



COMMUNICATIONS PLAN FOR  
THE "BUEN CONDUCTOR  
[GOOD GUIDES]" CAMPAIGN

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COMMUNICATIONS PLAN FOR THE “BUEN  
CONDUCTOR [GOOD GUIDES]” CAMPAIGN  
PRODUCTION+SERVICE+NEW MARKETS-EMPLOYMENT =  
CONTRIBUTIONS TO OUR NATIONAL ECONOMY

WHO IS OUR TARGET AUDIENCE?

The people of Bolivia



# **COMMUNICATIONS APPROACH**

## **OUR GOOD GUIDES – THE “BUENOS CONDUCTORES” – ARE PRODUCERS WHO PROVIDE EFFICIENT SERVICE, GENERATE EMPLOYMENT, AND CONTRIBUTE TOWARDS A DYNAMIC NATIONAL ECONOMY.**

- **Bolivia has many positive individuals. All the country's departments are productive.**
- **We need to promote national production**
- **Good Guides are the basic foundation for Sustainable Development in all societies.**
- **Bolivia needs its Good Guides**
- **Bolivia needs to be productive, needs to join forces to open new markets, needs to generate employment, and needs to create a dynamic national economy.**



## WHAT IS OUR PLAN OF ACTION FOR 2004?

- Strengthen the campaign
- Talk to Editors-in-Chief and News Editors in newspapers and other national Media Channels and have each type of media propose and submit their example of a "Buen Conductor"
- Invite newspapers to participate by providing coverage of the "Buenos Conductores".
- Involve the "Buenos Conductores" in special projects that enrich the Buen Conductor Campaign.
- Present an agenda of activities and social action campaigns in accordance with the most important needs of the Bolivian population.



# PLAN OF ACTION

- ◆ Strengthen the “Cabildo de la Niñez” [an organization looking out for the welfare of Bolivia’s children] .
- ◆ Hold a meeting with news reporters and the “Buenos Conductores” [Good Guides] to propose a put forwards an Annual Plan of Action.
- ◆ Hold meetings every two weeks.
- ◆ Prepare new Buen Conductor spots incorporating the new communications approach.
- ◆ So that the “Buenos Conductores” from previous years don’t become outdated, we will host TV programs under the title “Our People” where we will report on what our “Buenos Conductores” have been doing, how their lives have changed for the better, and how they are helping improve the lives of others.
- ◆ Launch new “El Buen Conductor” spots to be broadcast on the nation’s most important TV channels.



## PLAN OF ACTION

- ◆ Launch new “El Buen Conductor” spots to broadcast on the nation’s most important TV channels.
- ◆ Mother’s Day is celebrated in May. We will broadcast “Buenos Conductores” that are women, and through them congratulating all our mothers in Bolivia.
- ◆ On the ANNIVERSARY DATE for the Department of La Paz: We will broadcast in the printed media and on TV, Buenos Conductores from La Paz and the City of El Alto, as a form of paying homage to this department.
- ◆ STRENGTHEN THE IMAGE OF TRANSREDES AS
- ◆ A HYDROCARBONS TRANSPORT COMPANY: To fortify the image of Transredes with arts of press in newspapers and to relate to the “Buenos Conductores” to the workers of the company.