Strategic Communication Campaign Fundamentals

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Aris Messinis/AFP/Getty Images

THINK AHEAD

2.1 Understand that communication campaigns are part of broader, ongoing public relations strategies.

2.2 Explain the importance of each step in the planning process beginning with research and ending with evaluation.

2.3 Recognize that campaign planning should be built around stakeholder needs.

As Syrian refugees fled their homeland due to a violent war, people across the world watched, commented, shared, raised funds, protested in outrage, and opened their boarders to migrants who were suffering. The BBC reported that more than 33,000 tweets were sent using the Arabic **hashtag** #Welcoming_Syria's_refugees_is_a_Gulf_duty to highlight the humanitarian challenge at hand.[1] Many of these tweets illustrated the seemingly hypocritical nature of Arab leaders asking Europe to do more for refugees, when these countries, who all share similar languages, heritage, and religion stood by and watched the crisis unfold. Although these events happened in what may have seemed like a world away, they were brought to life on the **social sphere** with photographs, tweets, articles, and breaking news videos. This is communication today. The transmission of oral and written word has never been a more important tool than in our always-on, 24/7, minute-to-minute information cycle.

So, you may be wondering, what does this have to do with public relations and campaign planning? Well, in a word, everything.

As public relations (PR) practitioners, we are professional communicators. Management relies upon this role to be better than most at communicating an organization's messaging. All too often, public relations practitioners are pigeonholed into being labeled media liaisons or relationship managers; however, this role is more than that; PR practitioners are strategic market counselors. In order to successfully execute strategic integrated campaigns, we must be able to see the big picture and the minute details. It is impossible for organizations to disconnect from the world around them and to operate in a vacuum.

WHY WE PLAN

The foundation of a well-developed public relations plan is an effective approach devised from a robust communication blueprint. Using a strategic approach has everything to do with identifying key stakeholder outcomes, targeting the right audience, formulating the most impactful objectives and message, and incorporating the most effective tactics to accomplish the necessary goals. A plan is an avenue that is used to propose and obtain approvals, as well as a mechanism for monitoring and evaluating a product that distinguishes true public relations professionals.[2]

The goal of strategic public relations is to contribute to the overarching mission of an organization by supporting its defined goals. In order for the strategies to be successful, it is imperative that public relations practitioners obtain accurate information about the challenges at hand, the publics with which they communicate, the effectiveness of each communication initiative, and the relational impacts that each program has with critical stakeholders.

PRo Tip

LISTEN FIRST, PLAN SECOND

Before you begin planning, listen. The strongest and most strategic campaigns are informed by what customers, prospects, and stakeholders are sharing and posting in the public and social spheres, so listen to what they are saying or, for that matter, *not* saying. Listening is one of the most important but underused tools of the public relations practitioner.[3]

Source: James Macnamara, "Organizational Listening: Addressing a Major Gap in Public Relations Theory and Practice," *Journal of Public Relations Research* 28 (2016): 146–169.

Shayna Englin, who teaches graduate courses in strategic communication at Georgetown University and George Washington University, notes that **strategic communication** "means communicating the best message, through the right channels, measured against well-considered organizational and communications-specific goals."[4] Understanding the specific executable tasks and their impacts can ensure that programs are delivered more effectively and highlights the value that the public relations function brings to the organization.

One approach to planning is a process called **management by objectives**, commonly referred to as MBO. Organizations have missions and goals, which can be broken down into measurable objectives. Responsibility for execution and completion of goals is held by different parts of the organization. Public relations professionals often use communication objectives to provide focus and define direction when formulating a strategy targeting or supporting specific organizational objectives.[5] Norman Nager and T. Harrell Allen outline several steps of MBO that assist practitioners in building a plan that includes examining client and employer objectives; audience analysis; media channels; primary and secondary sources; communication strategies; message sentiment; and visually appealing artifacts such as photos, infographics, artwork, or videos.[6] These steps can be used to form a checklist to spur public relations practitioners in formulating a comprehensive plan and a sound foundation for strategic development.

