



Improving perceptions of clinical trials

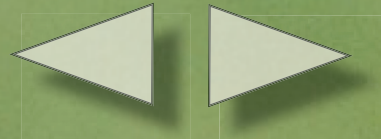
Campaign for the Masonic Cancer Center

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The Brand: Clinical Trials

Product/service: Medical treatment

Benefits of focusing on clinical trials:

- promote researchers' understanding of cancer
- increase cancer survival rates
- very few adults over age 21 participate
- Clinical trials are not talked about frequently in the media
- great deal of uncertainty to address

MCC is a supporting brand that lends credibility



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It's about the cause

- Curing cancer is a powerful cause that people will support
- Creating a campaign isn't the greatest challenge facing MCC
- The challenge is overcoming funding obstacles and getting it off the ground



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Our approach: Implementation Plan

Why an implementation plan and not a creative strategy?

- Practical approach that will be useful immediately
- Provides ways to overcome budget obstacles
- To feasibly make peers' campaigns a reality



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OVERALL SUGGESTIONS

1. Start internship program
2. Contact non-profit communication agencies for consultation and possible partnership
3. Select target audience
4. Brand the cause
5. BUZZ
6. Pitch to local businesses for sponsorship
7. Event planning/fundraisers toward research
8. Take message nation-wide



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1. Internship

- 3-4 Interns
- For credit, unpaid
 - Jour 3996, Directed Internship through SJMC
 - Contact Maggie Cosgrove in SJMC office or Gordon Leighton



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Internship Responsibilities

- Community Outreach
 - Event and corporate partnerships, campus liaison
 - Communicate with other NCI orgs/NIH orgs for national buy-in
 - Media Relations, daily news lists, press releases
- Digital Communications
 - Update website and social media
- Event planning
- Planning/Creative
 - Graphic design
 - Copywriting



2. Contact Non-Profit Focused Agencies

- Serve (Milwaukee, WI)
- Elm City communications (Florham Park, NJ)
- Clinical Trial Media (Jerico, NY)
- Ad Council agencies



Serve -Milwaukee, WI

- “Serve is the country’s only, all-volunteer, nonprofit advertising agency, whose mission is to give under-served charitable causes a stronger voice in the community.”
- Created behavior-changing public service campaigns for over 50 local and national non-profits
- Cancer Center can learn how to sustain a campaign on a low budget and how to capture attention



Elm City Communications- New Jersey

- Do communications/video production for healthcare clients
- Medical Video Production Clients Include...
 - GlaxoSmithKline
 - Bayer
 - Boston University
 - National Kidney Foundation



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Clinical Trial Media-Jerico, NY

- Focuses on patient outreach and recruitment
- Cancer Center can learn what potential patients respond to and what has worked for other clients
 - Case studies



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Agencies that work with the Ad Council

Large agencies will do pro-bono work for causes!

- Ogilvy
- McCann Erickson
- Y&R
- The Vidal Partnership TVP
- Kirshenbaum Bond Senecal + Partners
- BBDO NY
- Arnold NYC
- R/GA



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3. Select Target Market

Regional audience: MN

Primary market: 25-45 year old men & women who are not currently diagnosed with cancer

Reasoning:

- Low participation in clinical trials
- Few preconceived notions about trials
- Indirectly reach parents and children of this audience



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Target Market

Mindset

- Neutral emotions toward cancer treatment (don't think about it)
- Low awareness of cancer treatment and MCC
- Feel invincible (haven't reached midlife crisis)
- Would be intimidated by clinical trials



4. Branding the Cause

Positioning

- Desired perception
 - Top of mind awareness
 - A positive association with clinical trials
- What we want the public to think
 - If I get cancer why wouldn't I participate?



Clinical Trial Recruitment

Obstacles

- Inability to find a trial
- Insufficient information
- Fear of reduction of quality of life
- Fear of getting a placebo
- Fear of side effects
- Fear of being treated like a guinea pig
- Lack of information about trial benefits



4. Brand the Cause

“Successful branding of a clinical trial often includes the development of a logo, and approved colors for all materials and online content.”

-Marketing and Strategy for clinical trial recruitment.

David Avitabile, President of JFK Communications



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4. Brand the Cause

- Logo
- Color?
- Something “with legs”
- Athletics
- Local celebrities/News anchors
- Giveaways



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4. Brand the Cause

- Clinical trial brand representation should be:
 - Available
 - Extendable
 - Human/emotional
 - “there’s no reason to be scared” message
 - Thank you/pioneer/brave/pat on the back
- Key Message:

“Clinical trials benefit both individual patients and society at large by improving the treatment of cancer and supporting research that will ultimately lead to a cure.”



