

Campaign review



Students aged 12-17 years in NSW are more likely than any other age group to get sunburnt and are least likely to wear protective clothing, sunglasses or a sun-safe hat.



Watch the **Real stories: secondary school resource** (<https://www.cancer.org.au/preventing-cancer/sun-protection/sunsmart-schools/real-stories-secondary-school-resource.html>) videos and evaluate the marketing strategies used to influence young people. Compare at least two campaigns.



Review the example on the last page for guidance on how to complete the task.

Campaign 1 name: _____

Campaign 2 name: _____

Complete your reviews on the next two pages.

Campaign review

Campaign 1 name:

| The themes, message/s, issues that the campaign is promoting | The approach being used to get the message across | The target audience | The intended effect of the campaign |
|--|---|---------------------|-------------------------------------|
| | | | |

Evaluate the effectiveness of the campaign

Campaign review

Campaign 2 name:

| The themes, message/s, issues that the campaign is promoting | The approach being used to get the message across | The target audience | The intended effect of the campaign |
|--|---|---------------------|-------------------------------------|
| | | | |
| <p>Evaluate the effectiveness of the campaign</p> | | | |

Campaign review

Campaign 2 name: *EXAMPLE ONLY_ Driver fatigue – Microsleep – Dr Karl**

| The themes, message/s, issues that the campaign is promoting | The approach being used to get the message across | The target audience | The intended effect of the campaign |
|---|--|---|---|
| <ul style="list-style-type: none"> • Stop, revive, survive • Recognise what can increase your level of risk • Make safe decisions that reduce your level of risk • Recognise what can affect a driver and make you unsafe • Protective behaviours • Consequences of unsafe behaviours (loss of life, grief suffered by relatives, serious injury) | <ul style="list-style-type: none"> • Factual/Information - presentation of simple, direct information. No-nonsense personal advice • Testimony/Hero endorsement – uses a well-known person to endorse the product • Scientific evidence appeal – the product is superior based on statistical evidence, results from laboratory testing | <ul style="list-style-type: none"> • Young drivers • Experienced drivers – male and female • Drivers using country roads | <ul style="list-style-type: none"> • Raise awareness • Provide information and advice • Highlight consequences |

* This is intended as a basic sample only. Students must research other campaigns/strategies.