As presented in the Introduction, a simplified approach to planning is typically composed of four steps. First, practitioners use research to define the problem or situation; then they develop objectives and strategies that address the situation; once complete, they implement the strategies; and finally measure the results of the public relations efforts. John Marston's **R.A.C.E.**[7] model—Research, Action planning, Communication, Evaluation—or Jerry Hendrix's **R.O.P.E.**[8] model—Research, Objectives, Programming, Evaluation—are commonly used to describe the process.

Both planning models begin with research and end with evaluation. The four steps encompass the following:

1. Conduct research to analyze the situation facing the organization and to accurately define the problem or opportunity in such a way that the public relations efforts can successfully address the cause of the issue and not just its symptoms.

2. Develop a strategic action plan that addresses the issue that was assessed in the first step. This includes having an overall goal, measurable objectives, clearly identified publics, targeted strategies, and effective tactics.

3. Execute the plan with communication tools and tasks that contribute to reaching the overarching objectives.

4. Measure whether the campaign was successful in meeting the goals using a variety of evaluation tools.

All planning models have varying strengths and weaknesses. In this book, we expand our focus on the planning stage using the ROSTIR model to emphasize the importance

Secondary and primary research, diagnosing the organizational problem or opportunity, and setting communication-specific goals are critical first steps to a successful campaign.

of understanding and diagnosing the problem, challenge, or opportunity at hand; setting communication goals and objectives; and building strategies and tactics from them.

ELEMENTS OF A STRATEGIC PLAN

It may seem proper to begin the process of planning with tactics including brochures, press releases, an event, or even a blog post; however, an appropriate plan should even precede the selection of tactics. By first conducting research, practitioners are able to define the overall goals, objectives, and strategies of the plan, otherwise efforts may be wasted from the outset. Some practitioners create a brief outline, while others develop an expansive document that includes a substantial amount of detail. Another model for the planning process, the ROSTIR strategic planning model, includes six key elements, all of which will be expanded upon in upcoming chapters. The following is a brief summary of each element:

- Research: diagnosis/goal setting

- Objectives

- Strategies

- Tactics

- Implementation

- Reporting/evaluation

Research, Diagnosis, and Goal Setting

The term *diagnose* means to ascertain the cause or nature of something, usually an issue or problem that must be solved.[9] In this initial stage of planning, practitioners ask themselves the following question: Why is a PR plan necessary? There are many situations that prompt the need for strategic public relations planning. Some include

- overcoming a problem or negative situation;

- conducting a specific, one-time project supporting the launch of a new product or service;

- reinforcing an ongoing effort to preserve a reputation or public support;

- expanding your organization's outreach to a new audience;

- creating and reinforcing a brand and professional corporate image;

- mitigating the impact of negative publicity and/or corporate crisis; or

- establishing expertise among your peers, the press, or your potential clients or customers.

Once the decision to create the plan has been made, regardless of the rationale, the foundation for the overarching strategy has to be defined. Research accompanies this stage of development. **Research** is the methodical collection and explanation of information used to increase understanding of needs, audiences, channels, and communication baselines.[10] Strategic planning cannot work without intimate knowledge of the intended audience. Research is key to understanding the target audience and the needs of the plan. This initial, developmental research provides practitioners with the insights to diagnose challenges and opportunities, before prioritizing and reframing them as communication goals.

Objectives

After research is conducted, a clear diagnosis is realized, and broad communication goals are set, the next step of the process is to establish appropriate **objectives** for the plan. Objectives must be measurable. At the end of the day, the C-suite executives place emphasis on the bottom line. Executive management is looking to see data, analysis, measurement, and how each relate back to public relations efforts. Statistics and data are often necessary to show that efforts put forth by a public relations department are contributing to the overarching goals of the company. Outcomes can evaluate whether or not a change in behavior or relationships is influenced by the public relations strategy. Examples of high quality outcomes might include an increase in the sale of a product or an uptick in donations due to an executed public relations campaign. As organizational resources are precious and companies are becoming increasingly frugal, executives are often unwilling to spend money unless an outcome contributes to a business objective.[11]

Objectives should connect four key elements: the target audience or public, the specific outcome, the measurement or magnitude of the change required to reach this outcome, and the target date.[12] Campaign objectives should contain an impact factor, such as a knowledge outcome, a change of opinion, or a change of behavior.[13] Strategies and tactics should be designed to support the achievement of the objective.

