

Building strategic programs

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**Missouri Baptist
Medical Center**

May 7, 2015

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HOLIDAY INTERNET SALE

NOV 22 - DEC 31

exede internet

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from wildblue

What are we trying to accomplish?

What is the competitive landscape?

What is the brand's essence?

Who is the target audience?

What influences their decision?

What are impactful key messages?

How can we extend the relationship?

How will we measure success?



What are we
trying to accomplish?

What are we trying to accomplish?

Business Objective

Your desired measurable business result (revenue, share, margin etc.)

Company focused

vs.

Marketing Objective

Barrier (awareness, loyalty) to be overcome with the consumer to achieve the Business Objective

Consumer focused



A background image of a dartboard with a single dart hitting the bullseye. The dartboard has a black center, a red ring, and a green ring. The dart has a blue fletching and a silver barrel.

How many objectives can we accomplish?

1: Nice. (But not often practical.)

2: Would be great

3: Are they all of the same importance?

4: Do you have enough resources?

5: Is that even realistic?

6: It's now a shopping list



What is the competitive landscape?



What is your brand essence?

The functional benefits?

Points of differentiation?

Personality?

What is your brand essence?

Belief

Accepted truths, values, ideals,
convictions

“We believe...”

therefore

Purpose

Agenda, intent, motive, cause

“We exist to...”

Belief

We believe that flight should not be limited to the well-to-do.

therefore

Purpose

We exist to give people the freedom to fly.



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I'm a PC.



I'm a Mac.

Who is your target audience?

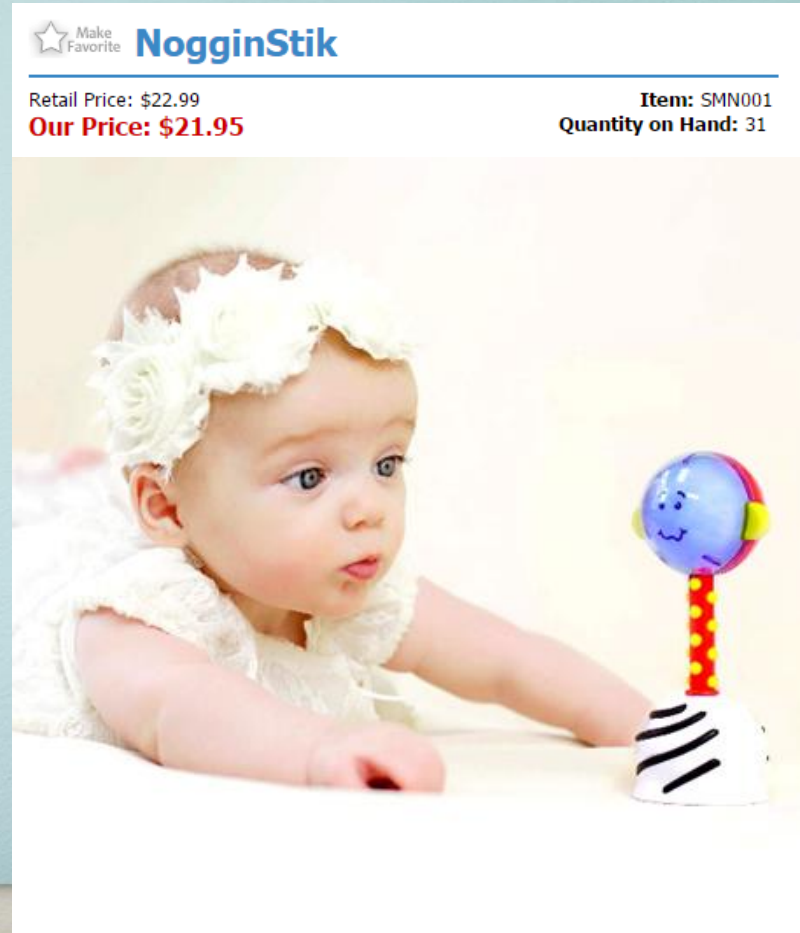
It's not always the end user.

