










The background is a vibrant blue with a space theme. It features a central globe with a satellite in orbit. Surrounding the globe are various celestial bodies: a comet with a long tail, a rocket, a planet with rings, and several other planets of different sizes. The background is decorated with numerous small white plus signs and dots, suggesting a starry sky. A large, white, rounded rectangular box with a dotted border is centered over the globe, containing the main title and subtitle.

VISUAL CAMPAIGNS FOR BEGINNERS

Created by Killer Infographics

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DEFINITION

A visual communication campaign targets one or more common goals using strategic visual content. It is a series of branded media that lives within a defined art direction and typically does not require external explanation to give context, relying instead on the virtue of visual content to drive meaning. Campaigns may include graphic design, animation, interactivity, and more to aid in the delivery of the main message.

THE PROBLEM:

If an infographic is doing its job well, its scope is necessarily limited. The same is true of motion graphics and, perhaps to a lesser extent, interactive pieces. Whether providing a close look at a particular topic or a broad overview of something larger, these kinds of projects aren't meant to convey everything.

All of which is to say that one-off visual communication projects, while effective at conveying meaning quickly, aren't usually adequate for solving big problems or achieving big goals.

THE SOLUTION:

Harness the cumulative power of diverse projects by implementing a multifaceted and multi-channel content plan. A visual campaign is cohesive, thorough, and — if executed properly — greater than the sum of its parts.



GETTING STARTED — SOME FAQs

Q: Who needs a visual campaign?



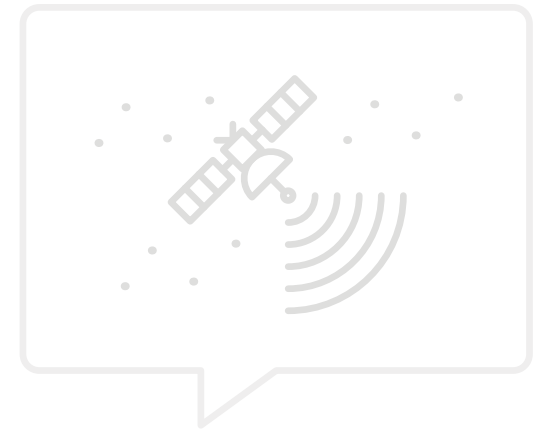
A: Any company or team that needs to explain a complex process, project, or product to an audience over a specific period of time.

Q: Do all campaigns have the same components?



A: No! Every visual campaign is customized to achieve a particular goal. Components may include infographics, motion graphics, interactive pieces, and any number of other hybrid possibilities.

Q: How do I plan a visual campaign?



A: Start by assessing what you hope to accomplish. Train your employees? Spread the word about a new product? An end goal in mind, even if it's broad and still developing, will help your creative team come up with specific projects and develop an art direction (or campaign brand).

REFINING YOUR OBJECTIVE

As you begin to develop the details of your campaign, here are the next questions you should consider:

WHO IS MY TARGET AUDIENCE?

Are you going after millennials? Baby boomers? What about income and education levels? Visual communication is a great way to transcend differences, but having a specific demographic in mind will help your team make subtle choices that ensure your content is immediately appealing to the right people.



WHERE WILL MY CONTENT BE DELIVERED?

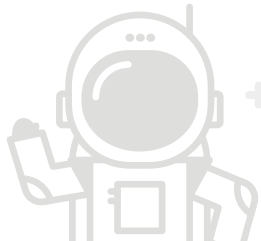
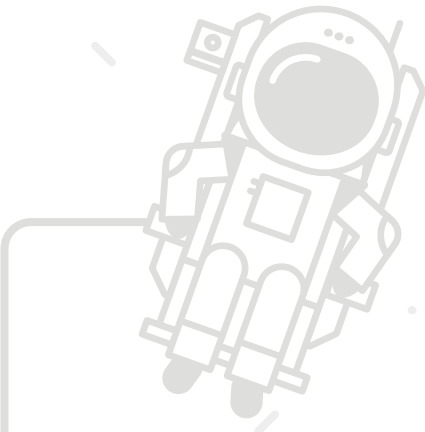
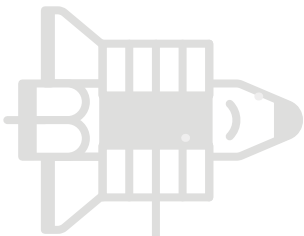
Social, blog, email? Strictly online, or will some assets need to be printed? Understanding up front how you plan to use the various elements of your campaign is crucial, as it will prevent you from later forcing your social assets to work as standalone print pieces, or other unintended uses.