- **Example:** Focused on bottom line metrics, objectives are outcomes that can be quantified. Armed with $2.75 million in grant funding, the Texas Council on Family Violence launched two public awareness campaigns, "There is Help, There is Hope" and "Family and Friends." The goals for both campaigns were measurable.[14]

  o **Objective:** Achieve 20 percent increase in Texas-based calls to the national family violence hotline during paid media flights.

  o **Strategy:** Connect with families directly by creating an informational brochure to increase awareness for the program.

  o **Tactic:** Distribute one million educational campaign brochures over the duration of the campaign.

It can be difficult to measure how well a particular informational objective has been achieved. Objectives should have clear metrics that can be tracked and quantified. The public relations practitioner, along with management, must set the objectives together. As noted earlier, objectives must be realistic, achievable, and measurable in order to illustrate success. To simply state "increase awareness by 25 percent" is not enough. A solid baseline is needed to indicate whether or not the target audience increased awareness by 25 percent. Therefore, developmental research must provide an initial baseline (e.g., Initial awareness may be at 40 percent among the public in question, therefore 65 percent would be the target). Measurement before, during, and after the campaign is critical to understand whether the objective has been achieved.

Strategies

Strategies are the choices made to select specific channels and approaches, focusing efforts toward achieving the objectives. For each objective, there may be a single overall strategy, or there may be multiple strategies depending on the public relations plan. Some strategies may also support multiple objectives.

Tactics

Tactics are the tangible aspects of the strategy. There are various methods to reach a target audience, such as face-to-face interactions and media outreach through paid, earned, shared, and owned channels. Face-to-face tactics might include special events such as annual meetings, open houses, grand openings, recognition events, group

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PRo Tip

KEEP TACTICS TOP OF MIND

Review tactics regularly. While an organization's mission and goals should be relatively stable over time, and many components of a public relations plan can be considered fixed elements, tactics require constant review. Unexpected external developments, a change in the business atmosphere, emerging media channels, or the actions of competitors can require a fresh perspective and second look.

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meetings, town halls, round tables, and meetups. Owned media tactics are comprised of any material that is managed and owned by the company, such as a company blog, annual report, blogs, case studies, books, infographics, mobile apps, logos, letters, brochures, websites, podcasts, webinars, videos, photographs, and newsletters. Earned media is one of the most powerful vehicles for getting messages out to the masses. Earned media refers to publicity gained through promotional efforts rather than publicity gained through paid messaging like in advertising. When a practitioner's pitch to a journalist or blogger results in some type of media placement, this is considered earned media. Social and digital media channels with opportunities for interactivity constitute the space for shared media. **Mediated** and **nonmediated** approaches should work together to create effective campaigns.

Let us examine the combination of a strategy and tactic collectively at work. Consumers often prefer products that are all natural, healthier options to those that may be less environmentally friendly or less wholesome. Coffee creamer is probably not the first product that jumps to mind when considering natural, healthy, and organic options. As a way to differentiate themselves from the competition, Nestlé Coffee-mate set out to change opinions with its line of all-natural coffee creamers, Natural Bliss. Its strategy was developed to turn heads and garner attention. Nestlé Coffee-mate surprised consumers with an all-natural coffee experience where they least expected it—at their local coffee shop. Nestlé Coffee-mate staffed a New York City coffee shop, temporarily renaming the establishment "Natural Bliss Café." Actors who looked the part of baristas, wearing little more than body paint, served coffee with Natural Bliss creamer. This strategy was successful in large part because the target audience, Millennials, were not only shocked but also had the opportunity to sample free coffee and Natural Bliss.

The strategy can be considered as the idea (a direct consumer experience of the product in a surprising setting), and the tactic is the method through which that idea is carried out (the uniquely revealing pop-up coffee shop, actors, and free products to sample). In the above example, the intent behind the strategy was to introduce the shock factor to the targeted audience, and the tactic was the unexpected pop-up coffee shop

© Nestlé

Nestlé emphasized the *natural* in its Natural Bliss Café coffee shop takeover.

managed by scantily clad, painted baristas. This strategy also relies in part on shared social media and traditional earned media to spread the story, ensuring coverage and awareness beyond those who entered the shop itself. In this way, smart strategies and tactics can impact multiple audiences through multiple channels.

