

MD ANDERSON CANCER CENTER

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The Challenge

We want to present cancer prevention information to 18-29 year olds without using the negative, scare tactic techniques currently implied by the media.

We want to inspire a healthy lifestyle change with MD Anderson's cancer prevention techniques, bring about awareness to the information, and become the source of trusted health information.

All-in-all, we want to present cancer prevention in an easily digestible fashion that makes it seem manageable and not scary.

After conducting a series of interviews, online surveys and focus groups, our research provided key insights to MD Anderson's brand and connection to audience. Not only did we discover information about MD Anderson, we connected with the target audience to gain further insight.

MD Anderson has recognition for being the top cancer research center in the world bringing patients from all different walks of life for cancer treatment.

However, the brand personality of MD Anderson is not relatable to young adults. 18-29 year olds are not concerned about cancer, MD Anderson's services, or information; and are often desensitized by negative media portrayals of cancer. Currently, MD Anderson has the lowest media presence among its competitors which is another challenge when reaching young adults.

MD Anderson has an opportunity to gain a larger social media presence and become the trusted source of healthy lifestyle information that prevents a need for their cancer treatment services.

Research and Insights



Research and Insights

- Target Market= 18-29 year olds (a.k.a. the "Influenced Individualist")
- Online Survey Respondents= 391
- Interviewees= 30
- Focus Group Participants= 9
- Action Respondents= 25

"They hype it (cancer) up so that everything gives you cancer nowadays. It makes you feel guilty."

-James LaRoux, 20, TX

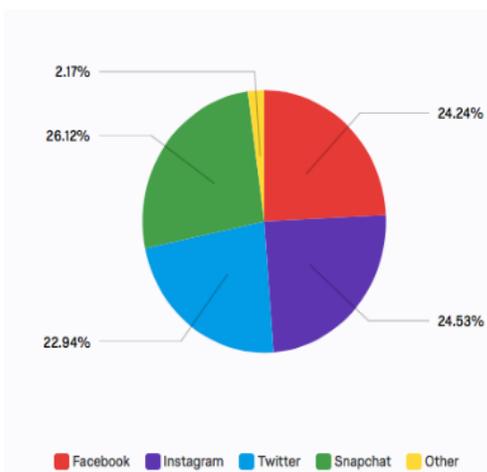
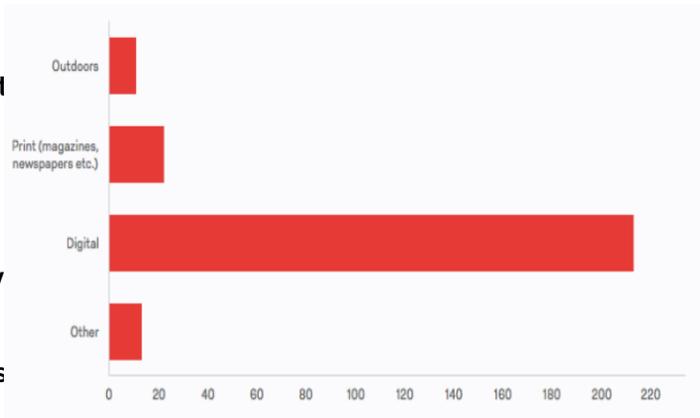


"The media tends to use it (cancer) to bring sadness. The "scare tactics" picture the loss of cancer."

-Darbi Hines, 25, LA

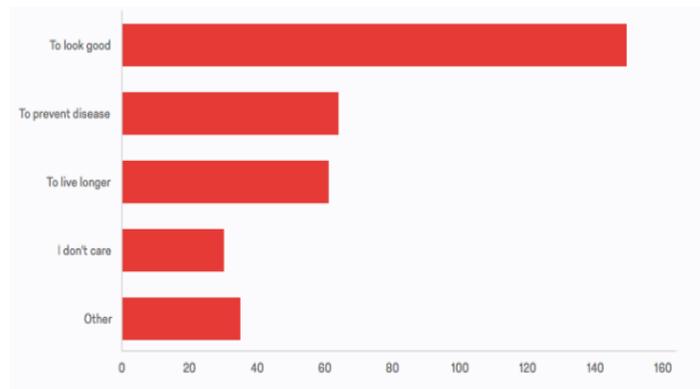
The data collection method used was electronic through a program called Qualtrics. We collected 511 total responses with 391 completed responses. 77% or 391 respondents were in our target age group, 18-29. 65+% of respondents were female. 87% of respondents are currently enrolled in college or have some level of college education.