HOW DO I GET THE MOST OUT OF MY MONEY?

Because visual communication inherently conveys meaning quickly, a visual campaign is already a cost-effective way of relating a great deal of information. That said, you should still keep your audience and their needs in mind during the planning stages. Some stakeholders consider animation and interactivity necessary in earning their attention; others find them nothing more than window dressing. If more expensive deliverables aren't going to help convey your message to the right people, consider sticking to static design.

POSSIBLE COMPONENTS OF A VISUAL CAMPAIGN



Annual reports



Brand identity



Conference collateral



Data visualization



Dashboard design



Presentation design



Motion graphics



Interactive projects



Infographics



Ebooks



Training tools and guides



Print design

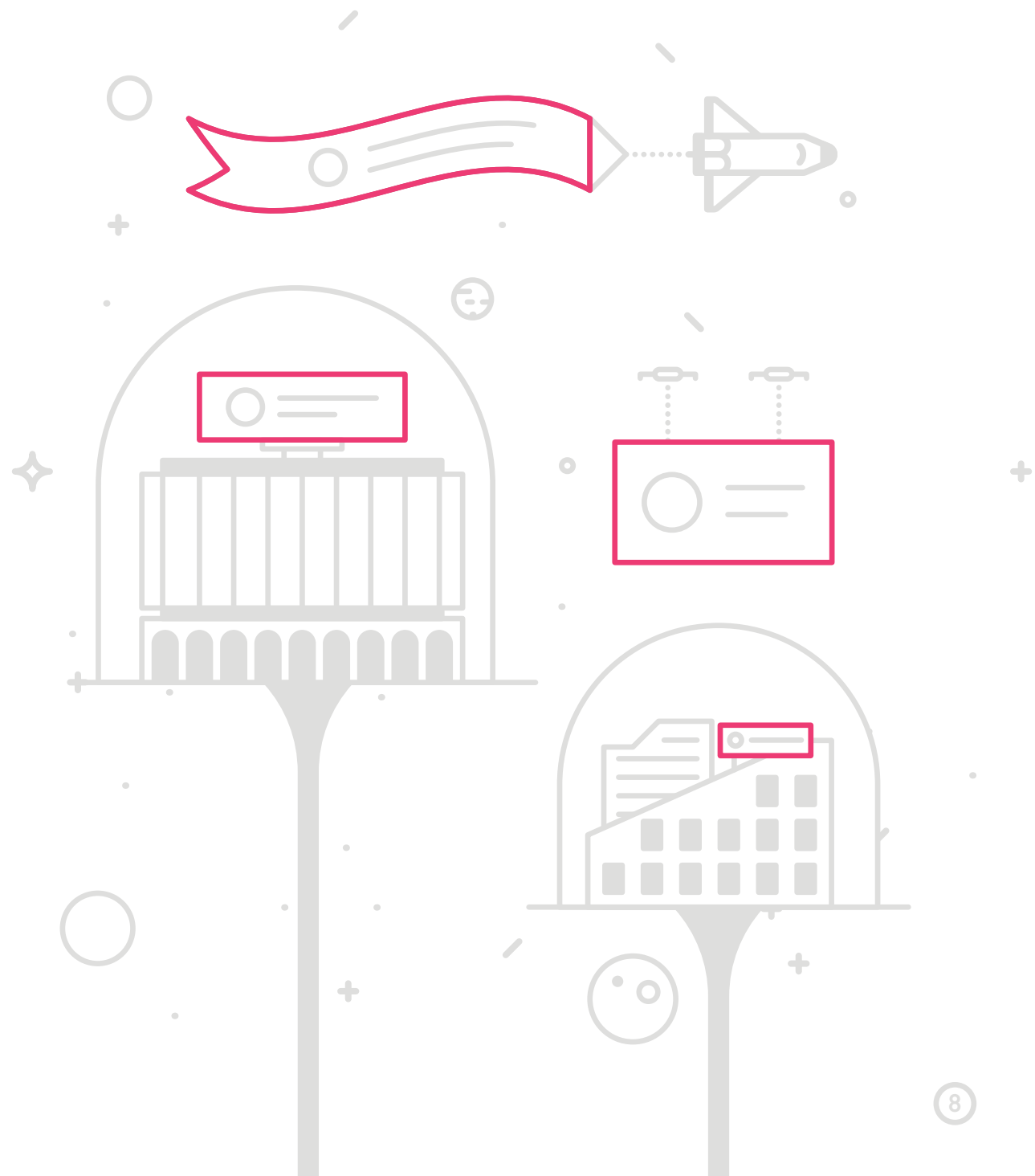
BRANDING

A key element of a visual campaign is a cohesive aesthetic. Aside from content, after all, branding is what will truly unify your various projects. Some questions you'll need to consider as you and your team work to develop an ideal art direction:

Do I want my visual campaign to have the same look and feel as my company's usual collateral, or do I want to come up with a complementary style?

Do I want an icon-heavy style, or one that emphasizes data visualization and typography?

Do I want to incorporate photographs or illustrations?



DISTRIBUTION

The key differentiator when it comes to distributing a visual campaign is versatility. Static infographics can be broken into components to use as social thumbnails. Segments of motion graphics can be repurposed into teaser GIFs. Icons can be reused to create consistency and brand recognition across different assets and channels.

The rules for distribution of a visual campaign follow the same formula as those for other types of campaigns:



