

# AOA BRAND AWARENESS CAMPAIGN

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



**Adrienne White-Faines**  
*Chief Executive Officer*



AMERICAN OSTEOPATHIC ASSOCIATION

TREATING OUR FAMILY AND YOURS

# 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

January 2015

## Qualitative

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

February – March

## 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

April – May

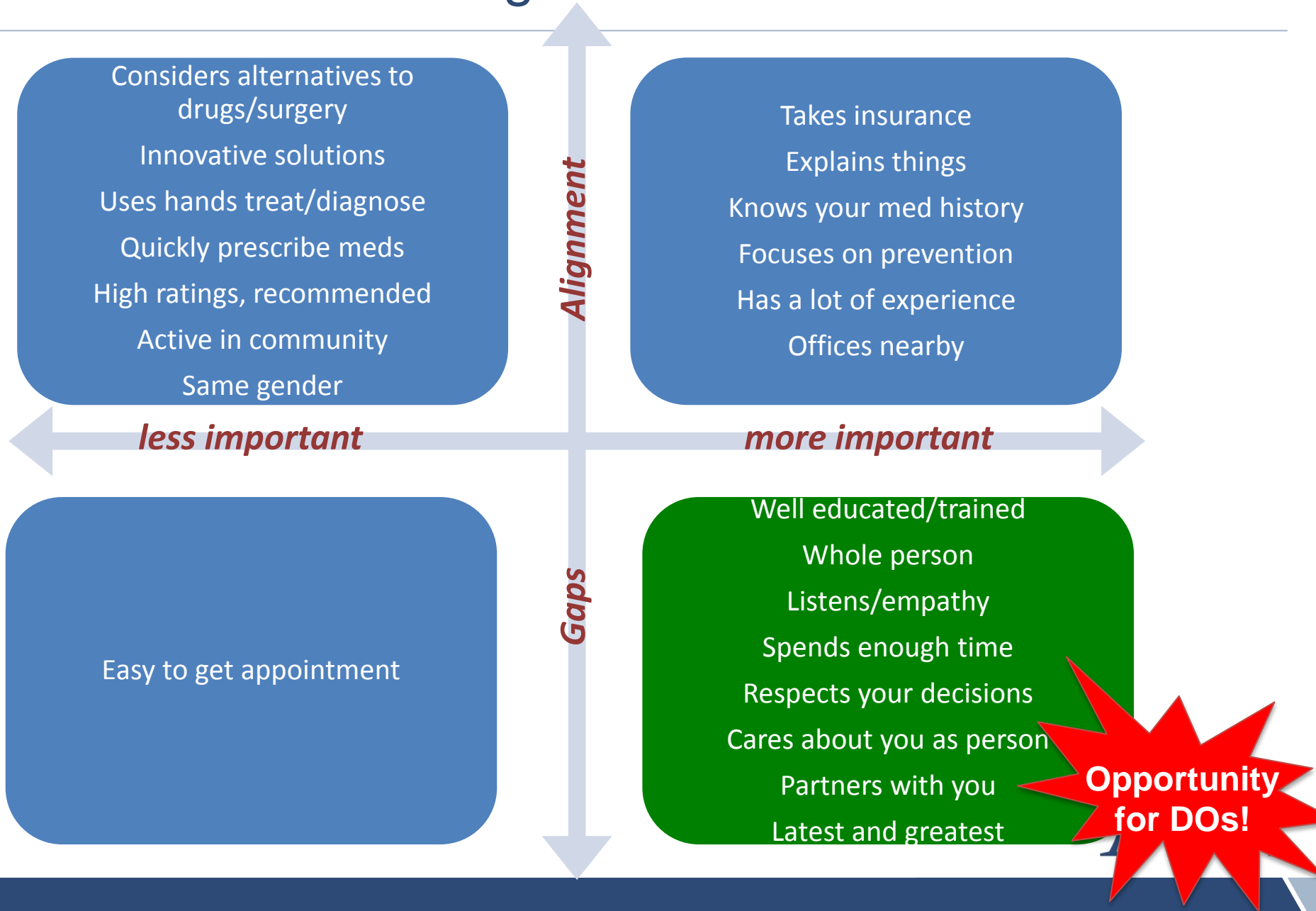
## Analysis & Reporting

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

May – June



# Market research insights



# Target audience sweet spot

## 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.



**Nearly 40%  
of  
consumers**

## 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.



# 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



## 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

## Driving Mindsets



## 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

## 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



## Heavy Dependence on Healthy Living Content



SHAPE  
 Men'sHealth  
 WebMD™

Parents

O THE OPRAH MAGAZINE

abc NEWS .com



Cleveland Clinic

UnitedHealthcare

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.

Most Salient  
Brand Truth

Caring for People,  
not Just Patients.

