AOA BRAND AWARENESS CAMPAIGN

OIA 2015 Annual Conference and General Meeting • Montreal
Sunday, September 27, 2015

Adrienne White-Faines
Chief Executive Officer
Brand Visibility and Awareness

What is a DO?

What is Osteopathic Medicine?

What difference does it make?
Campaign objectives

**Sharpen**
the definition of osteopathic medicine.

**Increase**
consumer awareness and familiarity with DOs.

**Create**
a unifying voice for DOs; increase DO engagement and pride.
Strategic approach

• Conduct research with DOs, students and consumers to understand attitudes, opinions and messages that resonate

• Develop and execute integrated multi-year brand campaign
## Market research process

### Immersion
- Background research
- In-person sessions with leadership, staff, and agencies
- Understanding of goals, scope, audiences
- Finalize work-plan

### Qualitative
- Deeper exploration on critical topics
- Hear from key constituencies
- DOs: virtual focus groups
- Consumers: in-person focus groups with current & prospective patients

### Quantitative
- Consumer segmentation study
- Early tests of positioning, messaging and tone
- Brand benchmark survey among members to inform internal strategy
- Drivers of interest and support

### Analysis & Reporting
- Targeting by segments of support
- Research shapes communications
- Facilitate conversations that turn insights into action
- Clear, actionable recommendations

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Market research insights

Considers alternatives to drugs/surgery
Innovative solutions
Uses hands to treat/diagnose
Quickly prescribe meds
High ratings, recommended
Active in community
Same gender

Takes insurance
Explains things
Knows your med history
Focuses on prevention
Has a lot of experience
Offices nearby

Well educated/trained
Whole person
Listens/empathy
Spends enough time
Respects your decisions
Cares about you as person
Partners with you
Latest and greatest

Opportunity for DOs!
**Active Seekers**
Strong desire to be healthy, but grappling with minor health issues and bad genes. Will explore alternatives to feel better. Independent streak.

Most experienced with DOs, and interested in their approach.

Younger, more ethnically diverse, educated.

Includes/most like current patients.

**Health Involved**
Very healthy and put in the time, energy, and positive attitude.

Take personal responsibility when it comes to their health – it’s up to me.

Want a doctor that is partner – involvement from both sides.

Low experience/awareness of DOs, but very interested in the philosophy/training when they are exposed to information.

Nearly 40% of consumers
Active Seekers + Health Involved

**Independent, informed, proactive**
People who understand that their health and wellness consists of more than just a list of symptoms.

**Ethnically diverse adults**
Age 30s-40s, married with kids, college-educated (157, 45%), professional/managerial (161).

**Their Favorite Brands**
- fitbit
- Apple
- Nike
- Trader Joe's
- Barnes & Noble

**Their Leisure Time**
- Reading
- Cultural Events (Museums, Live Music, Theatre)
- Cooking/BBQ with friends & family
- Photography
- Physical fitness (Running, Yoga, Weight Training)
- Volunteer time – from school board to charities

**Driving Mindsets**
- **Love to Learn**
  About other cultures, music, environmental issues, continuing career education. Believe it’s important to be well-informed.
- **Take care of themselves**
  Believe it’s important to go to the doctor regularly, takes vitamins, eat right and exercise. Also likely to research health-related concerns and then consult their doctor.
- **Environmentally Conscious**
  Feel a personal responsibility to take care of the environment. They recycle and enjoy nature.
- **Open-Minded/Sensitive to others**
  Embody many personality traits of a Myers & Briggs ENFP: Nurturing, Patient, Respectful, Empathic
- **Family first**
  Over-index on spending time with family, entertaining family at home and saying family life is important.

**Heavy Dependence on Healthy Living Content**
- SHAPE
- Men's Health
- WebMD
- Parents
- The Oprah Magazine
- ABC News
- United Healthcare

The Internet is one of their most valuable life tools – they rely on it for research/reviews, news, and lifestyle tips. They also turn to health and lifestyle magazines for healthy living advice.

Sources: Experian Simmons 2014 Fall Study, Comscore April 2015, Edge Research Segmentation Survey June 2015
The DO “Bridge”

Physicians partnering with patients, using science and empathy to promote a healthy body, mind, and spirit.

Caring for People, not Just Patients.

Seeking a physician who understands I’m more than just a list of symptoms.

Most Salient Brand Truth

Brand Connection

Most Pivotal Target Truth
Campaign milestones

July–Aug

• Campaign creative & engagement plan
• Produce campaign assets
• Execute media buys

Sep–Oct

• Produce campaign assets
• Launch at OMED® 15
  OCTOBER 17-21 | ORLANDO

Late October–May 2016

• Campaign in market:
  – Consumer magazines
  – Digital (banner ads, video)
  – Search engine marketing
  – “Out of home” such as billboards, transit
The work continues…

**September**: Photo shoot; brand video filming

**17 Oct.**: Launch at OMED

Onsite brand engagement (photos & video storytelling); consumer website launch
Beyond the campaign: More content, channels

More Interactive Digital and Video Content

Where graduates practice, by school

@SPF@OMT | DOs... The best docs you haven’t heard of (yet)! #DOmore @AOAforDOs prevention.com/health/osteopa...
Osteopathic Medicine Well Positioned Today

Osteopathic philosophy and training align with Healthcare needs
Thank You