Set goals



Create metrics



Measure

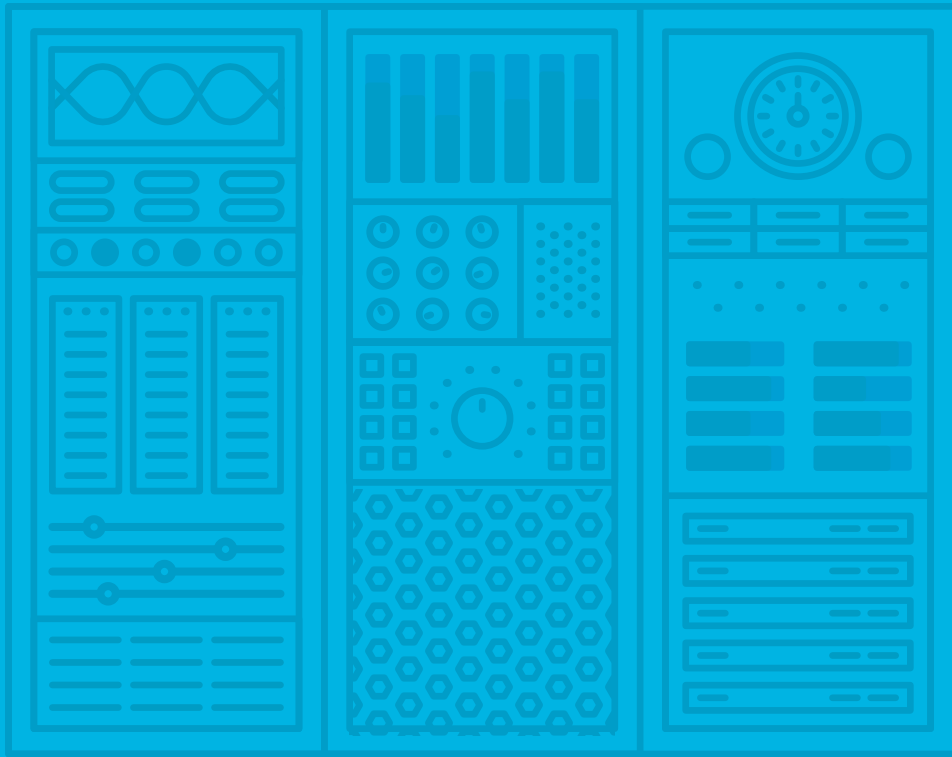


Analyze

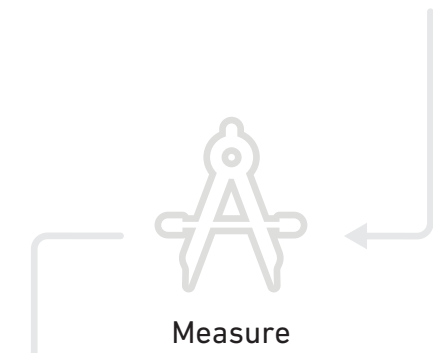
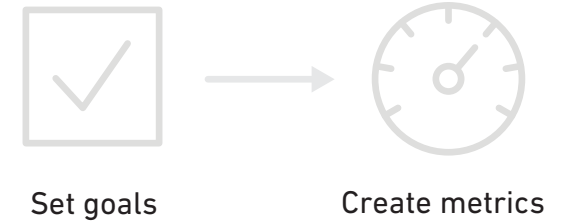


Adjust and repeat

KEEP THIS VERSATILITY IN MIND WHEN PLANNING YOUR CAMPAIGN GOALS.