It was discovered that our target seeks advertising information almost exclusively from digital outlets. In one month our target spends 83 hours on laptops, tablets and smartphones. 43 of those hours were strictly mobile usage (2.83 hours a day). Nearly three quarters of our target say they are more influenced in their lifestyle decisions by social media recommendations than TV ads.



Questions about social media usage were important to where we would place our advertising to reach the target market. Our research showed that our target market uses app based social media to make lifestyle decisions, favoring Facebook and Instagram.

Our target is concerned with personal health goals such as a healthy diet and exercise over preventative measures.



Research and Insights

Target Market

Millennials are the most ethnically diverse generation, they tend to be tolerant of difference. We like to call this age group the 'Influenced Individualists,' because they live an independent lifestyle but are constantly influenced by topics and trends within social media. This means that our target market is more willing to seek out what they want in a product and accept different approaches to the production of said product, instead of just buying into what's convenient.

Money is being spent on different things rather than physical possessions. The Influenced Individualists is proving this to be true, spending less on possessions, but more on wellness, food, drink, and experiences.

For wellness, the Influenced Individualists consider it a daily, active pursuit. They're exercising more, eating smarter and smoking less than previous generations, highly due to anti-smoking campaigns and the access to preventative care. They're using apps to track training data, and online information to find the healthiest foods. This is one space where they're willing to spend money on compelling brands to enter their lives. This target market is the most environmentally conscious of all age groups and this influences their buying habits significantly. The targeted range has grown up with technology, which also influences every aspect of their lives.

In the one-on-one interviews the respondents and focus group participants voiced their concern with the negative, scare tactic, perception and methods currently used by the media when dealing with cancer. This may have worked in the past but has no effect today as it has desensitized our target.

Target Market

The response to cancer in the media today is sad, depressing and negative. Respondents also voiced their concerns about their health. The respondents were not concerned about preventative health, but instead had personal health goals that coincide with MD Anderson's preventative information. The concerns included weight, eating healthy, decreasing tobacco use, and skin care. These areas of a healthy lifestyle are in line with the big 5 cancer prevention techniques suggested by MD Anderson. When asked about preventable measures they all believed it would be extremely hard work, and were not aware of how their healthy lifestyle goals coincide with preventative measures.



The Influenced Individualists simply feel that anything and everything causes cancer, which is partially a result of the media barraging them with messages concerning the topic. These messages are designed to reach them with a grim, 'shock value' factor. Thus, our target is inclined to chase experiences and adventures. They also have a generally optimistic (even disillusioned) outlook on their future, despite their ever-increasing student loan debts and likelihood to be unemployed upon graduating college. This leads to the target being unlikely to avoid doing something solely to prevent cancer, and are young enough that they feel invincible to deathly illness. Luckily, more and more of our target is adopting healthier lifestyles that involve exercising, healthy eating, skin care, and decreased tobacco use. They are more interested in personal health goals. This pursuit results in eager health-related online research, online purchases, and mobile app purchases that the target will use to track fitness and dietary data.

In discussions of current cancer prevention and information, MD Anderson was not recognized among our target. Participants failed to recall any information provided or seen by MD Anderson and do not currently recognize their social media presence. When being asked about cancer awareness advertising the target found it non-relatable and thought of it as an arduous task.

