

FORMAT & DISTRIBUTION

Use this worksheet to help you start thinking about the format (structure and layout) of your campaign materials and how to reach your target audience. Notice there are three rows below to allow you to segment your main target group in sub-sections, each of whom may see slightly different elements of your campaign in different places (eg. Facebook, YouTube, school notice board, local doctor's surgery).

Talk to people within your target group to try to find what their needs are around sexual health and what types of publicity campaigns and adverts appeal to them. Use your findings to help you develop your campaign planning.

| Who am I talking to? | What will they see? | Where will they see it? |
|----------------------|---------------------|-------------------------|
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LOGO

Use the other side of this worksheet to doodle logo ideas for your campaign. Keep it simple and try to represent visually something about your campaign message.