

# Planning

## **Group Health Foundation**

### **Catch Every Kid Campaign**

#### **Draft Plan**

#### Campaign Overview

Group Health Foundation is on a mission to Catch Every Kid. Kids trust their parents and caregivers to catch them when they fall; immunization is part of meriting their trust by catching them *before* they fall. So, let's earn that trust that kids place in us: The Catch Every Kid campaign is an opportunity for everyone in Washington state who cares about keeping kids healthy to get involved in our work to promote childhood immunizations.

Maybe you have young children under the age of 6 who need an MMR, Chicken Pox, or Pertussis shot. Maybe you have an 11-14 year old who needs an HPV vaccination to ward off cancer later in life. Maybe your kids have grown up or you don't have kids yourself, but you know people who do. There's room for everyone who wants to engage in this campaign.

After all, there's a lot of ways to Catch Every Kid:

- Vaccinate your kids.
- Encourage a friend or neighbor to vaccinate their kids.
- Donate to GHF so that more kids can get vaccinated.

What's more, Catch Every Kid is launching at a unique time in the Group Health Foundation history. This moment reflects a special chance to retain the "Spirit of Group Health" within the Foundation. Local control, shared decision making, and participatory fellowship are values that can live on here.

And yet, this is also an opportunity to introduce the Foundation to the wider community beyond Group Health members and employees, and communicate its value as a champion and protector of healthy kids throughout the regions of Washington state.

#### Campaign Goals

Catch Every Kid is a community awareness campaign designed to support the following goals:

1. Raise immunization rates in Washington state
2. Pivot GHF away from Group Health to the general public
3. Inform the public about the importance of immunizations
4. Present the facts about immunizations
5. Provide the donors and the community a way to participate in GHF's work
6. Provide information on community health fairs and places to get immunizations
7. Build on partnerships in the community
8. Raise the visibility of the work of GHF

#### Campaign Timing

The campaign will take place in three waves: Back to School, Gala (October 15), and Post-Gala.

| Activity | Strategy   | Tactics  |
|----------|--|--|
| Design   | <p>Develop a new visual identity that conveys the optimism and ability of GHF to “catch every kid.”</p> <p>Ensure the visual identity is intentional in its relationship to GHC – pivoting away slightly to attract donors on GHF’s own merits but retaining what is valuable to retain.</p> | <p>Deliverables to include:</p> <ul style="list-style-type: none"> <li>• Creative brief</li> <li>• Logo/theme for the Catch Every Kid campaign (graphics assets to use in all campaign materials)</li> <li>• Design support for the infographics described in the social media section or other .gif assets needed for social media sharing</li> </ul> <p>Additionally, we would suggest exploring the idea of a brand refresh for GHF, though out of the scope of the current campaign. The refresh would help signal change, recognize current supporters, and attract new supporters. This would be a natural evolution from the old look and feel that shows GHF is looking toward the future.</p> <p>Deliverables would include:</p> <ul style="list-style-type: none"> <li>• Update GHF logo <ul style="list-style-type: none"> <li>○ Infuse with new energy to signal change</li> </ul> </li> <li>• Define and clarify GHF purpose <ul style="list-style-type: none"> <li>○ Develop quickly defining tagline, if not Catch Every Kid, to be used with/without logo</li> </ul> </li> <li>• Redo brand graphic standards <ul style="list-style-type: none"> <li>○ Update with more contemporary fonts, imagery, design – within family of the old GHF brand</li> <li>○ Review and update GHF Brand Voice</li> </ul> </li> <li>• Apply new standards to all print and digital pieces, from fundraising brochures to website</li> </ul> |