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Our Logo



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5. Generate Local Buzz

- Sign pledge
- Press releases
- Presence at cancer-related events
- On campus awareness (athletics, etc.)
- Marketing collateral
- Ad Production



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5. Buzz

Sign the Pledge

- Individuals sign a virtual “pledge” to commit to participating in clinical trials if they’re ever diagnosed with cancer
- Website that draws “signatures” from facebook, twitter, and MCC website
- Publicity tool, creative strategy



Sign the Pledge: Post to Facebook



Ashley Connors

Ashley has voted in the election



November 2 at 8:58pm via Elections · Like · Comment



Jen 'Connors' Clark Glad to see you made it to the polls!!!! :)

November 2 at 9:45pm · Like

Write a comment...



Brian Gename



Brian asks: Will you join me in committing to vote?

Join the Commit to Vote Challenge and inspire your friends to vote

Brian committed to vote by November 2nd. "Already voted, Go Feingold!"



October 28 at 9:06am via Commit to Vote Challenge · Like · Comment · See Friendship · Commit to Vote



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Sign the Pledge: Twitter

The screenshot shows the act.ly website interface. At the top, there are navigation links: "START A PETITION", "PETITIONS CATCHING FIRE", "WHO'S HOT IN THE SEAT?", and "SMOKIN' RECRUITERS". The main content area features a petition titled "Thank you for signing! Tweet again?" with 40 tweets. The tweet text is: "petition @ctrialspledge to Sign this pledge to support clinical trials. http://act.ly/2on RT to sign". Below the tweet is a "SIGN AND TWEET" button. To the right, there is a "Signing right now..." section with a "map view" link. It lists users who signed recently: MKarrels (10 days ago) and InfraDalek (10 days ago). Below that, it lists users who are the most followers: InfraDalek (1,786 followers) and absauce (145 followers).

act.ly
tweet change

Hello, ctrialspledge.
You're in the hot seat!
Respond right now to 1 petition.

START A PETITION

PETITIONS CATCHING FIRE

WHO'S HOT IN THE SEAT?

SMOKIN' RECRUITERS

Admin: [Edit petition](#) or export signers in [HTML](#), [CSV](#), or [XML](#).

Thank you for signing! Tweet again? 40

8 tweets
1,944 reach

petition @ctrialspledge to Sign this pledge to support clinical trials.
<http://act.ly/2on> RT to sign

Click to follow @ctrialspledge for updates

SIGN AND TWEET

ctrialspledge with 4 followers started this.

I recognize that clinical trials provide the most innovative medical care while increasing the knowledge about cancer treatment. If I, myself, am ever diagnosed with cancer, I will do my best to seek out clinical trials as a way to receive enhanced care and improve cancer research. I proudly sign this pledge knowing that I can make a difference.

ctrialspledge has not responded for 11 days. [Post a response](#)

Signing right now... [map view](#)

Most recent

Most followers

MKarrels
10 days ago

InfraDalek
1,786 followers

InfraDalek
10 days ago

absauce
145 followers





5. Buzz

Locally Distributed Press Releases

Internal

- Newsletters
- Website features

External

- Newspapers, etc.
 - Events
 - Personal stories/feature
 - Large Scale Grants
 - Partnerships



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Press Releases

Leads

- Gopher football supports good cause
- Clinical trials pledge reaches 1300 signatures
- Clinical trial helps teen win battle with cancer
- Clinical trials lead researchers to new forms of treatment
- Etc...

 **Press Release** 

Contact: FOR IMMEDIATE RELEASE
Phone:
Email:

HEADING
SUBHEAD

MINNEAPOLIS (Date) --

###



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5. BuzzPresence at Cancer Related Events

Cancer related events are consistently taking place on in the Twin Cities—Be there!

- Pledge, hand out materials, promote events
- Month of Nov. 2010 alone
 - Light The Town Pink. Breast Cancer. Minneapolis
 - Chevrolet Dealer
 - Ovarian Cancer Walk/Run
 - Minneapolis Relay For Life
 - And more...



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6. Pitch to Local Businesses for Sponsorship

“Ethical” Companies in the Twin Cities:

- General Mills
- St. Paul Travelers Companies Inc.
- Ecolab Inc.
- 3M Co.
- Tennant Co.
- Graco Inc.
- Apogee Enterprises Inc.



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7. Event Planning/Fundraisers Toward Research

- Possible events:
 - Hunt for a Cure Easter egg hunt
 - Green Tea Party
- Events in partnership with other cancer-related organizations
- Events to recognize those who have signed the pledge
- Events related to MCC news



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8. Take message nation-wide

- Partner with other cancer centers
- National buzz through collegiate sports
- Nation-wide events
- Work with traditional advertisers once funding becomes available



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Traditional Advertising

Once we've established clinical trials as a brand, we can use fundraising/sponsorship funds toward traditional media

- Bus stops/outdoor
- Non-traditional
- TV
- Radio
- Online/banner



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File Takeaways

- Press release template
- Suggested press leads
- Preliminary logo file
- Barriers to clinical trial participation article
- Clinical Trial Media case studies
- Today's presentation
- Contact information



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A close-up photograph of a person's hand holding a white, rounded rectangular card. The card is centered in the frame and contains the word "Questions?" in a black, sans-serif font. The background is a solid green color.

Questions?



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