MARKETING LEADERSHIP COUNCIL®
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CORPORATE EXECUTIVE B·O·A·R·D®

ANATOMY OF A BEST-IN-CLASS COMMUNICATIONS CAMPAIGN

Twenty One Diagnostic Attributes

Marketing Context

1 Consistency
Campaign complies with key aspects of our brand positioning and market relationship-building efforts.
Effectiveness: 1 2 3 4 5

2 Competitiveness
Campaign integrates current market and competitive dynamics facing our organization.
Effectiveness: 1 2 3 4 5

3 Pertinence
Campaign aligns with a sizable business need for our organization.
Effectiveness: 1 2 3 4 5

4 Integration
Campaign supports other communications and non-communications tactics used to achieve the marketing objective.
Effectiveness: 1 2 3 4 5

5 Focus
Campaign has clear end objectives.
Effectiveness: 1 2 3 4 5

Target

6 Definition
Target for the campaign is a clearly defined segment or customer set.
Effectiveness: 1 2 3 4 5

7 Robustness
Targeted segment is large enough to achieve campaign goals.
Effectiveness: 1 2 3 4 5

8 Accessibility
We understand the target group's defined communications consumption preferences.
Effectiveness: 1 2 3 4 5

9 Understanding
We have a clear and identifiable insight about the target.
Effectiveness: 1 2 3 4 5

Message

10 Relevance
Message focuses on a key "pain point" or key benefit being promised.
Effectiveness: 1 2 3 4 5

11 Resonance
Message uses the target segment's language.
Effectiveness: 1 2 3 4 5

12 Insightfulness
Message contains an interesting insight about the category in which the target company operates.
Effectiveness: 1 2 3 4 5

13 Urgency
Message points to the urgency and importance of fulfilling need (or potential costs associated with not doing so).
Effectiveness: 1 2 3 4 5

14 Differentiation
Message helps target understand why our solution is superior to competitor solutions.
Effectiveness: 1 2 3 4 5

15 Credibility
Message points to evidence that our company is best positioned to fulfill the target's need.
Effectiveness: 1 2 3 4 5

16 Actionability
Message has clear prompt to a desired action which aligns with campaign end objectives.
Effectiveness: 1 2 3 4 5

Touchpoint Mix

17 Impact
Channels selected for the campaign hold greatest potential to impact the behavior of target.
Effectiveness: 1 2 3 4 5

18 Efficiency
Channels selected for the campaign make most efficient use of total media budget for the communications initiative in light of campaign objectives.
Effectiveness: 1 2 3 4 5

19 Synergy
Individual channels in the communications mix reinforce and complement each other (generating synergies across them).
Effectiveness: 1 2 3 4 5

20 Originality
Selected channels (or individual channel execution) effectively differentiate us from our competitors.
Effectiveness: 1 2 3 4 5

21 Traceability
Wherever possible, prospect responses can be tracked from or linked back to individual channels.
Effectiveness: 1 2 3 4 5

USING THIS DIAGNOSTIC

- Assess effectiveness of a communications campaign/effort across the 21 diagnostic attributes using the grading scheme detailed on each side of the anatomy the full version of this tool which can be found at www.mlc.executiveboard.com.
- Record effectiveness score using the facing grid*.
- Based on scoring, identify performance gaps and areas for focus.
- Access most-relevant resources available through the Council to close gaps.

Effectiveness Score

Marketing Context		*Message*	
1. Consistency	1 2 3 4 5	10. Relevance	1 2 3 4 5
2. Competitiveness	1 2 3 4 5	11. Resonance	1 2 3 4 5
3. Pertinence	1 2 3 4 5	12. Insightfulness	1 2 3 4 5
4. Integration	1 2 3 4 5	13. Urgency	1 2 3 4 5
5. Focus	1 2 3 4 5	14. Differentiation	1 2 3 4 5
		15. Credibility	1 2 3 4 5
		16. Actionability	1 2 3 4 5
Target		*Touchpoint Mix*	
6. Definition	1 2 3 4 5	17. Impact	1 2 3 4 5
7. Robustness	1 2 3 4 5	18. Efficiency	1 2 3 4 5
8. Accessibility	1 2 3 4 5	19. Synergy	1 2 3 4 5
9. Understanding	1 2 3 4 5	20. Originality	1 2 3 4 5
		21. Traceability	1 2 3 4 5

* Grid is available for download on the Council Web site in multiple formats depending on whether you wish to grade one campaign or contrast and compare multiple communications campaigns or track evolution across multiple campaigns.

Source: Marketing Leadership Council research.

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