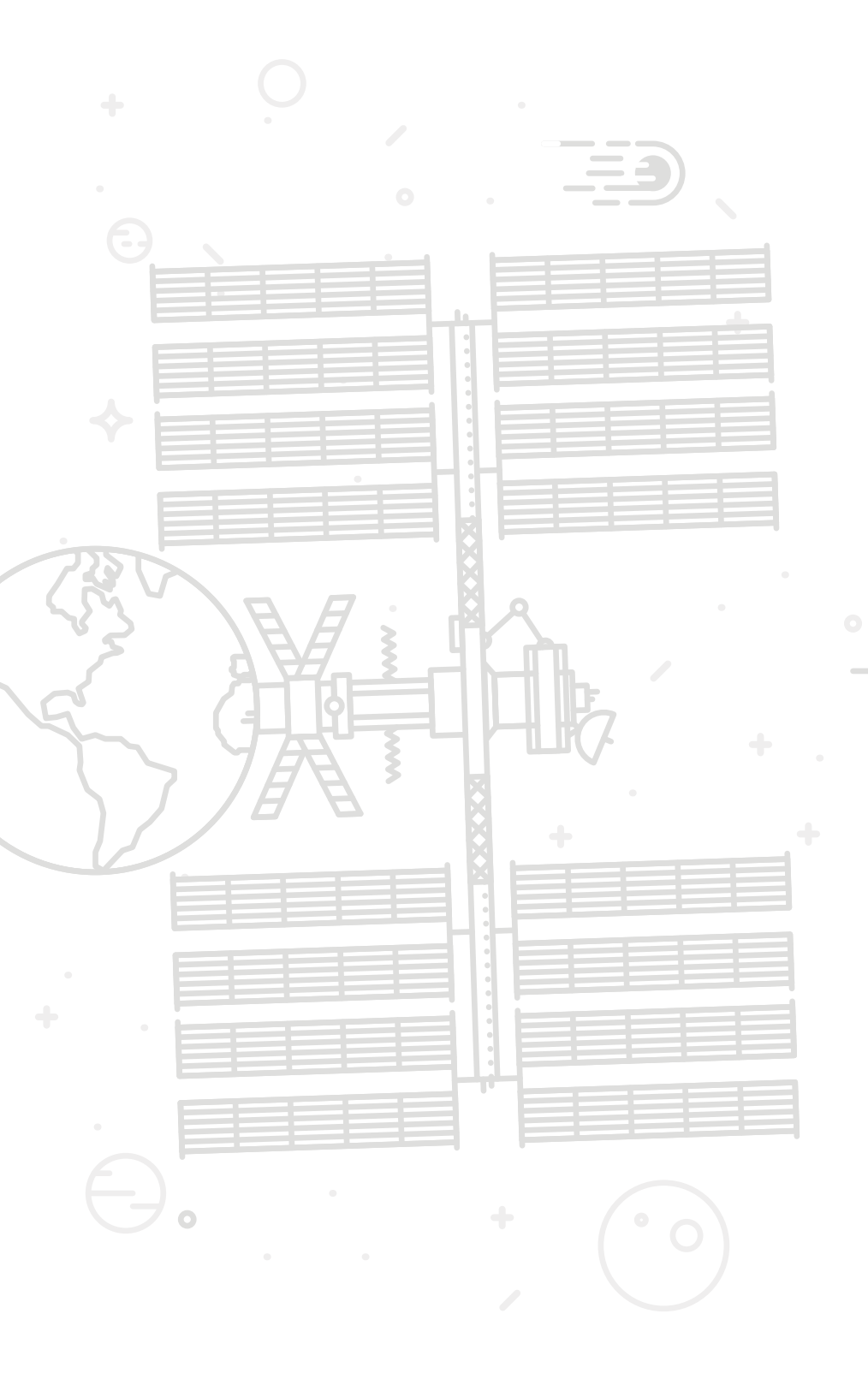


IN OTHER WORDS, JUST KEEP IN MIND THE BASIC STRUCTURE OF A GOOD CAMPAIGN:



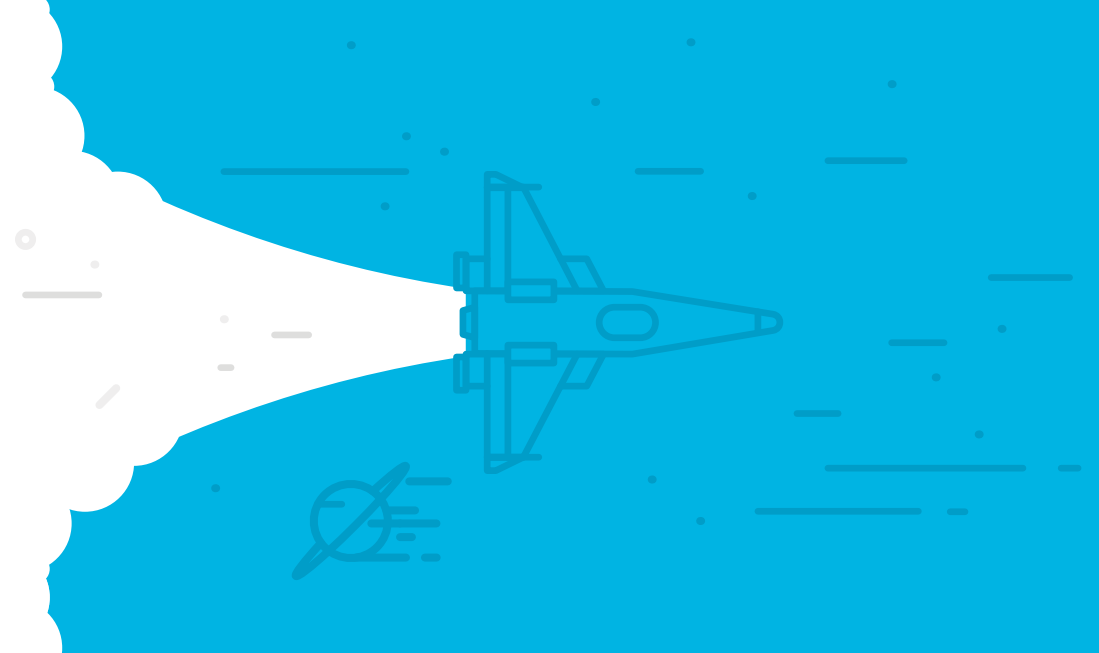
MEASUREMENT

Measuring the success of your visual campaign doesn't have to be any more difficult than tracking the success of your other collateral. The most important factor that will help drive success is what you do first: goal-setting. From there, create metrics to track and make sure to adjust your measurement appropriately depending on where you host your campaign materials.



NEXT STEPS

Once your campaign has ended, it's time to assess whether or not you've achieved your big goal (or solved your big problem, as the case may be). Is your team fully trained? Is your new app being downloaded? Is your product flying off the shelves?



A successful visual communication campaign means your message resonated with your audience. Use your chosen metrics to figure out which elements of your campaign were most effective. Keep this information in mind as you begin to plan your next campaign.

Killer Infographics is a Seattle-based visual communications agency whose end-to-end service includes ideation and content in tandem with the creation of visual campaigns, infographics, motion graphics, interactive designs, and multimedia experiences that seek out new frontiers of visual narrative. Since it was founded in 2010, Killer has spearheaded the use of visual communication on an international scale and across platforms towards a common goal to delight, inspire, and connect with any audience in the most visually stimulating and engaging ways possible.

