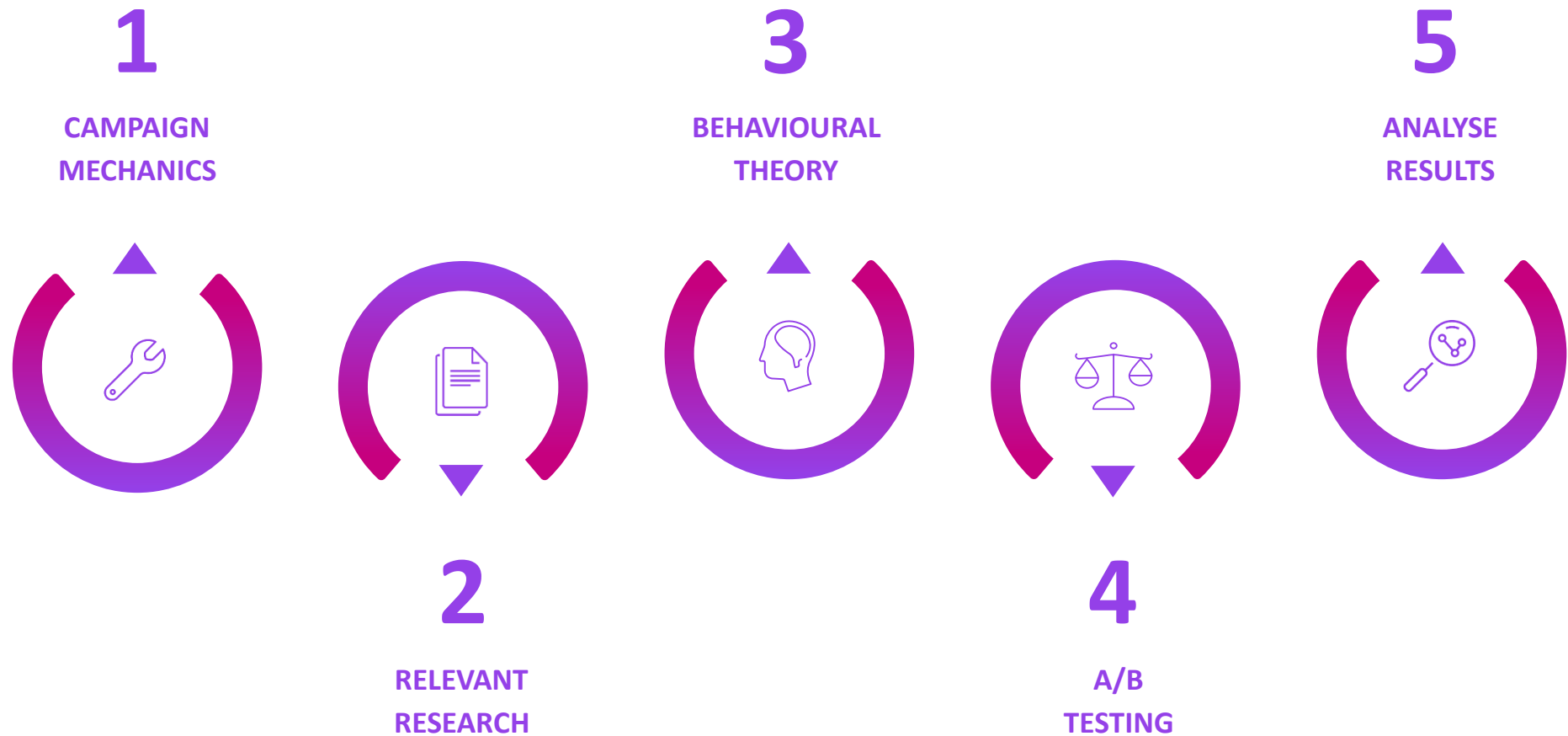


5-STEP BEHAVIOURAL COMMUNICATIONS PROCESS



CRAFTING BEHAVIOURAL COMMUNICATIONS



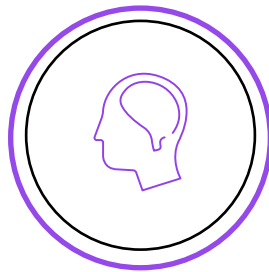
CAMPAIGN MECHANICS

Start by outlining the campaign in terms of key objectives, communication channels, target audience, possible segments, data points / personalisation capabilities, measures of success and budget.



RELEVANT RESEARCH

Set about researching best practice examples in the relevant field, engage with key stakeholders, look at what competitors have done and analyse previous internal campaigns to see what worked and what didn't.



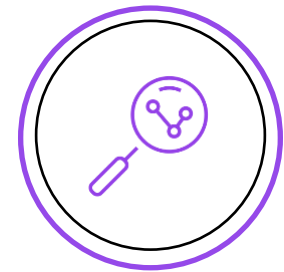
BEHAVIOURAL THEORY

Next up: apply relevant behavioural theory to your communications using validated frameworks (such as the (F)EAST Framework), and, where possible, try out your own innovative approaches.



A/B TESTING

Test your communications using A/B testing in a pilot setting to determine which approach is the most successful. Remember to ensure that you are testing one primary principle per communication.



ANALYSE RESULTS

Allow sufficient time for the pilot to show accurate results and then analyse these results to see what was most effective for that target audience. Make edits and re-test if necessary.