covering one district of a region); urban (covering the capital of a region/community, another city or district center); rural (covering a separate district of a city or a separate village); school, interuniversity, etc.

The characteristic features of communication campaigns that distinguish them from everyday communication are:

– time constraints;

– evaluation of results according to predetermined indicators;

– wide coverage of the target group due to the use of various means and channels of message transmission;

– presence of several elements connected by a common idea and message of the campaign, implemented in a certain sequence and reinforcing each other;

– existence of a stylistically common design solution and audio accompaniment for all elements of the campaign (video, audio production, brochures, posters, leaflets, etc.) to enhance recognition and combine the elements into a whole;

– use of various information carriers and channels for transmitting the chosen message [12].

The reason for conducting communication campaigns is an urgent problem or need that requires specific actions from the relevant target audiences [10]. In the field of marketing, the goal is defined as «the transmission of specific information to recipients to simplify marketing processes, which are carried out as part of satisfying indirect and/or final demand» [1].

Communication campaigns almost always include communication processes at all four levels of analysis: intrapersonal, interpersonal, social network, and institutional. The most successful campaigns are those that can integrate these processes and create communication effects at all levels [3].

A communication campaign must be carefully planned within a clearly defined budget [12]. Researchers suggest the following stages in developing a marketing campaign strategy: setting goals, specifying the target audience, determining the method of funding (budget), defining the optimal set of means, developing advertising strategy, sales promotion, PR, personal selling, evaluating effectiveness, etc. [6].

In the course of the study, a unified algorithm for the preparation and implementation of a communication campaign was synthesized, which includes important aspects revealed by various researchers.

As a result of this work, 11 steps were developed that logically outline the process from defining the goals and objectives of the campaign to analyzing the results and planning subsequent activities.

Step 1 – defining the goals and objectives of the campaign.

According to V. Korolko, a goal in the field of advertising and PR should:

– accurately describe the desired outcome (for example, to increase awareness, change attitudes (position), etc.);

– clearly define one or several target audiences;

– be conceptually and practically measurable;

– be based on the «result» rather than the «process». If the formulated goal describes the means by which something can be done, it is a strategy, not a goal;

– include deadlines for achieving the goal [11].

D. Konyk emphasizes that in Ukrainian realities, a campaign is often understood solely as the advertising component of communication. For example, government agencies report on the number of materials produced and disseminated. However, it is completely unclear from the report how this quantity of

informational products has influenced the change in behavior and attitudes of the representatives of the target audiences of the campaign [10].

This is a negative phenomenon that hinders the establishment of objective goals and the tracking of their achievement, as the classic PR figure E. Bernays said: «...words, sounds, and pictures achieve little if they are not part of a well-thought-out plan and carefully planned actions. If the plans are well formulated and implemented appropriately, then the ideas expressed in words become an integral part of people» [4].

Step 2 – analysis of the current situation.

The analysis of the campaign includes several areas.

Regarding the product/brand: positioning, components of the image.

Regarding competitors: advantages and level of knownness, characteristics of communication solutions.

Regarding the development of marketing communications: promotion means, communication tools, clarity of advantages, importance of these advantages for the specific audience, the ability of the message to capture consumers' attention and facilitate the understanding of the creative idea, and the correctness of the connection between the product, benefit, creative idea, and its implementation in the message [6].

Step 3 – evaluation of resources.

Resources should be divided into material (financial resources, equipment, premises, transportation) and intangible (knowledge, skills, expertise of the organization's employees, the organization's reputation, time). Special attention should be given to the campaign budget. If resources are insufficient, it is better to postpone the implementation of the campaign. Resources can be both material and intangible [12].

Step 4 – studying the target audience.

This step is highly important because the accuracy of defining the target audience and its characteristics directly affects the effectiveness of the future campaign implementation, particularly the success of delivering messages and achieving set goals. A mistake at this stage is trying to interact with all segments, as communication «for everyone» is the same as communication for no one, since no group will perceive general messages that do not specifically address its needs. It is important to direct one's own resources specifically toward those target audiences whose behavior and practices can be changed in the near future, in order to achieve real and visible results as soon as possible, which can then be used for communication with other, more complex target audiences in terms of behavior change [10].

Defining the target audience includes determining of:

– consumer motivations, the nature and obstacles to their satisfaction, habits, and behavioral stereotypes;

– the influence of reference groups on the purchasing decision;

– the level of awareness about the product and consumers' attitudes toward the product's advantages;

– the place and frequency of purchase;

– the sources of information consumers rely on and their level of trust in those sources [6].

Strategic planning of campaigns must fully take into account the life circumstances and cultural values of the audience, as well as psychological, social, cultural, medical, and socio-economic factors that significantly influence how people interpret messages. To achieve mutual understanding with the audience, when developing campaigns, it is essential to involve partners, form focus groups from representatives of specific groups, and carefully assess the current state of the campaign implementation [13].

Step 5 – developing work tactics.

At this stage, it is important to analyse and establish partnerships with local authorities, non-governmental organizations, or state institutions, as well as businesses that are concerned about social issues, and with journalists. Such interaction will contribute to the more effective implementation of the campaign [12]. N. Pipchenko refers to this as the external component and includes the analysis not only of loyal journalists, opinion leaders, and organizations but also the creation of a pool of disloyal journalists, opinion leaders, and organizations [14].

