



	<h2 style="text-align: center;">Steps Reviewed</h2>
	<ul style="list-style-type: none"> • Audience Analysis <ul style="list-style-type: none"> Problem Description Market Research • Market Strategy • Program Development • Implementation • Evaluation

	<h2 style="text-align: center;">Data-based Decisions</h2>
	<ul style="list-style-type: none"> • Which behaviors to promote • Which subgroups to give highest priority • Which benefits to promote • Which costs and other factors to address • Where to offer products and who can support the behavior change • How to promote the product

	<h2 style="text-align: center;">Strategy Development</h2>
	<ul style="list-style-type: none"> • Developing the marketing plan • Managing the strategy development process

	<h2 style="text-align: center;">Plan Components</h2>
	<ul style="list-style-type: none"> • Target Audience(s) • Product Strategy • Pricing Strategy • Placement Strategy • Promotional Strategy

	<h2 style="text-align: center;">Audience Segmentation</h2>
	<ul style="list-style-type: none"> • List potential segments • Select highest priority <ul style="list-style-type: none"> – Perceived benefits that are easy to build into an exchange – Competing behaviors against which you can “win” – The largest number of people reachable at the smallest cost – The greatest readiness to change

	<h2 style="text-align: center;">Behavioral Objectives</h2>
	<ul style="list-style-type: none"> • Compare current and desired behaviors for each audience • Identify clear, “doable” behaviors. <ul style="list-style-type: none"> – a one-time action – repeated or daily actions that are simple and take little effort – situational actions – permanent lifestyle changes

	Product Strategy
	<ul style="list-style-type: none"> • Select product benefits to promote • Determine how to position the product

	Position
	<ul style="list-style-type: none"> • Position the product occupies in the consumer's mind • Perceptions, impressions and feelings about a product • Differentiates product from the competition

	Pricing Strategy
	<ul style="list-style-type: none"> • Identify costs • Design strategies for lowering costs or making them more acceptable


	Placement Strategy
	<ul style="list-style-type: none"> • Where to place services and products • Distribution of products • Mobilization of partners • Designing the place's image

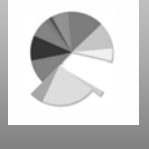
	Promotional Strategy
	<ul style="list-style-type: none"> • Policy Changes • Professional Training • Consumer Education • Clinic Based Approaches • Service Delivery Changes • Community Based Approaches • Public Information

	Mock Session

	Screening Program
	<ul style="list-style-type: none"> • Goal: increase number of uninsured women screened each year. • Coordinated by local health departments • Financial eligibility guidelines • Medical examination, pap smear, and mammogram

	What Would You Do?
	<ul style="list-style-type: none"> • How would you promote program? • What would you promise women? • How would you reach them?

	Findings
	<ul style="list-style-type: none"> • Past Behavior <ul style="list-style-type: none"> – 9% Had Never Been Screened – 30% Screened At Irregular Intervals – 61% Screened Annually • Intentions <ul style="list-style-type: none"> – Only 5% of Those Screened Do Not Plan To Be Screened Again

	Audience Profile
	<ul style="list-style-type: none"> • Sx precipitated screening • Product image <ul style="list-style-type: none"> – Medical – Embarrassing – Painful – Peace of mind – For some: health departments are for the very poor


	Lifestyle
	<ul style="list-style-type: none"> • Busy putting other's needs first • Do not feel any one cares for their needs • Value services where treated respectfully and compassionately

	Secondary Audiences
	<ul style="list-style-type: none"> • Who influences women? • What groups or organizations can assist us in promoting breast cancer screening?

The Core Product	
	<ul style="list-style-type: none"> • Identify benefits and position product?

Results	
	<ul style="list-style-type: none"> • 90% - Early detection • 75% - Peace of mind • 55% - Lumpectomy

Doer NonDoer Comparison	
	<ul style="list-style-type: none"> • Peace of mind major predictor 3X • Early detection less important 1.2 X • Caring and nurturing staff valued

Pricing Strategy	
	<ul style="list-style-type: none"> • What are the perceived costs? • How can they be lowered? • How can we make cost look more affordable? • What other factors must be addressed?

Determinants	
	<ul style="list-style-type: none"> • Physician recommendation 6 x • Belief should be screened annually 2.5 x • Perceived cost 1.75 X

Insignificant	
	<ul style="list-style-type: none"> • Embarrassment • Pain • Radiation • Drive Time/distance • Clinic Hours

	Placement Strategy
	<ul style="list-style-type: none"> • Access <ul style="list-style-type: none"> – Location – Parking • Facility <ul style="list-style-type: none"> – Image – Attractiveness – Comfort • Partners <ul style="list-style-type: none"> – How can we mobilize them?

	Partner Mobilization
	<ul style="list-style-type: none"> • Health Care Providers Kit <ul style="list-style-type: none"> – Screening Form and Chart Stickers – Services Directory – Consumer Education – Poster to Remind Staff and Patients – Prescription Pad – Fact Sheets

	Promotional Strategy
	<ul style="list-style-type: none"> • Policy Development • Consumer Education • Service Delivery and Access • Social Support

	Promotional Tactics
	<ul style="list-style-type: none"> • Public Relations • Direct Marketing • Public Information • Media Advocacy

	Public Information
	<ul style="list-style-type: none"> • Advertising - paid presentation and promotion of product by identified sponsor • Public relations - managing attitudes of publics • News

	Communication Plan
	<ul style="list-style-type: none"> • Stay focused on target audience • Describe their lives now (before intervention) • Describe their lives after intervention

	Call to Action
	<ul style="list-style-type: none"> • What we want them to do? • Call? • Visit? • Plan to do something? • Do something? • Stop doing something?