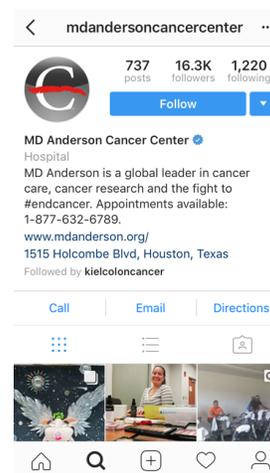
**“Whenever I think of cancer I think of a hard and difficult time and I am unaware of how to prevent this (cancer).”
-Joseph Tristan, 20, TX**

Respondents do not want to see sad or fear based cancer advertisements. The location of the advertisement is also crucial, as respondents did not want to see them in locations of fun and entertainment. Overall, MD Anderson has an opportunity to provide a positive, relatable message and build their social media presence with the use of an app based advertising campaign.



Brand Overview

Competitive Analysis



MD Anderson's competitors show a large engagement with their users on social media. Our top competitors, Memorial Sloan Kettering and the Mayo Clinic differ greatly from MD Anderson in terms of social media. This is a reason that targeting 18-29 year olds has been a challenge with MD Anderson. With a worldwide credibility for being the top dog of cancer research centers, MD Anderson has the potential to influence as well as relate to 18-29 year olds in ways that it's competitors can't. The social media accounts of the competitors tell stories of patients battling cancer or their experience with treatment whereas MD Anderson has the opportunity to "tell a different tale." By posting more topics relatable to the everyday life of the influenced individualists, MD Anderson will gain attraction for more 'relatable posts' on social media than the competitors.

The Strategy

TAKE CANCER OUT OF ~~CANCER~~ PREVENTION

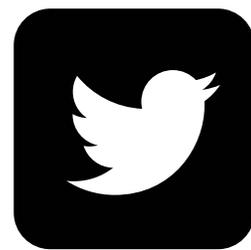
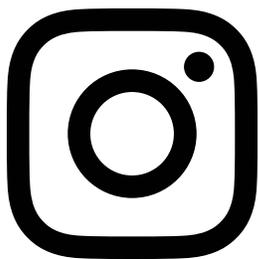
As the top leader in cancer research centers, it is clear that MD Anderson is the source for health information. With MD Anderson's trust, credibility and impact for helping people across the world, making a change within 18-29 year olds is another task only MD Anderson has the potential to accomplish. Although there are other successful cancer research centers, MD Anderson doesn't want business for profit. Instead, MD Anderson's mission is to eliminate cancer, which is apparent in the commitment to explicit research, cancer care and educational programs to empower the next generation to end cancer.

During our secondary and primary research, we were able to realize that the 18-29 year olds, who spend the majority of their free time on blog and social media pages, search for inspirational, educational or comical postings from their peers. So when this age group comes across postings about a new food or product causing cancer, this in result, cripples their outlook on cancer. For this target, we understood that scare tactics and advice from doctors only put more fear instead of putting more hope in this group to end cancer. Even the word cancer has triggered a negative perception in their brains leaving this group careless when it comes to taking charge of a healthy life.

We concluded that MD Anderson has an ample amount of educational tools to help people improve in the next phase of their life. 18-29 year olds are tirelessly looking for answers on how to be an adult the right way. Since cancer is not appealing to this group, connecting with everyday activities that 18-29 year olds indulge in while integrating health prevention, not cancer prevention, is how MD Anderson will make a change with this demographic. With impeccable and recognizable research, MD Anderson can be the source for 18-29 year olds to find inspirational, educational, and comical information on how to become a healthy adult through everyday tasks this age group partakes in.

The production of the media plan revolves around the objective of altering the perception of cancer while inspiring 18-29 year olds to take charge of their future. Our target demographic is those who are technology saavy, fast paced, and glued to their smartphones. Considering almost everyone in this demographic (86% percent to be exact) owns and actively uses a smart-phone, we want to focus less on traditional media outlets and more on the lightweight devices that never leave their side.

Due to the changing times and the habits of our demographic, mobile media is our sole focus. We want our advertisements to reach the screen of as many people as we can and lead them to look further into “the brand.” Social media is interactive, therefore this is the best way to get our target audience to take a step further and view our social media pages and our website. With a simple click on their touchscreen, they will be reading our tips on how to maintain a healthy life and a long lived future.

