11



Marketing — 11 Campaigns

The Lighthouse

Go where they already gather.

PURPOSE

Take the message and the gift to the places the trend's people already gather, told by people like them, and count who takes the gift and answers.

The Lighthouse

11 · MARKETING · CAMPAIGNS

OWNER _____ MESSAGE _____ PLACES _____ DATES _____ SCORE _____ / 50

1 The message

From the Newsroom.

SCORE 1 2 3 4 5

2 The gift

From the Giftbox.

SCORE 1 2 3 4 5

3 The trend it rides

From the Compass.

SCORE 1 2 3 4 5

4 Where they gather

Three places at most to start.

SCORE 1 2 3 4 5

5 The story we tell

The hero, the moment, what changed.

SCORE 1 2 3 4 5

6 Who tells it

People like them, and us.

SCORE 1 2 3 4 5

7 When

The timing in each place.

SCORE 1 2 3 4 5

8 What must happen

Decided in advance.

SCORE 1 2 3 4 5

9 What happened

Took the gift, answered, where.

Place _____ took it _____ answered _____

Place _____ took it _____ answered _____

Place _____ took it _____ answered _____

SCORE 1 2 3 4 5

10 If it falls short

Decided in advance. _____

SCORE 1 2 3 4 5

Score each section from 1 to 5. Add them up for your score out of 50. How to use it: next page.

Ten sections, each scored 1 to 5

Score each section from **1** to **5**. Add the ten scores for your **score out of 50**.

SECTION	WHAT TO DO	1 STARTED	3 GOOD	5 EXCELLENT
1 **The message**	Copy the message from the Newsroom.	Our slogan.	The Newsroom's message.	The Newsroom's message, the one people repeated back.
2 **The gift**	Copy the gift from the Giftbox.	A discount.	The Giftbox's gift.	The Giftbox's gift, with what it showed so far.
3 **The trend it rides**	Name the trend this campaign rides.	A buzzword.	A trend from the Compass.	A rising trend from the Compass, with its early adopters.
4 **Where they gather**	Pick up to three places from the Compass's sources where these people already talk.	Where we already advertise.	Places from the Compass.	Up to three places from the Compass, each with who's there and why it fits.
5 **The story we tell**	Tell the story of someone like them: the moment, and what changed for them.	Our story.	A hero's story.	A real hero's story, in their words, that people in each place would recognise.
6 **Who tells it**	Name who tells it: people from the Launchpad's circles, the Simulator's real people, and us.	Only us.	Some real people.	Real people like them, telling it in their own words, with us in support.
7 **When**	Set when it runs in each place.	Whenever.	Dates for each place.	Dates that fit how each place works, spaced so you can learn between them.
8 **What must happen**	Write how many must take the gift, and how many must answer, before it starts.	Reach and likes.	Numbers set in advance.	Numbers for taking the gift and answering, per place, set before it starts.
9 **What happened**	Count who took the gift and who answered, in each place.	Views.	Counts for each place.	Counts for each place, compared with what had to happen.
10 **If it falls short**	Write what you'll do if a place falls short.	A hope.	A plan B.	A plan B for each place, decided before it starts.