	The Promise
	<ul style="list-style-type: none"> • What are we promising them? • How will they benefit? <ul style="list-style-type: none"> – Which benefits should we feature? – Are these distinctively attractive to target audience?

	Spokespersons
	<ul style="list-style-type: none"> • Personality • Consistent Traits • Sustainable Image • Unique • Reality Based

	Findings
	<ul style="list-style-type: none"> • 58% - Physician (slightly more female than male) • 27% - cancer survivor who found it early

	Appeal
	<ul style="list-style-type: none"> • Emotional • Logical • Authoritarian • Fear Arousal • Guilt Arousal

	Tone
	<ul style="list-style-type: none"> • Serious • Funny • Hip • Folksy • Matter of fact • Upbeat

Communication Plan	
	<p><u>Primary Target Audience:</u> Women over 50 who do not have insurance coverage for mammograms and have not been screened at the recommended interval</p>

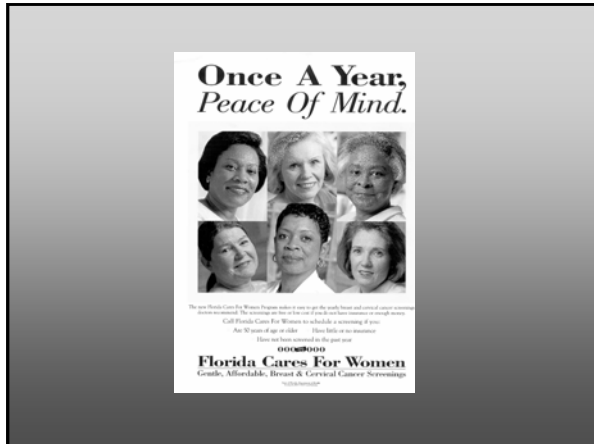
Communication Plan	
	<p><u>Call to Action:</u> <i>Get a mammogram every year</i></p> <p>Call health department's toll free number to schedule annual affordable screening service available in your community</p>

Communication Plan	
	<p><u>Promise:</u> <i>Low or no cost screening in your community</i></p> <p><u>Benefits:</u> <i>"Peace of mind," overcome fears by being screened regularly, early detection</i></p>

Communication Plan	
	<p><u>Support for Promise:</u></p> <p><u>Logical Appeal:</u> save money, preventive health measure <u>Tone:</u> factual, upbeat, respectful and nurturing <u>Spokesperson:</u> female physician and cancer survivor</p>

Information Channels	
	<ul style="list-style-type: none"> • When and where will they be in the right frame of mind? • What channels are most appropriate? effective?

Channels	
	<ul style="list-style-type: none"> • Mass Media • Interpersonal Channels <ul style="list-style-type: none"> - "Sales Force" • Non-traditional Communication Channels <ul style="list-style-type: none"> - Community Channels - Targeted Marketing Channels - Incentives With Messages



A Special Gift For Women 50 And Over.
Once A Year, Peace Of Mind.

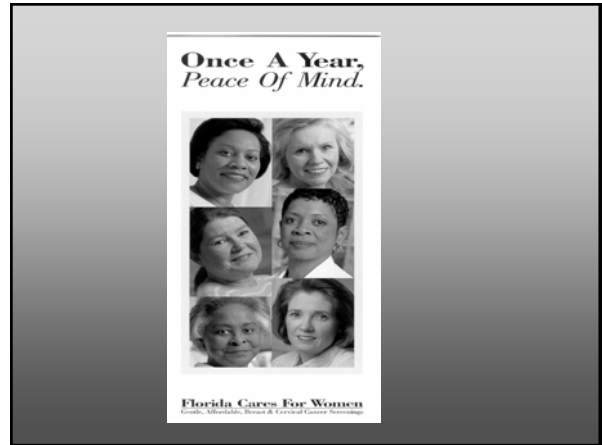
From The Florida Cares For Women Program.
 The new Florida Cares For Women Program makes it easy to get the yearly breast and cervical cancer screenings doctors recommend. The screenings are free or low cost if you do not have insurance or enough money. You may qualify for this special gift if you:

- Are 50 years of age or older
- Have little or no insurance
- Meet income guidelines (see chart on the back of this coupon)
- Have not been screened in the past year

Your Gift Is Waiting. Call Now.
 To schedule a gentle, private exam at an office near you, call now. Because there is no greater gift than peace of mind.

Florida Cares For Women
 Gentle, Affordable, Breast & Cervical Cancer Screenings

Television Ad	
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Strategy Development	
	<ul style="list-style-type: none"> • Create the right expectations • Elements of success

Expectations	
	<ul style="list-style-type: none"> • Purpose: <ul style="list-style-type: none"> • Develop core strategy • Create blue print • Use data to make decisions

What It Is Not

- Brainstorming session
- Creative brainstorming

Who Should Attend?



- Research team
- Stakeholders
- Program partners
- Others

Who could help?
Who will read the report?
Who will be threatened?
Who could interfere?

Logistical Issues



- Determine number and composition of sessions
- May have series of meetings
- May hold meetings with different groups

Logistical Issues

- Distribute research report in advance
- Hire well trained facilitator
 - Process
 - Topic

Summary

Consumer Orientation



Marketing Plan

- What benefits can I offer?
- What price will they pay?
- Where should I place products and services
- What promotional activities should I use?



Break

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