Implementation

Determining the right timing to implement a campaign and identifying who is responsible for executing the campaign is the next step in the planning process. Factors such as the complexity, duration, steps, and intricacy of the campaign play a key role during the **implementation** phase. A calendar or timeline should be developed to help guide practitioners through the implementation process. Some campaigns may only last a month while others may be staggered over several months or longer. Appropriate timing of the campaign, scheduling of the correct sequence of tactics, and building a calendar can help contribute to the development of a seamless implementation schedule and workflow.[15]

Reporting/Evaluation

The process of reporting and **evaluation** relates the results of the campaign directly back to the stated objectives. Public relations practitioners must put measures in place to track the results of each public relations campaign, then contextualize and communicate those results to key stakeholders. Reporting and evaluation should not only take place at the end of a campaign. In fact, quite the opposite is true. Savvy practitioners continually evaluate the metrics throughout the process. In doing so, a practitioner will know whether or not the stated objectives, strategies, and tactics are resonating with the intended audiences. It is appropriate to measure objectives at multiple points during

the implementation phase through the conclusion of the public relations campaign. If strategies and tactics are not working as expected, this process provides the opportunity to revise them before the end of the campaign. Experienced practitioners know that flexibility is a key part of successful campaigns.

As previously noted, objectives must be measurable; therefore, it is vital to understand the appropriate metrics that will be used in order to properly evaluate if the objectives have been achieved. Reporting should reiterate the specific objectives and how each was measured. Informational objectives might include metrics such as surveys of awareness among key publics, media content analysis, number of fliers distributed, or number of hits to a website. Motivational objectives, on the other hand, are more easily evaluated using metrics evaluating the number of attendees at a specific event, direct increase in sales, or surveys that benchmark consumer's beliefs before and after using a product.

Budget

When evaluating the previous steps, it is important to not forget about the all-important **budget** that has been reserved for the campaign. At the initiation of any project, the public relations manager should sit with both the internal and external teams to establish the program costs and expectations. Budgets are generally divided into two basic categories: staff time and out-of-pocket expenses (also known as OOP expenses).

Staff expenses include the time required by the practitioners to create and execute the plan. This varies widely, but can often account for 70 percent or more of the overall budget.[16] Media kits, collateral material, website development, video production, transportation, staging, and even media costs such as radio advertising or paid social media are some examples of out-of-pocket expenditures.

PUTTING IT ALL TOGETHER

This chapter began by highlighting the importance of the 2015 Syrian refugee crisis. Global outcries for support did not go unnoticed. At the time of the crisis, President Obama's administration launched its first-ever **crowdfunding** campaign to raise money for Syria's refugee crisis and to draw the American public into helping replenish the United Nations' (U.N.) refugee agency's strained budget.[17] The White House Office of Digital Strategy led the effort. At the close of the second full day of the campaign, donors had contributed over $800,000 for the U.N. refugee agency UNHCR. This initial funding was enough to provide "immediate necessities and a place to sleep for 3,000 people in need," UNHCR reported.[18]

In this example, the White House solicited support from the American people using the Twitter hashtag #AidRefugees. A blog post from a White House staff member, Joshua Miller, explained that the Obama administration, along with other large corporations, had donated more than $5 billion to the Syrian crisis. The president called for action from all Americans.[19] Collectively, the White House asked American citizens to help in any way they could, and the response was immediate.

NurPhoto/Corbis via Getty Images

By creating and promoting the hashtag #AidRefugees, the White House Office of Digital Strategy was able to unite a country around a serious cause, while at the same time delivering significant funding for direct support. At the time of publication, this initiative had raised $1,777,007.[20]

For PR practitioners, this campaign represents a clear example and opportunity for identifying the objectives, strategies, and tactics behind the campaign. Taking a closer look, in the simplest form, the *objective* of this campaign was to raise funds for Syrian refugees, the *strategy* was to formulate a far-reaching, widespread social media outreach approach, and the *tactic* was to implement the hashtag #AidRefugees, calling for citizens to unite, act, and donate.