Start your baby's learning journey.

... lay the foundations for healthy mental growth throughout your baby's first months of life.

... stimulate eyes and encourage visual tracking.

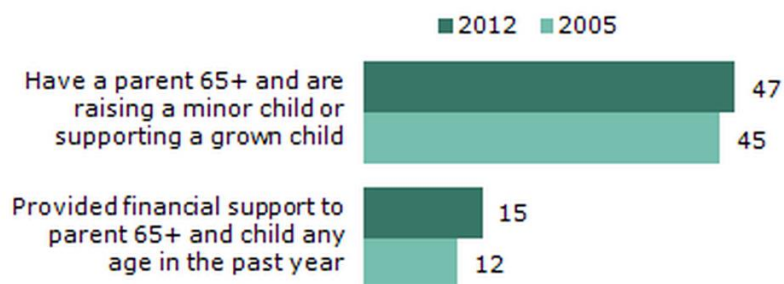
... inspire sensory exploration.



Women make approximately **80 percent of health care decisions** for their families and are more likely to be the care givers when a family member falls ill.

Middle-Aged Adults "Sandwiched" Between Aging Parents and Kids

% of adults ages 40 to 59 who ...



Note: Based on all adults ages 40 to 59: for 2012, n=844; for 2005, n=1,185.

PEW RESEARCH CENTER



What influences their decision?





Awareness

Consideration

Engagement

Preference

Advocacy

How can we use values?

