

# CREATIVE CAMPAIGN CHECKLIST

Campaign Component	Toolkit Chapter*
<input type="checkbox"/> <b>Utopic Goal</b>	<b>Step 1:</b> Set Goals + Objectives Page 15
<input type="checkbox"/> <b>SMARTIE Objective(s)</b>	<b>Step 1:</b> Set Goals + Objectives Page 24
<input type="checkbox"/> <b>Primary Audience</b>	<b>Step 2:</b> Find Audiences Page 30
<input type="checkbox"/> <b>Think Feel Do</b>	<b>Step 2:</b> Find Audiences Page 33
<input type="checkbox"/> <b>Audience Personas</b>	<b>Step 2:</b> Find Audiences Page 34
<input type="checkbox"/> <b>Cost-Benefit Analysis</b>	<b>Step 2:</b> Find Audiences Page 36
<input type="checkbox"/> <b>Cultural Terrain Analysis</b>	<b>Step 2:</b> Find Audiences Page 42
<input type="checkbox"/> <b>At Least 10 Tactic Ideas</b>	<b>Step 3:</b> Develop Terrific Tactics Page 45
<input type="checkbox"/> <b>Selected Tactic(s)</b>	<b>Step 3:</b> Develop Terrific Tactics Page 47
<input type="checkbox"/> <b>Enhanced Tactic(s)</b> that are more celebratory, hopeful, joyous, mysterious, whimsical, surprising, irresistible, spectacular, personal, risky, innovative, participatory, interactive...	<b>Step 4:</b> Level Up Your Actions Page 52
<input type="checkbox"/> <b>Prototyped Tactic(s)</b>	<b>Step 5:</b> Take Action Page 59
<input type="checkbox"/> <b>Evaluation Plan</b>	<b>Step 5:</b> Take Action Page 62
<input type="checkbox"/> <b>Assessment Methods</b>	<b>Step 5:</b> Take Action Page 62
<input type="checkbox"/> <b>Iteration and Plans for the Future</b>	<b>Step 5:</b> Take Action Page 69
<input type="checkbox"/> <b>Celebration and Continuation</b>	<b>Step 5:</b> Take Action Page 71

\*See [Unleashing Creative Campaigns: A Toolkit](#)