CONCLUSION

Planning is critical to effective campaigns. There are many approaches to strategic planning, but the most useful follow the practices of management by objectives: setting clearly defined targets and building out a plan of action to implement them. This allows for work to be broken down into digestible pieces and to empower every individual involved with the responsibility for their piece of the larger plan. The ROSTIR model is one approach particularly well suited to public relations campaign planning in that it emphasizes the research necessary throughout the process, as well as a clear separation of the objectives, strategies, and tactics that provide a playbook for implementation.

1. What are the differences between goals and objectives?

2. What qualities go into well-written objectives?

3. How do strategies and tactics relate? Identify the best way to distinguish the two by giving examples.

4. Why are measurable objectives important during the evaluation phase? What are some advantages and disadvantages to incorporating measurable objectives into a strategic campaign?

5. Consider the role the Obama Administration played in the first ever White House-sponsored crowdfunding campaign to help Syrian refugees. Do you think it was a well-designed campaign? Support your response with evidence found in the chapter.

KEY TERMS

CONCEPT CASE: MISSION-DRIVEN PLANNING FOR EQUALITY TODAY

The mission for Equality Today is as follows:

Equality Today works to promote respect and justice for people of all sexual orientations, genders, gender expressions, and gender identities; particularly gay, lesbian, bisexual, queer, and transgender persons.

Through education, advocacy, and support, we allocate our resources across three areas:

- *Educational programs*

- *Direct services and resources*

- *Advocacy*

Extended: Programs, services, and advocacy efforts are guided by an intersectional social justice perspective. Equality Today recognizes that people experience the world through diverse approaches depending on the constellation of identities they hold and the ways that those identities are privileged and/or marginalized by existing institutional structures and societal norms.

Your task is to build out a brief strategic public relations plan sketch for Equality Today using the ROSTIR framework. Begin by using these four areas to guide your research, planning, and development:

- **Identify Publics**: Identifying publics is one of the first steps in planning a public relations program. Identify groups or subgroups with which Equality Today needs to communicate,

talk, and listen. Through research identify and prioritize publics and segments of those publics. Consider the following:

- Who needs to know or understand?

- Who needs to be involved?

- Whose advice or support do you need?

- Who will be affected?

- Who has something to gain or lose?

- **Value-driven goals**: Based on the research conducted in identifying publics, create a set of value-driven goals by identifying key publics that Equality Today could target for future campaigns. Goals should be grounded in the organization's mission. Use the mission provided to help develop overarching goals.

- **Three key messages**: Identify and create at least three messages Equality Today could use to advocate for their cause. Develop messages that will motivate publics to take action.

- **Evaluation**: Evaluation of success is only as good as the quality of the objectives. Evaluation helps practitioners in at least three ways. It

  1. verifies that public relations efforts were effective because they met objectives,

  2. demonstrates return on public relations investment, and

  3. provides information for refining future public relations strategies.

Measurement should be considered when crafting the objectives, otherwise assessments cannot be completed properly.

CASE STUDY: OSCAR MAYER'S WAKEY, WAKEY, EGGS AND BAKEY!

From 360i and Oscar Mayer
Campaign Focus: Product Marketing

A collaboration between Oscar Mayer and 360i resulted in the launch of a technology-rich campaign to bring the sounds and smells of bacon to an interactive alarm clock. Capitalizing on the popularity of bacon, this campaign targeted a particular public that was fiercely passionate about bacon.

Research/Diagnosis

We have probably all heard the phase, "Everything tastes better with bacon." Well, we cannot deny that the popularity of bacon has, for many, grown to the level of a collective obsession. Bacon has seemingly exerted its influence on everything from bacon ice cream, bacon topped cupcakes, bacon-infused vodka, bacon soap, bacon lip gloss, and even the outrageous Luther Burger, which is a hamburger/cheeseburger, topped with bacon and using glazed doughnuts for buns.[21] The public relations

team at Oscar Mayer had one question to answer: Americans have been waking up to the scent and sizzle of Oscar Mayer bacon for years, so how can Oscar Mayer bacon stand out to bacon-lovin' people?[22] To address this question, the team at 360i and Oscar Mayer embarked upon a research-driven campaign that breathed new life into a 100-year-old brand.