Develop products and services that meet consumers' needs

Create messages that will deeply resonate with consumers

Provide insights on how to target different consumer groups



Awareness

Consideration

Engagement

Preference

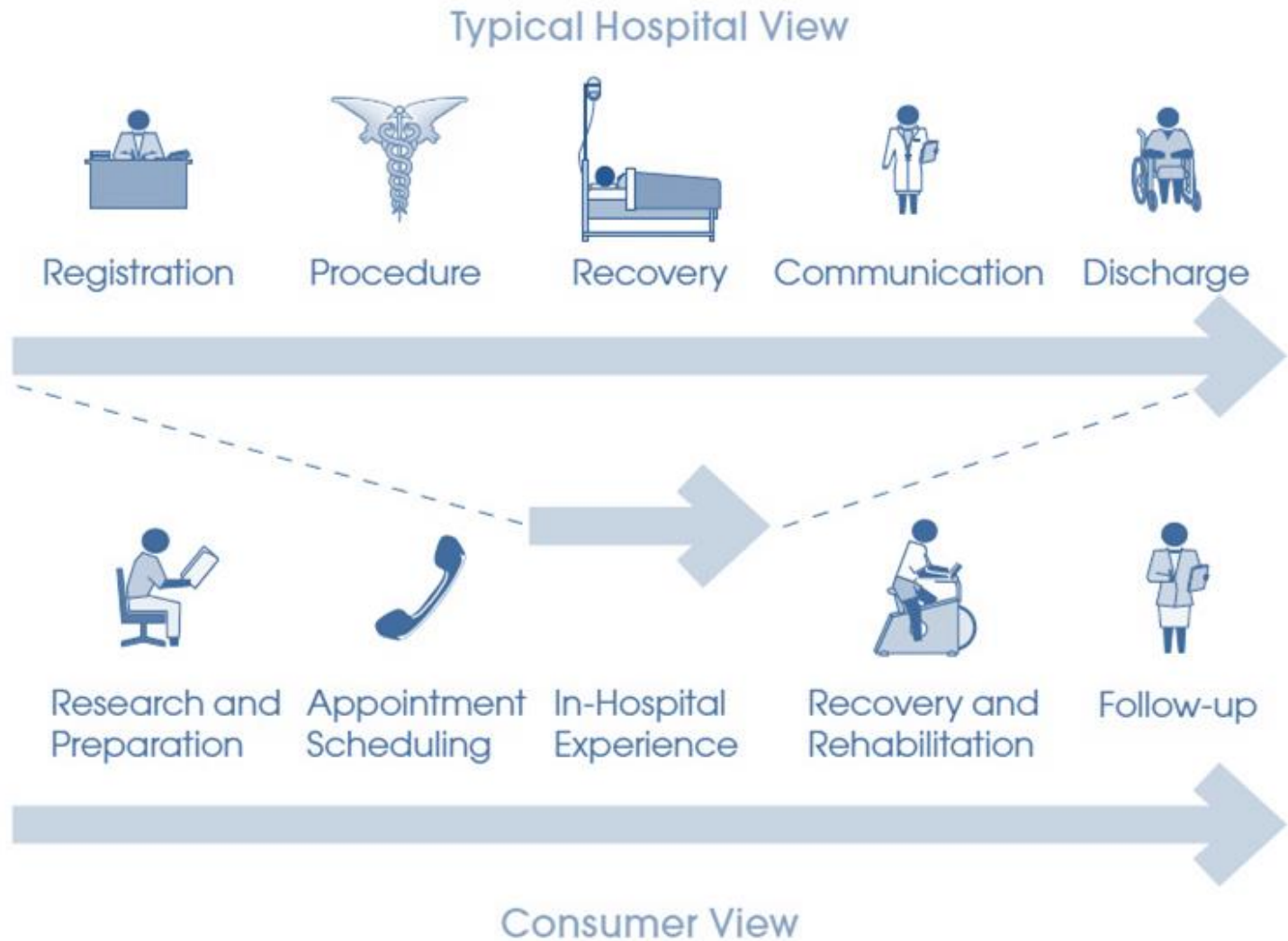
Advocacy

How can we extend our relationship with the patient?

Typical Hospital View



How can we extend our relationship with the patient?



How can we extend our relationship with the patient?

