

5 simple principles to consider for your next campaign

 By [Mary-Clare Tomes](#)

8 Aug 2019

My team and I are lucky to work with some very creative clients who we learn from every day.



Image credit: Pawel Czerwinski on Unsplash.

Recently, a client embarked on an ambitious new branding initiative that delivered results:

- Staff quickly engaged and identified with the new brand
- The switch-over was seamless, with no pockets of the business being left behind
- The campaign created new energy in the organisation



The greatest ad campaign

Richard Shotton 9 May 2018



When my team reflected what contributed to the success, the following principles stood out.

Advanced planning

An obvious one, but every so often campaign timelines become compromised, deadlines are missed, extra costs creep in and great ideas have to be shelved because there just isn't time.

This campaign was planned well in advance with clear non-negotiable deadlines in place.

Focussed approach

There is always a temptation to include several issues that are on senior management's priority list, but by keeping the focus solely on the new brand – there were no mixed or confusing messages.

Staff first

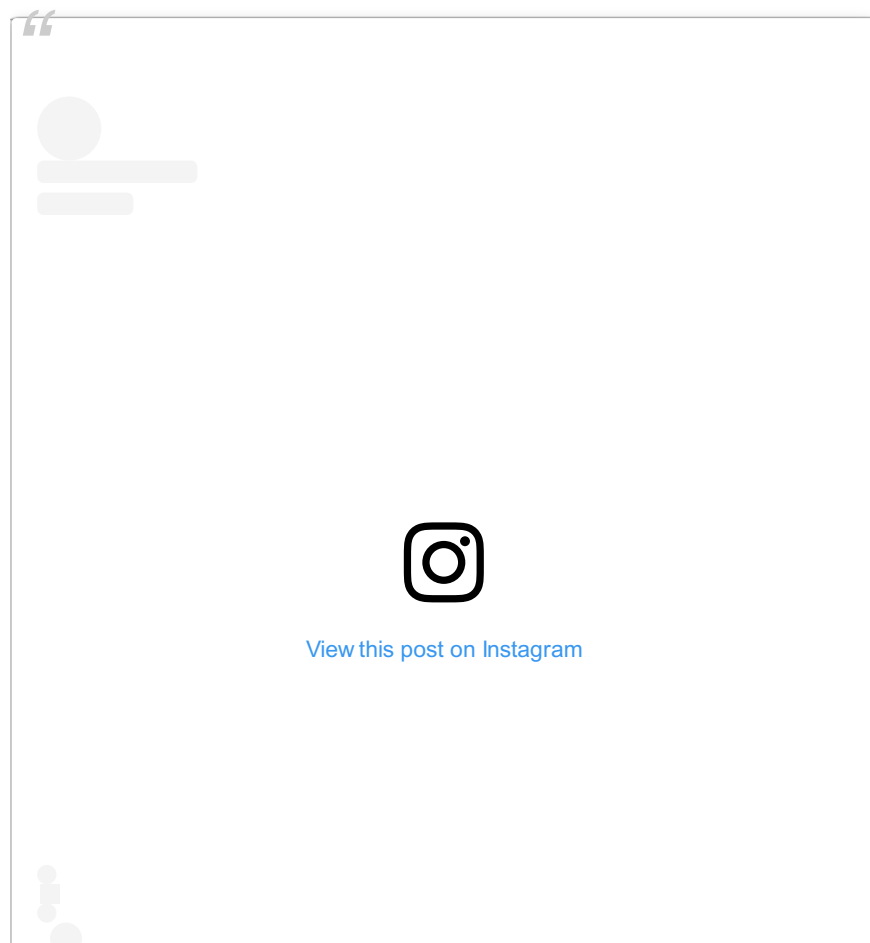
Internal communications were the initial priority.

By getting the internal teams excited and involved with the new brand, executing the external campaign could build on a solid platform.

Keeping it visual

The key messages were delivered through a great video.

Delivering the content via video, builds trust, ignites emotions and avoids misinterpretation. The power of delivering content real.





A journey through the seasonal fashion wheel. #GucciPrêtÀPorter
@alessandro_michele #AlessandroMichele

A post shared by [Gucci \(@gucci\)](#) on Jul 14, 2019 at 11:48pm PDT

”



The power of video content explained by YouTube creator Grant Hinds

Angie White 10 May 2016



Delivering the message in the right environment

Delivering the message is the last step in the process and relying solely on email, intranet sites and mobile messaging can mean it gets swamped and lost in the clutter of everyday communications.



The way in which we communicate is evolving

1 Aug 2019



Video brochures were seen as part of the solution. Each individual could simply open the brochure to watch and absorb the message where and when it suited them with no pop-up ads to distract them.

The video brochures distributed to staff were then collected after the campaign and have been reloaded with content to be used for future new staff inductions.

ABOUT MARY-CLARE TOMES

Mary-Clare Tomes is the founder of TVinaCard Video Brochures, South Africa's leading creator of video brochures. We can offer advice and guidance on how to integrate video brochures into your campaigns.

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