As the prepackaged, sliced meat category was shrinking, largely in part to changing consumer tastes and preferences, Oscar Mayer sought to build brand engagement and affection for a younger generation.[23] According to the 360i website, Oscar Mayer and the creative team at 360i launched a series of talk-worthy campaigns that each highlighted Oscar Mayer bacon's quality attributes. By putting Oscar Mayer in the middle of the bacon conversation, they got a new generation talking about the brand—and drove a halo effect for its entire meat portfolio.[24]

Objectives

The main objective of the "Wake Up and Smell the Bacon" campaign was to promote their bacon in a way that allowed it to stand out over the competition. Since the cost of Oscar Mayer's products was a bit more than off-brand bacon, but less than the gourmet varieties, the company needed to remind the public why its bacon was the right choice.[25] Simply stated, the Oscar Mayer brand was looking to make itself relatable to customers. Promoting an item that is both trendy and fun can create great relationships with customers, who are then more likely to remain loyal when they feel that there is a deep connection to the brand.

Strategies

Target Audience

Using the momentum gained from two very successful and imaginative 360i-led initiatives, "The Great American Bacon Barter" and "Say It with Bacon," Oscar Mayer ensured its brand was up to the challenge of "bringing home the bacon" once again. By capitalizing on the popularity of bacon, the company targeted bacon lovers the world over; specifically directing their efforts toward consumers who were gadget and technology buffs and social media enthusiasts. Oscar Mayer decided to direct their efforts toward the creation of a revolutionary mobile alarm clock that would allowed bacon enthusiasts to wake up to the sound and scent of Oscar Mayer bacon.[26]

© Oscar Mayer

Photo 2.4 Smell the Bacon Campaign

The Oscar Mayer strategy was to connect consumers to a "euphoric, multisensory experience."[27]

For nine months, Oscar Mayer conducted in-depth research to create the perfect Oscar Mayer bacon scent, accompanied by the unmistakable sounds of sizzling bacon. The result was a user-friendly alarm clock app, a custom Oscar Mayer bacon scent, and an IOS prototype device to deliver it.[28]

Leveraging their social listening prowess, Oscar Mayer and 360i learned that their target audience was regularly connected to their social communities through their phone, but more importantly, that these individuals also slept with their phone next to their nightstand every night; even relying on it as their alarm clock in the morning.[29] Armed with these insights, Oscar Mayer realized that they could capture the attention of their consumers when they awoke each morning.
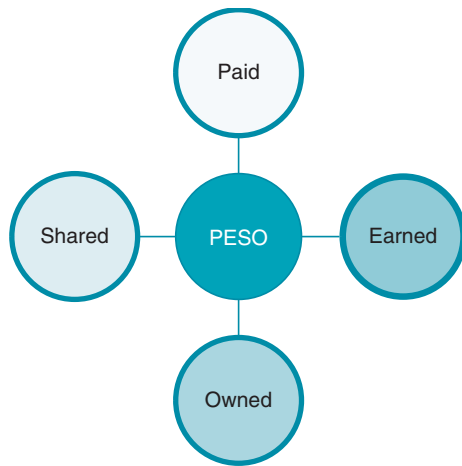
Tactics

In order to promote their new product, Oscar Mayer developed a series of tactics directly targeting bacon enthusiasts:[30]

Owned

Videos: 360i and Oscar Mayer developed web video's parodying the over-the-top, whimsical
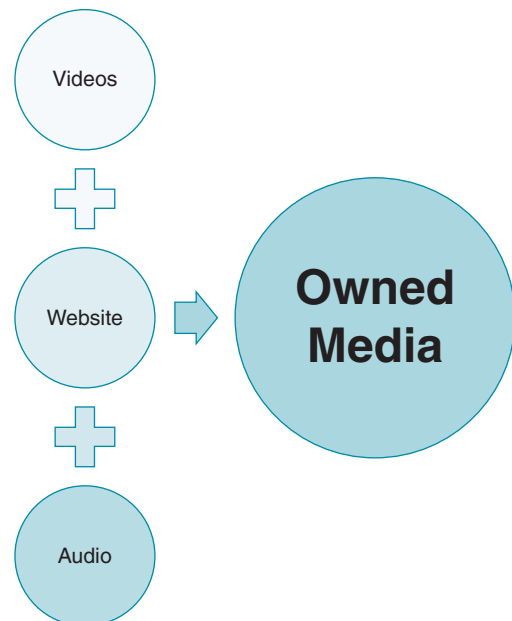
tone of contemporary fragrance ads. (https://www
.youtube.com/watch?v=PiWdF3u9C0w)