Brand Connection

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

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<sup>®</sup> 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



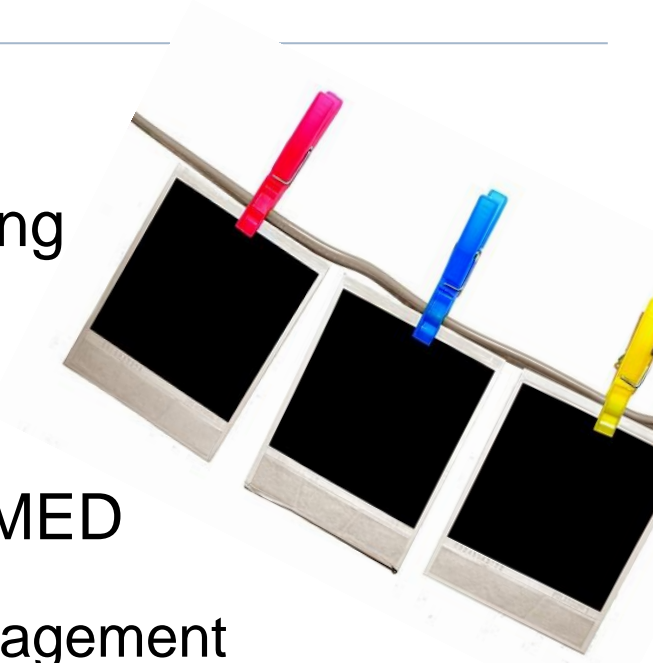
# The work continues...

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

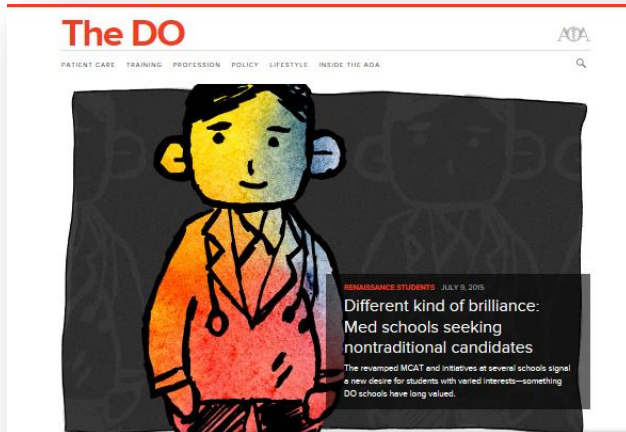


**17 Oct.:** Launch at OMED

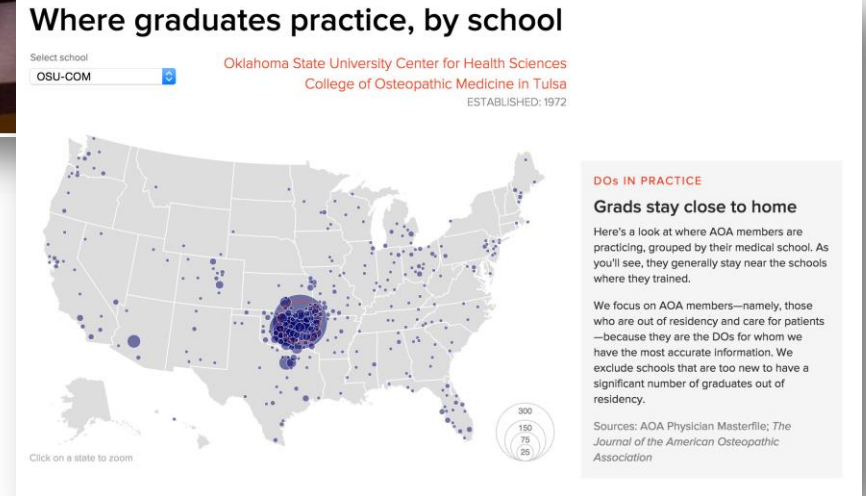
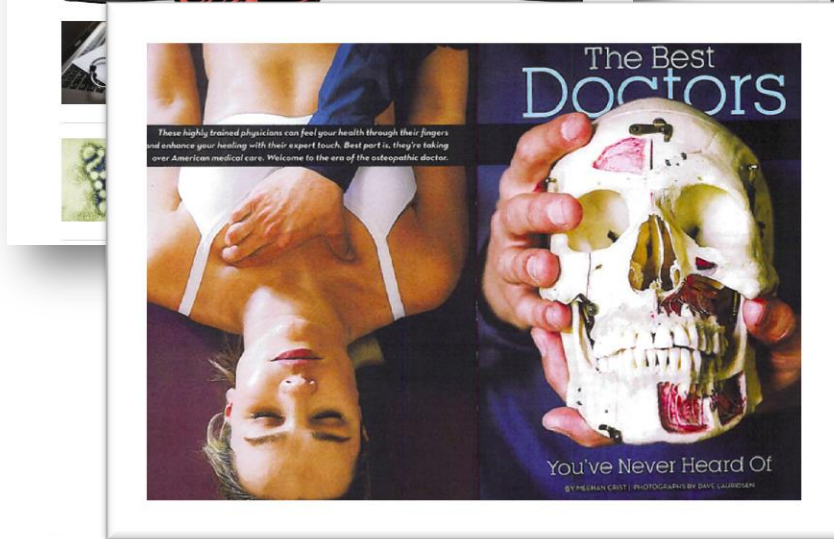
Onsite brand engagement  
(photos & video  
storytelling); consumer  
website launch



# Beyond the campaign: More content, channels



## More Interactive Digital and Video Content



JUNE 26 ON TWITTER



@SPFnOMT

DOs... The best docs you haven't heard of (yet)! #DOmore @AOAforDOs prevention.com/health/osteopa...

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# Osteopathic Medicine Well Positioned Today



***Osteopathic  
philosophy  
and training  
align with  
Healthcare  
needs***



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Thank You