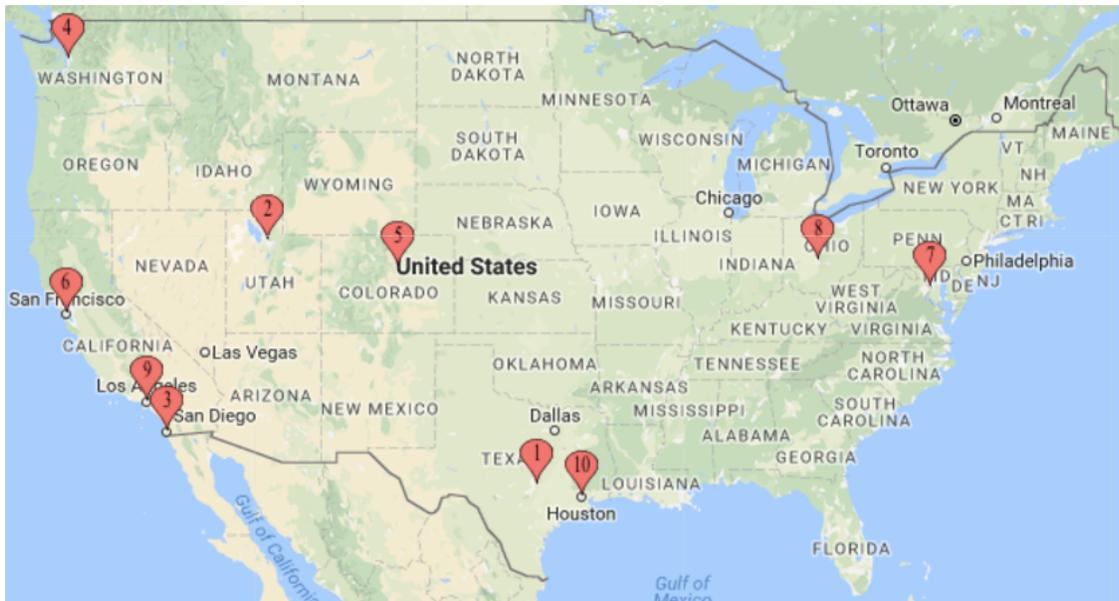


Media Strategy

Digital Media

If it's not social media related, our target is moving on or not interested at all. They thrive on social media, internet radio and anything that is free. When you combine the three, you've hit the trifecta! This is why we have chosen Pandora, Facebook, Instagram, Twitter and a website to put into our media mix. By growing our social media presence, there will be an increase in interaction which will lead to a strategic call-to-action. We carefully chose these apps due to their designed algorithms that lead each unique individual down a certain "advertisement path." In our case, we want all genders, of the millennial age group to be a candidate for our paid advertisements.

We will have the most success by combining owned media and paid media. Our owned media will consist of our Facebook page, Twitter page, Instagram page and website. Our paid media will consist of our Pandora Ad and Facebook Ad. We opted out of one of the main social media platforms known as Snapchat. We didn't see enough use for Snapchat in our budget due to the fact that it is a video based platform and our overall message won't relay as well through video form as it would in the forms we are going with.



When selecting our markets, we wanted to focus on cities that were high in volume of Millennials. Usually when selecting a market you aim for cities that consume more of product X than product Y. Unfortunately in our case, anyone in the world is a candidate to get the disease. We directed our focus to 10 cities that hold the highest percentages of adults, ages 18-29. The 10 U.S cities that hold the highest percentages of our target market are:

1. Austin, Texas
2. Salt Lake City, Utah
3. San Diego, California
4. Seattle, Washington
5. Denver, Colorado
6. San Francisco, California
7. Washington DC
8. Columbus, Ohio
9. Los Angeles, California
10. Houston, Texas

Selected Markets

Selected Markets

These cities don't appeal to our demographic out of random, there are many reasons millennials flock to these areas. Austin being the highest "millennial populated city" in the U.S. proves that the young adult is going to reside in a city that either has activities to fit their interests, or provides an ample amount of jobs. Cities like Austin, Denver, Salt Lake City, and San Diego, for example, attract people with their scenic culture. If you love music, Austin is your city. If you like to board through the chilly outdoors in your free time, you'd love to call Denver or Salt Lake city your home. If the beach is your favorite chill zone, you have cities like San Diego. The list goes on and on but we can start to see a trend here. These cities appeal to a young, energized, interest-driven crowd.