Website: Oscar Mayer launched an accompanying website, WakeUpAndSmellTheBacon.com, directing visitors to a specific page with a daily bacon quiz and a sweepstakes for the chance to win one of the 5,000 alarm clock devices.

iTunes: From the new website, Oscar Mayer drove entrants to the iTunes store to download a branded app that synced directly with the scent device so that they could wake up each morning to the sounds and smells of sizzling Oscar Mayer bacon.

Shared

Twitter: Consumers were rewarded with an additional entry into the contest if they tweeted the link to the specified website.

Earned

Media Relations: A handful of reporters and social media influencers were given the device to test and experience.

Implementation

Nearly as rapidly as the campaign was launched, a bacon pandemonium spread across the Internet and made the campaign a viral sensation. "Demand for the limited-edition product was explosive, as more than 307,000 people applied to win a free device, and more than 67,000 people downloaded the app."[31]

Fans responded to the campaign on social media with: "OHMYGOODNESS.WANT," "Would do anything for a piece of this earthly heaven," and, "Oscar Mayer Promises Bacon Alarm Clock, World Loses its Mind."[32]

Reporting/Evaluation

Media outlets including NBC News, The Huffington Post, Mashable, CNN, Time, Bloomberg Businessweek, ABC, Fox News, and The Guardian jumped at the chance to demo the devices on TV and provide reviews on the product in newspapers and periodicals. USA Today called the Oscar Mayer alarm clock, "The best invention since whatever came before sliced bread."[33] Garnering more than 520 million earned media impressions, the campaign propelled Oscar Mayer to be the most talked-about bacon brand in America, in large part due to a 2,700 percent lift in Oscar Mayer-branded bacon online conversations.

With the objectives of increasing brand recognition of their bacon and how well they related to customers, Oscar Mayer measured the success of the campaign by evaluating their social media based analytics. Over the course of the campaign, more than 300,000 people entered the sweepstakes in hopes of bringing home one of the "bacon-rific" devices, and 67,000 bacon enthusiasts had downloaded the accompanying app.[34] Oscar Mayer also had over 520 million media impressions for their efforts, making them the most talked about bacon brand in the country.[35] Mission accomplished.

"Wake Up and Smell the Bacon" has earned the Bronze Lion from Cannes Lions Awards—PR: Food & Nutrition; ADC Awards—Mobile: Mobile Advertising; Shorty Awards—Most Creative Use of Tech: Food/Beverage; The Webby Awards—Advertising & Media: Experience Marketing—People's Voice Winner; The One Show—Mobile Apps—Silver Pencil; Warc Prize

Awards—Social Strategy; Cannes Lions Awards—Mobile '14: Innovative Use of Tech—Silver Lion; Digiday Mobi & Sammy Awards '14—Best Mobile Platform Innovation; and the Gold IAB MIXX Awards '14—Best Mobile Innovation for their efforts.

3601i and Oscar Mayer have repeatedly succeeded within their target market of bacon-loving people—particularly millennials—by shifting away from television advertising. Year after year, 360i and Oscar Mayer continue to surprise their key publics with award winning, unique, and captivating strategic campaigns. To date they have implemented a coast-to-coast, bacon-and-social media-powered road trip, velvet, luxury bacon box set just in time for Father's Day; a dating app that connected bacon lovers far and wide; and a bacon-scented alarm clock, hailed by media as "the best thing since sliced bread."[36]

Theories

Media uses and gratifications theory: This theory indicates that people select media to satisfy their needs or "to be entertained." The "Wake Up and Smell the Bacon" campaign was considered entertaining to the Oscar Mayer customers, which in turn influenced the customers' desire to take part in the campaign. Oscar Mayer used millennials' love for bacon to help these customers satisfy their needs.

Agenda setting theory: Agenda setting theory states that the media does not tell people how to think, but it does tell people what to think about.[37] In garnering millions of earned media impressions and thousands of digital conversations, Oscar Mayer found that they had more people talking about their device and their brand, due in large part to the media and agenda setting theory.