

An Example of an Effective Campaign



The cartoon set out above shows, in short form, an effective campaign.

First, the fish have obviously decided their **goal** is to get food.

Second, the fish have obviously decided that one of their **strategies/approaches** for winning their goal of getting food is to try to get food from a fisherman.

Third, the fish have obviously decided that one of the **tactics/activities** they will use as part of their strategy/approach for winning their goal of getting food will be tricking the fisherman in to dumping his worms into the water.

Assuming that their tactic/activity will be successful, it is clearly a brilliant tactic for the following reasons:

1. the fish have clearly made decisions that they all support about their goal, strategies/approaches, and tactics/activities, and they are working together in a coordinated effort to make their tactic/activity successful;
2. the fish have done their research and so they know that the fisherman uses worms to fish and keeps them in a bucket with a handle on the bottom of the boat, and uses a hook and line that can be used to grab the bucket, and that if they tug on the line the fisherman will yank the line hard enough to pull the bucket into the water;
3. the fish are going to act ("give a little tug") in a way that will cause the fisherman to react ("so he yanks the line") in a way that gives the fish exactly what they want;
4. the reaction of the fisherman will result in the food being dumped into the water, a result the fisherman will not be easily able to stop or reverse, so the fish will have a clear victory; and
5. the reaction of the fisherman will give the fish food, instead of the fish becoming food for the fisherman, another clear victory for the fish.

The one criticism you could say about the tactic of the fish is that it is a short-term victory because the fisherman likely won't make the same mistake again and so the fish will not be able to get a bucket of worms so easily in the future. However, there are lots of other fishers the fish may be able to fool using the same tactic, so it may turn out to be a good tactic to use in the long-term.

Other than this possible criticism, the fish have demonstrated highly developed tactical intelligence. The fish have done their research and know exactly how their opponent will react to something they do, and they are using their opponent's reaction to win their goal. Their plan is truly brilliant, and as a result it is also very effective.