Our peak seasons for running our paid ads (Pandora and Facebook) are going to be Late December - Mid-January, and throughout the Summer season. Since our budget doesn't allow running all year, we have to be very strategic with our spending. Some of our carefully placed ads will be received best in the mid-winter months, specifically around the new year. Nearly half of americans make new year's resolutions, and majority of these resolutions pertain to health. While our target is contemplating their best new year resolution, we want to remind them that their health is crucial, and it's never too early to get a head start on taking action to prolong their lives. The other half of our budget is scheduled for the prime Summer months, May through the end of June.

As far as owned media, we will be able to run our Instagram, Facebook, Twitter pages and our website for nearly no cost. Our goal for the paid ads in the winter months is to bring attention to our pages, and our message will begin to run from there. We want to go ahead and launch these pages and our website as soon as possible so that by the time the paid ads run, we will be an established "brand" and viewers will be able to see that we have already begun growing.

Budget Media

We expect to have the most traffic across all of our media outlets during our selected months while our paid Ads are running. This means not only will our Pandora and Facebook ad's be peaking, but these ads will lead the audience to our various social media pages as well as our website which will begin receiving a lot of traffic.

Pandora ad prices run on a CPM (cost per thousand) basis. The ads vary from \$8-\$12 CPM, so for budgeting purposes, we planned according to the higher rate, \$12 CPM, to avoid risk of potentially going over budget. According to calculations, we will be able to reach over 21 million people via Pandora ads. Pandora allows you to advertise based on age, gender, and residential zip code. When you create a free Pandora account, you are required to provide your gender, zip code, and birth year and that way we are able to select our target audience and advertise specifically to them.

Facebook ad's give you total freedom to place your ad in whichever cities you choose to a given age group of any gender. We selected our top 10 millennial cities, set the age for 18-29, to target both genders.

Our daily budget for the first round of ads in the winter time is \$4,500 per day. The ad will run from December 25, 2017 through January 20, 2018. This will allow us to reach up to an estimated 2 million people and the amount of "link clicks" are estimated up to 70,000.

Our daily budget for round 2 of the Facebook ads is \$2,000 per day. This ad will run from May 1, 2018 - July 1, 2018. This will allow us to reach up to 1 million people and the amount of "link clicks" are estimated up to 41,000.

We set aside \$35,000 to pay our Social Media Manager a salary. Having someone to stay on top of the social media platforms we have created is going to be crucial to the success of our advertising.

We also left a small portion of room in our budget to purchase Instagram and Twitter followers. It will cost us \$75 per 10,000 followers on Instagram and \$50 per 10,000 followers on Twitter. A handful of competing brands had over a million followers, so to look professional and "socially up to date" we want to spend roughly \$1,250 to get our following up to where we want it to be. This area of the budget is flexible if need be.

BUDGET: \$500,000

facebook

FACEBOOK PAGE: \$0

FACEBOOK AD:
(DEC. 25, 2017 - JAN 20, 2018) \$109,000

FACEBOOK AD:
(MAY 1, 2018 - JULY 1, 2018) \$116,000

pandora®

(DEC. 25, 2017 - JAN 20 & MAY 1 - JULY 1)

