

APPENDIX C: THE CAMPAIGN TEMPLATE

Use this template as a starting point. Fill it in. Publish it alongside your evidence base. This is your campaign foundation.

Campaign Name

[What is this campaign called? Make it specific and memorable.]

The Target

[Which company or entity is the campaign targeting? Be specific.]

The Extraction Method

[What specifically is the company doing that constitutes extraction? Describe it precisely. Reference your primary sources.]

The Evidence

[List your primary sources. Document name. Date. Page number or section. What does each source prove?]

The Specific Harm

[Who is harmed? How? By how much? Make it specific and measurable.]

The Specific Ask

[What specifically do you want the company to do? By when? How will you know when it has been done?]

The Revenue Mechanism

[Which part of the company's revenue does the extraction come from? Subscriptions? A specific product category? A surcharge? A pricing policy? This is your leverage point.]

The Participation Strategy

[How will people participate? Redirect (where?), withdraw (from what?), voice (how?), or a combination? Be specific about the call to action.]

The Redirect Destination

[If redirecting, where should people take their spending? Named. Specific. Accessible. Why is it a better choice?]

The Campaign Timeline

[How long will the initial campaign run? What are the assessment milestones? What is the end condition?]

The Escalation Plan

[If the company does not respond to the initial ask, what is the next step? Escalate the goal? Expand the coalition? Apply pressure to advertisers or suppliers? Know this before you launch.]

The Campaign Record Location

[Where will the campaign record be published and backed up? Name at least two locations.]

THE WORKED EXAMPLE

A framework tells you what to believe. A worked example shows you what to do. Two complete campaign examples, built end to end under this framework, with the target named, the evidence laid out, the ask made specific, the redirect identified, and the win condition defined, are available on this website.

1. The Squeeze: A campaign on retail banking in New Zealand.
2. Are you Still Watching? A campaign on Streaming Platforms

Read the framework for the principles. Read the campaign briefs to see them used. Then build your own using the campaign brief and campaign template documents available at www.consumerevolution.org