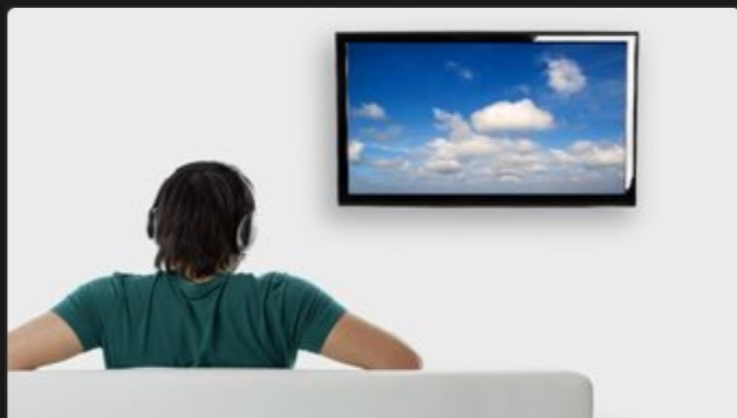# Awareness Collateral Toolkit

Awareness collateral is any media, content and information that increases knowledge or perception of a product/service. This can include:

Yammer postings

In-office Plasma displays

Interactive presentations

SharePoint sites

For any piece of awareness collateral to be effective, it must take into account **the message to be conveyed, who the audience is** and **the best way(s) to reach them**. Below you will find the steps for devising and executing a successful awareness collateral strategy, along with helpful questions, guidelines and resources to ensure your collateral will be engaging and valuable.

	Questions/Advice	Notes/Special instructions
Getting started	• What's your goal? • Who's your audience? • Where is your audience? • How will you deliver the collateral? • Who is the customer? • Who needs to be in the loop for approvals?	Considering and answering these questions at the outset will get you off to the right start. The following sections here will help you fine tune those answers, and the efforts needed to achieve your goals.
Audience	Determine purpose/audience(s)	• Define the story you want it to tell • What is the business need or opportunity your product/service addresses? • Who is the intended audience(s)? • In what physical and online environments can your identified audience(s) typically be found (for example: Yammer, email, the office)
Process	**The message**	
	What message do you want to leave with your audience?	• Consider the channels available to you (see 'The channel' below) and consider if your message should be tailored to one or more of them (for maximum effectiveness)
	What tone works best for the message?	How you say what you say can be as important in determining the effectiveness of your collateral as the message itself. Some options: • **Serious**. When 'just the facts', especially about important changes, get the message across best • **Humor**. Sometimes a lighter more 'human' touch, or a clever turn of a phrase, is more memorable • **Personal**. This can be friendly, still somewhat formal. Like a respected figure in one's life giving advice.
	The channel	
	What are the different ways (channels) to reach your audience(s)?	• **Online**. This includes browser and PC-based media like Yammer postings, videos, interactive presentations. • **Digital**. This includes display media like in-office how-to screens, plasmas and room reservation & common space screens.
	Will it be seen on its own or will it be presented?	• If on its own, make sure it speaks for itself with simple, direct words and images, especially if it is an interactive design • If presented, make sure the presenters are included/up-to-speed
	The tools we used	• Interactive presentations-PowerPoint • Digital-For the plasma displays we used PowerPoint, and then took video of the slides for a live digital display affect
Examples	The Value Portal	Click on the Awareness Collateral tile to see a variety of awareness collateral created by the SPA Awareness team
Contact us	SPA Awareness Team	Service Performance & Awareness <ocio.spa@in.ey.com>
Other Resources	Creative Services Group	bmcagency.creativesupport@ey.com