PANDORA AD: \$238,000

Instagram

INSTAGRAM PAGE: \$0

FOLLOWERS: \$750

twitter

TWITTER PAGE: \$0

FOLLOWERS: \$500

Website

ANNUAL FEE: \$100

Social Manager

ANNUAL SALARY: \$35,000

\$499,350

Budget Media

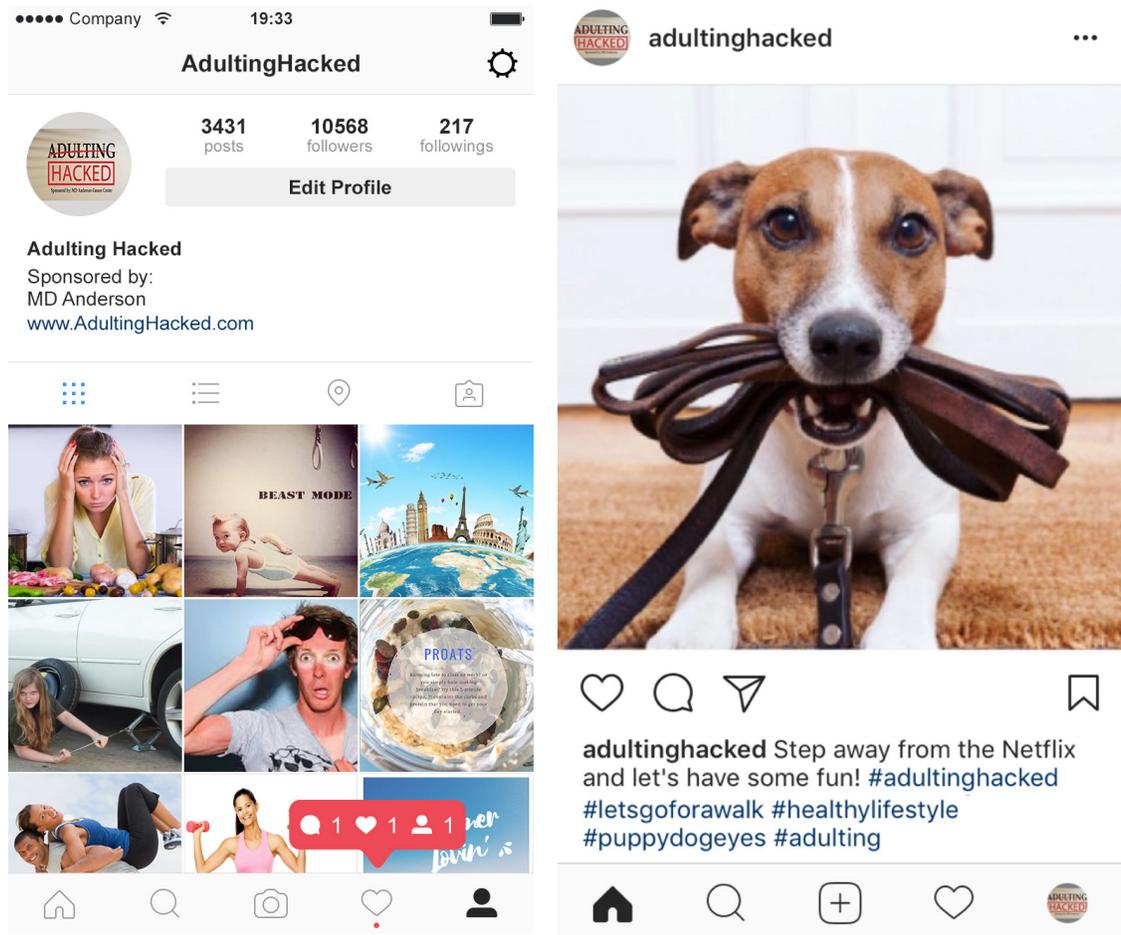
The Creative

People in the 18-29 year old demographic are more likely to take advice from their friend than their parent or a doctor. So MD Anderson needs to present information on their social media pages and website in a way that is more about holding their hand and giving them advice, not nagging them. The big idea is that this age group is moving into becoming an adult, and they need help transitioning and excelling in the 'adulthood' lifestyle. This includes everything from cooking, exercising, organizing, budgeting and more.

