chicken/egg free-range creativity

ANATOMY

cracking the DNA of marketing intention

ANATOMY framework campaign checklist

This checklist is designed to guide you through the essential steps for planning and executing a marketing campaign using the **ANATOMY** framework.

ANATOMY breaks down every marketing action into six key components: **Purpose**, **Audience**, **Intention**, **Design**, **Impact**, and **Evaluation**. Each component serves as a checkpoint to guide the planning, execution, and measurement of campaigns, ensuring that every step is intentional and aligned with strategic goals.

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1. Purpose (the why) Start by clearly defining the purpose behind each action or interaction. Ask yourself: Why are we doing this? Whether it's to increase brand awareness, drive sales, or nurture customer relationships, understanding the why grounds your campaign in a strategic objective.

2. Audience (the who) Knowing your target audience is critical for crafting messages that resonate. Identify who you're speaking to and tailor your approach to their needs, preferences, and behaviours to create more meaningful engagement.

3. Intention (the what) Clarify the specific outcomes you aim to achieve. Are you educating your audience, driving a specific action, or generating leads? Setting clear intentions allows for measurable goals, guiding both the creative development and metrics for success.

4. Design (the how) Plan the execution based on your audience's preferences and your campaign objectives. Choose the right format, channels, tone, and timing to ensure every element supports your campaign's purpose.

5. Impact (the goal) Connect the campaign's immediate intention to longer-term business goals, such as enhancing brand loyalty or changing perceptions. This ensures that each tactical action supports broader business objectives.

6. Evaluation (the learning) Assess the results by reflecting on what worked, what didn't, and why. This step provides insights for future campaigns, helping with continuous improvement.

LET'S GET CRACKING ...

ONE - Purpose (the why)

What strategic business need or market opportunity does this campaign address, and why is it a priority right now?	
How will this campaign directly support our long-term brand goals (e.g., awareness, positioning, loyalty)?	
What specific change in perception or behaviour do we aim to create in our audience through this campaign?	
How does this campaign build on or complement previous marketing efforts?	
What market trends or competitor actions make this campaign necessary or timely?	

Checkpoint

- [ ] Have you confirmed that the answers provided align with the current business priorities and strategic goals?

Milestone for review

- [ ] Before proceeding, ensure all stakeholders are briefed and agree on the campaign's purpose and objectives.

Assigned responsibilities

Task	*[specify task]*
Owner	*[name of responsible person]*
Deadline	*[set deadline]*

TWO - Audience (the who)

Who are our primary and secondary target audiences? Describe them in terms of demographics, psychographics, and behaviour patterns.	
What specific problem, aspiration, or pain point are we addressing for our target audience, and how does it influence their decision-making process?	
How does this campaign align with where our audience is in their buyer journey, and what actions do we want them to take at this stage?	
How will we segment our audience, and what specific messages will resonate with each segment?	
What barriers or objections might our audience have, and how will our messaging address them?	

Checkpoint

- [ ] Have you reviewed and validated that the audience segments and messaging are aligned with their needs and motivations?

Milestone for review

- [ ] Reassess the audience segments based on any emerging trends or new data before finalising the campaign strategy.

Assigned responsibilities

Task	*[specify task]*
Owner	*[name of responsible person]*
Deadline	*[set deadline]*

THREE - Intention (the what)

What is the single most important action we want our audience to take as a result of this campaign, and why?	
What measurable objectives will define the success of this campaign? (e.g., X% increase in conversions, Y% boost in engagement, Z new leads generated)	
How will our messaging differentiate us from competitors and drive our audience toward the desired outcome?	
Which stage of the customer journey does this campaign primarily target, and what are the specific goals for this stage?	
How will we define success not just in terms of numbers but also in terms of qualitative outcomes (e.g., brand sentiment, customer feedback)?	

Checkpoint

- [ ] Have you set SMART goals for each objective and confirmed that they are attainable and relevant to the targeted journey stage?

Milestone for review

- [ ] Confirm with the team that everyone understands the primary campaign goals and expected outcomes.

Assigned responsibilities

Task	*[specify task]*
Owner	*[name of responsible person]*
Deadline	*[set deadline]*

FOUR - Design (the how)

What creative elements (e.g., visuals, copy, formats) will best resonate with our target audience's preferences and motivations?	
How will we ensure that our content is not only eye-catching but also meaningful, driving the desired action at every touchpoint?	
Which channels will we use, and why are they the most effective for reaching our target audience?	
What adaptations are needed for each chosen channel to optimise content for the platform and maximise impact?	
Are there any opportunities for A/B testing or experimentation within the campaign?	
How will we ensure consistency in TOV across all channels while considering the different stages of the journey?	

Checkpoint

- [ ] Have you reviewed the creative elements to confirm they are aligned with the campaign objectives and optimised for each channel?

Milestone for review

- [ ] Conduct a final content review to ensure consistency and readiness across all platforms before launch.

Assigned responsibilities

Task	*[specify task]*
Owner	*[name of responsible person]*
Deadline	*[set deadline]*

FIVE - Impact (the goal)

How will we connect short-term metrics (e.g., clicks, shares) with long-term business goals (e.g., brand equity, customer retention)?	
What potential risks could undermine the campaign's impact, and how will we address them proactively?	
How will we ensure that the results of this campaign create value not just for the business but also for the audience in a way that strengthens brand loyalty?	
What secondary effects or outcomes should we anticipate from this campaign?	
How will we measure the quality of interactions, not just the quantity?	

Checkpoint

- [ ] Have you set up tracking systems to monitor both short-term and long-term impacts?

Milestone for review

- [ ] Perform a mid-campaign review to assess performance against goals and adjust tactics if necessary.

Assigned responsibilities

Task	*[specify task]*
Owner	*[name of responsible person]*
Deadline	*[set deadline]*

SIX - Evaluation (the learning)

What key insights or patterns will we look for when analysing the campaign data, and how will they guide future marketing strategies?	
How will we identify what elements had the most significant influence on success, and what adjustments will we make for future iterations?	
What benchmarks will we use to compare campaign performance?	
What actionable learnings can we share with internal teams or agencies to improve their understanding and execution of future campaigns?	
How will we document and share learnings to ensure they are implemented in future campaigns?	

Checkpoint

- [ ] Have you compiled all insights and shared them with the relevant teams?

Milestone for review

- [ ] Complete a post-campaign report summarising key outcomes, learnings, and recommendations.

Assigned responsibilities

Task	*[specify task]*
Owner	*[name of responsible person]*
Deadline	*[set deadline]*

Campaign review

Review each section and ensure all milestones have been met before finalising the campaign.

- [ ] All stakeholders have been briefed, and objectives are aligned.
- [ ] Audience segments are clearly defined and addressed.
- [ ] SMART goals have been set and communicated.
- [ ] Creative assets and content are reviewed and ready for launch.
- [ ] Tracking systems are in place, and metrics are defined.
- [ ] Post-campaign evaluation plans are established.

Confirm alignment with strategic goals and readiness for execution.

- [ ] All elements are in place, and we are ready to launch.