



Campaign Resource Centre Case Study Submission KPIs – Local Health Champions

Thanks for your interest in submitting a case study. If you haven't written one before, don't worry. We've listed out below the information that we'll need from you. Please cover the four sections below, aiming for about 200 words for each section and providing as much detail as possible – particularly section 4. It's important to share your results so we can be sure to provide you with improved marketing resources and tools that are right for you.

Please submit your case study as a Word document or any other Microsoft Office format.

Section 1: The challenge

Quite simply, this is about the why. Here are a few questions for you to consider when completing this section:

- Why did you choose to run this campaign/activity?
- What challenges were you facing in your area?
- Did you find it difficult to get in touch with the right people (target audience?)

Section 2: Objectives

Again this section is relatively straightforward and can be completed by answering the questions below:

- Who was the campaign aimed at (target audience)?
- What did you want people to do as a result of the campaign?

Section 3: The solution

This is the exciting part! Give a brief description of what you did: when, where and how was the campaign run?

- What was the idea?
- What were the main messages?
- What was the budget?
- Which marketing tools did you use? (E.g. website, leaflets, events)

Section 4: Results

This is a pretty important section so that you can demonstrate that the activity you delivered, achieved your objectives.

Please complete this section in as much detail as possible – including figures and photos of your local activity where you can.

- What were the results? E.g. website visits, social media metrics, email engagement, leaflets handed out, event participation/registrations
- How did the results compare with expectations or against targets that were set? (If you set them. See our How to Guide on Measurement for more detail on how you can do this moving forward)
- Were there any additional benefits to the campaign? Did your campaign perform better than expected? What else did you achieve through your campaign activity that wasn't necessarily planned?
- Did you take any photos?
- Was there any other evidence of success?
- Was there anything interesting you learned?
- Do you have any quotes from people that participated in your activity?

Once you've completed the four sections, you're good to go! Thanks again for your interest in submitting a case study.