A challenge for campaign organizers is determining the communication channels. On one hand, they have a significant number of channels at their disposal, but on the other hand, it is necessary to skillfully select and coordinate their use for the most effective interaction with the audience. The dynamic development of technology has led to rapid changes in the methods of marketing communication between enterprises and their environment. More and more organizations are leveraging modern marketing communication channels in their activities. This, among other things, has increased researchers' interest in issues related to marketing in social networks, digital marketing, and mobile marketing [1].

Step 6 – developing the idea and core message.

The main idea or theme is considered the creative core of the information campaign. It is an established opinion that should be attractive and memorable [12]. The creative expression of the idea is the

advertising statement (message) – a short slogan that reflects the campaign's idea that needs to be conveyed to the public. It should be precise, clear, and easily readable by the target audience.

Step 7 – testing.

Typically, this involves the method of focus group – discussions of the pilot advertising product within a group of participants, aimed at its improvement.

Step 8 – production of advertising and informational materials.

The main structural components of such materials include text (informational part), headlines and their varieties (slogan, subheading), illustrative-graphic material (photographs, drawings, collages), typographic solutions, decorative elements (frames, lines), colour, and composition (both internal and external) for print advertising. In the case of television advertising, emphasis is placed on the action and dynamics of each scene. For radio advertising, the tone of the announcer's voice and the musical background are important.

To obtain a quality product, it is advisable to order production from professional designers, advertising agencies, or printing product manufacturers. Self-producing advertising may lead to its low quality [12].

Step 9 – planning activities.

A clear plan will help distribute responsibilities among the team. The plan should be detailed to account for all events that will require resources. In addition to the actual distribution of advertising materials, the activities of the communication campaign include meetings with the audience, round tables, seminars, press conferences, and media publications.

Step 10 – implementation of the information campaign.

This is carried out according to the plan developed earlier. However, in the case of unforeseen factors, it is important to maintain flexibility and make adjustments to the plan during implementation. Given the dynamic nature of events, the development and implementation of information and communication campaigns cannot proceed in a strictly linear manner and will adapt over an extended period or in several waves.

It is worth noting that in the context of Ukraine's wartime realities, the factor of unpredictability is particularly high, as a campaign that seemed appropriate yesterday may turn out to be unsuccessful in light of new missile strikes and may require postponing the launch, changing messages, etc.

Step 11 – evaluation of the information campaign and planning further work.

The analysis is conducted according to the goals and performance indicators established beforehand. In the process of planning subsequent communications, it is important to consider the difficulties encountered during implementation, confirmed and unconfirmed hypotheses, changes in context, in target audience, etc.

IV. Conclusions

Thus, having studied the theoretical and practical aspects of planning and implementing communication campaigns, we have summarized the academic approaches to defining the terms «communication campaign» and «communicative campaign», justifying the use of the generalized term «communication campaign» for all subtypes of communication.

We characterized the essence and structure of these terms, emphasizing the importance of distinguishing between «communication» (relating to communication activities) and «communicative» (ensuring communication) concepts.

We adopted the following operational definition: a «communication campaign» is a complex of targeted activities aimed at informing, persuading, or motivating behavior changes in a large target audience to achieve specific results.

It is proposed to use the term «communication campaign» in cases of different types of communication influences (information, advertising, marketing, etc.), which will simplify the classification and analysis of the phenomena studied in the field of communications.

Based on the synthesis of academic sources, an algorithm consisting of 11 stages has been defined, which are clearly described, and the necessity of their implementation is substantiated. This algorithm includes all the necessary steps for the preparation, implementation, and evaluation of the effectiveness of a communication campaign, serving as a valuable tool for practitioners in the fields of marketing, PR, and mass communications.

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Санакоєва Н. Д., Данилюк Н. О. Комунікаційні кампанії: теоретико-прикладні засади

Мета статті – дослідити теоретико-прикладні засади планування і реалізації комунікаційних кампаній, сутність та структуру поняття, характеристики феномену й етапи.

Методологія дослідження. Методологічною базою дослідження стали праці вітчизняних науковців, які вивчали особливості комунікаційних кампаній: В. Королька, Т. Марочко, Є. Ромата, А. Стрелковської, Т. Хімченко, Д. Коника, Т. Діброої, С. Солнцева, К. Бажеріної та зарубіжних авторів: А. Барука, В. Гжегожа, Р. Батри, К. Келлера, К. Бергера, М. Ролофа, Р. Еволдсена, Е. Бернейза, Р. Оуена, П. Хамфрі, А. Пратта, А. Везерфорда, М. Ядава, Я. Джоші, З. Рахмана. Було використано такі підходи: порівняльно-історичний, ретроспективний, ситуативний та аналітичний. Методи: спостереження, описовий, порівняльний, узагальнення.

Результати. У статті проаналізовано проблематику класифікації комунікаційних, інформаційних, рекламних, маркетингових та інших видів кампаній, надано обґрунтування використання узагальненого терміна «комунікаційна кампанія». Подано алгоритм підготовки та реалізації комунікаційних кампаній.

Новизна. Запропоновано уніфікований підхід до розуміння комунікаційних кампаній з погляду їх діяльності, узагальнено методологічні аспекти їх розробки та реалізації, зокрема синтезовано алгоритм роботи, що є актуальним для дослідників і практиків у сфері маркетингу, PR та масових комунікацій.

Практичне значення. Результати дослідження можуть бути використані маркетологами, PR-фахівцями та організаціями для розробки ефективних комунікаційних кампаній, що сприяють досягненню стратегічних цілей.

Ключові слова: комунікаційна кампанія, реклама, соціальні комунікації, алгоритм підготовки кампаній, маркетингова комунікація, PR, стратегія, цільова аудиторія, інформаційна кампанія.