Posts across all platforms will never include the word cancer, which is in line with the strategy of taking cancer out of cancer prevention. We also decided it was best to only include MD Anderson in the sponsor line, so that way there is association with the brand without talking about cancer. This will cause a subconscious positive association with the brand and increase MD Anderson's overall brand image in the target demographic.

We are hacking the 'adulthood' lifestyle and turning into manageable tips and tricks on how to adult the right way. Our followers will look forward to what item or topic we will be addressing next, along with a mix of our light-hearted and humorous material that is entertaining and informative.





Instagram:

We will have a colorful and inviting page that people will have to scroll through when they look at it. Instagram is a place for fun and relatable content that people want to like and tag their friends in, so that is the content we intend on posting. To make the page more reputable in the starting months we will buy followers. We will have a link to our website located in our bio at the top of the page.

As far as an individual post goes, it will be clever and relatable. Here we have a post that no one can resist... puppy dog eyes. We're implying to go take a walk with your furry friend or just to get up after watching an entire season of a show on Netflix.

Our hashtags will be a mix of humor and popular topics to maximize the hashtag-based traffic to our page.

The Creative

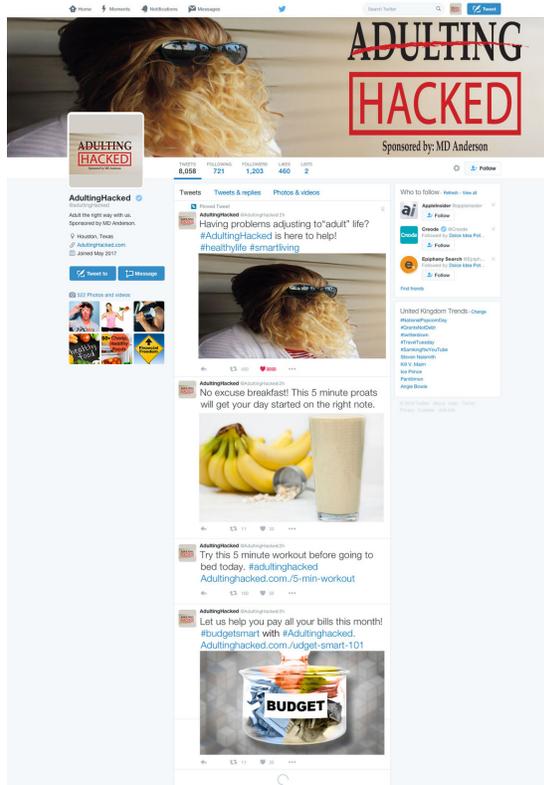


Adulthood Hacked @AdulthoodHacked

Burnt orange is a school color not a skin color... #adulthoodhacked #sorrynotsorry #usesunscreen #skipthespraytan



Tweet your reply

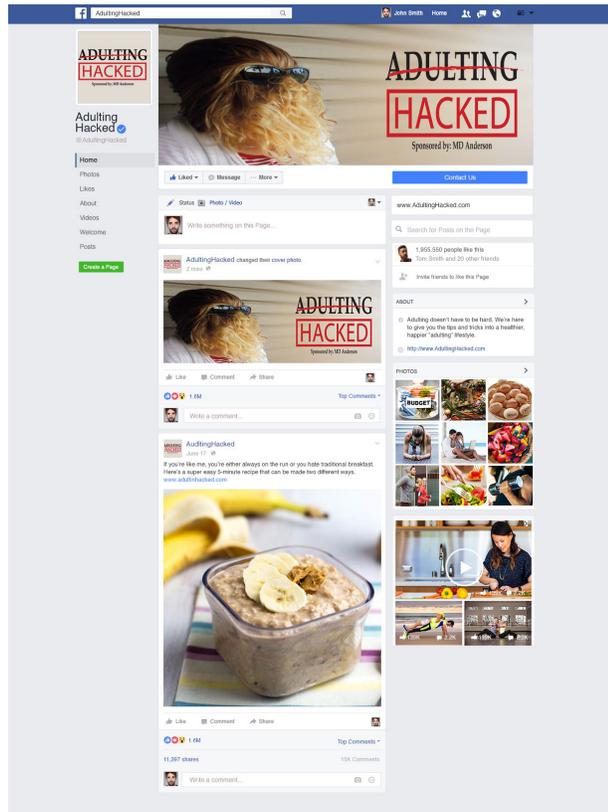


Twitter:

