

AGENDA

SDDTAC Public Health Campaign Kickoff

Friday, July 26, 2019, 10-11:30 A.M.

Location: 25 Van Ness, Room 70

Dial: (267) 930-4000 | Passcode: 812-173-330

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1. Introductions – 10 min

- Fun icebreaker to get people to think about aspirations for the project

2. Background and Context - Department of Public Health – 10 min

- Summary of existing work
- Marketing goals

3. Scope of Work and Timeline – Civic Edge Consulting – 10 min

- Team integration and communications
- Flow of work

4. Public Outreach and Engagement – Civic Edge Consulting – 15 min

- Defining audiences and stakeholders
- Strategic outreach techniques
- Quick discussion: What feedback would be most powerful as we move forward and share this value of this initiative on a larger stage?

5. Creative Development – lowercase productions – 20 min

- Review initial mood boards
- Collaborative design process
- Quick discussion: Feedback on the initial mood boards and how we can strategically use imagery to connect with key audiences.

6. Advertising – Circlepoint – 15 min

- Best practices for aligning strategies to outcomes
- Quick discussion: Imagine we're one month in on the roll-out of ad placements, and the campaign is looking great to you. What does this successful campaign look like?

7. Wrap-up and next steps – 10 min