Typical Hospital View



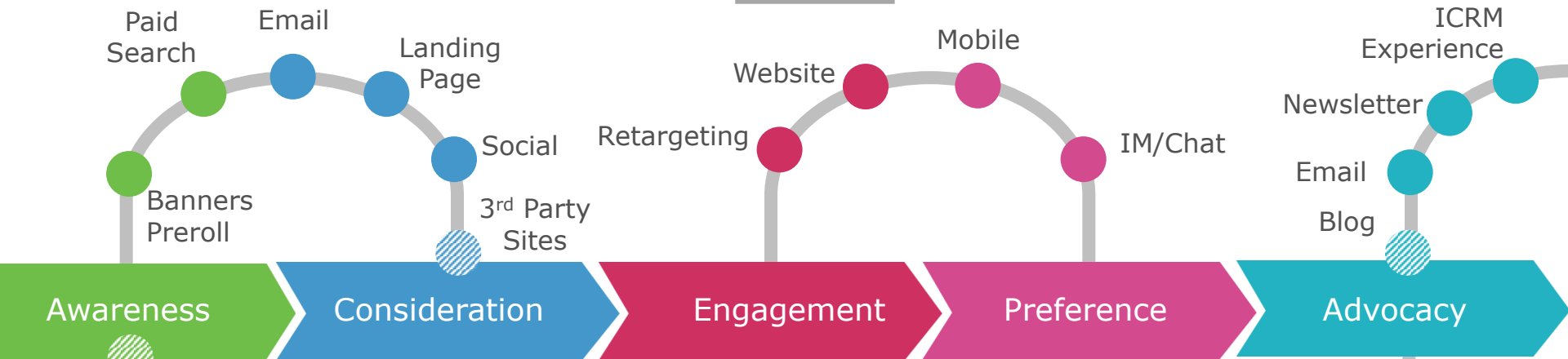
Awareness and Consideration

Create Advocates

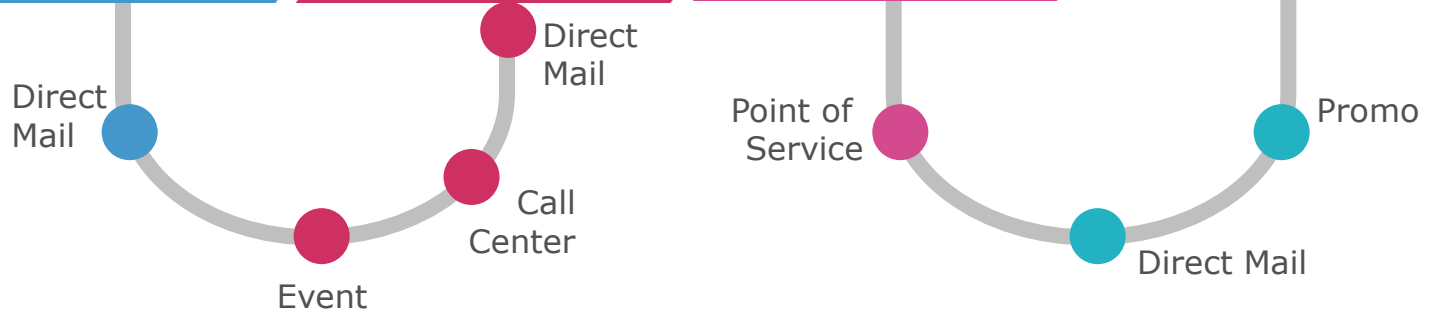
Where do they get their information?



Online



Offline





LEGO



LEGO



A dog makes your life happier. Adopt.

6

7

8

9

10

11



The billboard features a red background with a large, faint golden arches logo on the right side. Six food items are arranged in a descending sequence from top-left to bottom-right, each connected to the arches by a thin red line. The items are numbered 6 through 11. Item 6 is a white coffee cup. Item 7 is a golden-brown biscuit. Item 8 is a muffin. Item 9 is a sandwich. Item 10 is a hash brown. Item 11 is a burger. In the bottom-left corner of the red area is the McDonald's logo with the text "The Golden Arches" below it.

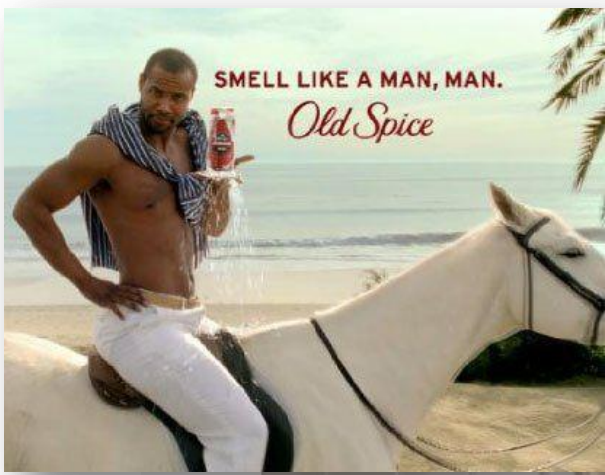




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BREAKING INTO YOUR APARTMENT

IS EASIER

THAN YOU THINK.

1



2



Brief:

Encourage apartment building residents to hire ADT security and anti-theft systems.

Idea:

To enter in an ingenious way every apartment, with the purpose of showing residents how easy it is to break into their homes.

Execution:

We slid under their front doors a cardboard lined with a set of rubber bands which when released would compress, thus forming a box. In one of it's sides a printed message read: BREAKING INTO YOUR APARTMENT IS EASIER THAN YOU THINK.





How will we measure success?

Trend metrics

Compared YOY and to other organizations



Program metrics

Compared to baseline and other programs

Media

- Impressions / reach
- Frequency
- Social media engagement rate

Actions

- Call Center, inquiries and appointments
- Web traffic / media CTR
- Time on site / pages visited
- E-mail open rate
- Pay per click ad results