The two main reasons people 18-29 go to Twitter is for updates on the world and to laugh at stuff. We won't be briefing about economic policies, but we will be talking about important milestones like budgeting for your first home or finally learning how to make breakfast that isn't a granola bar from a box. We will also have a direct link to our website located in our bio at the top of the page.

As for our humorous posts, they will present the opportunity for getting more likes, responses and retweets. These will still be relevant to our 'adulthood' material. Our post here cleverly addresses using sunscreen or skipping getting a spray tan, along with correlating hashtags. With the expected boost of post engagements, it will likely cause an increase in page likes and website clicks.

The Creative



Facebook:

The content here will be more family-friendly for the reason our target demographic tends to be more conservative on this platform. This is due to the fact that they're generally friends with their family members. Our posts will still be witty and informative, they will just be a toned-down version of our Instagram and Twitter pages. We will, again, have a direct link to our website located on the page to drive traffic.

An individual post will include an eye-catching image, or video, accompanied by an engagement-provoking and interesting caption. We want our posts to be liked, shared and commented on as much as possible. Pizza is an obvious and universal topic that everyone can get on board with, especially if you can eat it and be healthy. We also hope to drive traffic to our website and even promote our other social platforms.

The Creative



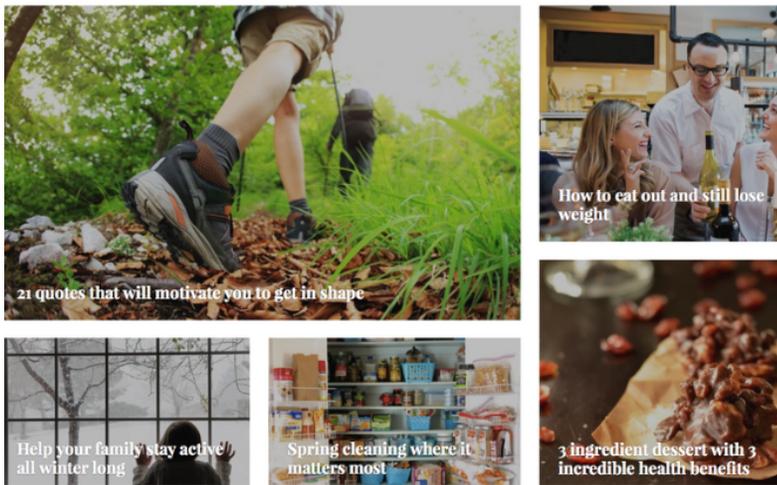
Pandora:

Free online radio is a great outlet to reach our market. Our ad is a 30-second spot that walks the listener through the humorous transition into the 'adulging' lifestyle, and it ends with a call to action to click our banner. The logo is prominent on the banner so people can organically search our page and find our website and social media pages.



Website/Blog:

This is the place where all other roads lead. Our social media pages are going to draw the most attention, but our website is where followers can find more articles and more in-depth advice. Our website will be a brand booster and make the 'Adulging Hacked' pages more reputable. The website is just a way to round out all of our other outlets, and roll them into one, neat place. The overall tone of the page is going to be laid-back and clever.



The Creative

Conclusion

After understanding who MD Anderson is, and who the target demographic is, it's clear that the two have a relationship strong enough to eliminate cancer.

By refraining from the use of negative messages about cancer related topics online, we will be transforming the messages into something relatable to 18-29 year olds.

Using MD Anderson's remarkable research and information on prevention, the fight to end cancer won't be a fight, but a lifestyle for a healthy change.

By encouraging this age group to make healthy choices with what they already do, it will be a reminder that they are already kicking cancer's butt without even knowing it.