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| Outreach | Craft messaging to introduce GHF to new audiences, such as first-time donors.   | <p>Deliverables to include:</p> <ul style="list-style-type: none"> <li>• Message map; see Appendix A</li> <li>• Exploration of GHF’s vision for the future and how we can make the “Why GHF” specific, e.g. “Donate to GHF and be part of our goal to immunize 95% of Washington’s children by 2020”</li> </ul>  |
|          | Develop partnerships to extend GHF’s reach as well as deliver a friend to friend “implied endorsement” for the target audience and their influencers. | <p>Deliverables to include:</p> <ul style="list-style-type: none"> <li>• 360 build out of concept <ul style="list-style-type: none"> <li>○ Conveys throughout all partnerships</li> </ul> </li> <li>• Calls, meetings and negotiation of partnerships</li> <li>• Partnership matrix <ul style="list-style-type: none"> <li>○ Outlines partners’ cross promotion</li> <li>○ Tracks timeline, and deliverables</li> </ul> </li> <li>• Created assets needed to implement partnerships</li> <li>• Partnership delivered</li> <li>• Impressions delivered</li> <li>• Number of vaccinations tangible and tracked</li> </ul> <p>Options include the following:</p> <p>Sports teams sponsorships:</p> <ul style="list-style-type: none"> <li>• Brings “catch” concept into focus</li> <li>• Create custom, “kick ass” concept</li> <li>• Direct “hit” with target audience and influencers</li> <li>• Can provide spokespeople and low to no cost</li> <li>• History of delivering 3 – 1 return on investment</li> <li>• Changing minds “friend to friend” and “face to face”</li> <li>• Implied endorsement of team for vaccinations</li> <li>• Provides incentives for media partnerships</li> </ul> <p>Drug store partnership:</p> <ul style="list-style-type: none"> <li>• Reaching audience at the moment they can act</li> <li>• Contact Bartell’s (based on CareClinic affiliation)</li> <li>• Win/Win as they have big vaccine quotas</li> <li>• POP, instore signage, advertising in circular</li> <li>• “Refer a friend” program and get a \$10 gift card</li> <li>• Provide incentives for media partnerships</li> </ul> <p>Costco partnership:</p> <ul style="list-style-type: none"> <li>• Meet with Costco</li> <li>• Determine vaccinations goals</li> <li>• Create a joint promotion strategy for driving vaccinations</li> <li>• Ad and editorial in Costco Connection</li> </ul> |

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|  |   | <p>Sporting goods sponsorships:</p> <ul style="list-style-type: none"> <li>• Brings “catch” concept into focus</li> <li>• Looking for ways to show care for community</li> <li>• Vaccination information card with every baseball mitt, football or keeper gloves sold, POP display in glove department</li> <li>• Provide incentives for media partnerships</li> </ul> <p>Local spokesperson:</p> <ul style="list-style-type: none"> <li>• Creates implied endorsement</li> <li>• Feels like a friend giving you a recommendation</li> <li>• <b>Scientific</b> - Bill Nye (parents and kids trust and love him)</li> <li>• <b>Sports</b> - Richard Sherman, female Olympians, Apollo Ono</li> <li>• <b>Unexpected</b> - Carrie Brownstein, Rainn Wilson</li> <li>• <b>Local Heroes</b> – Macklemore, <b>Chris Pratt</b></li> </ul> <p>Media partnership:</p> <ul style="list-style-type: none"> <li>• Broadcast Station Groups</li> <li>• Parent Map and print</li> <li>• Mommy/Daddy/Parent Bloggers</li> <li>• Create custom sales package</li> <li>• Distribute incentives from other partners</li> </ul> |
|  | <p>Conduct media relations to introduce GHF to media consumed by parents of young children, parents of tweens, individual donors, and corporate donors.</p> | <p>Editorial calendar:</p> <ul style="list-style-type: none"> <li>• Create editorial calendar for media pitches for the three phases (Back to School, Gala, and Post-Gala); see Appendix B</li> </ul> <p>Reactive/opportunistic pitching:</p> <ul style="list-style-type: none"> <li>• Based on results of our media audit, look for opportunities to fit into larger trend articles on: Back to school, state health data (“healthiest U.S. states and cities” roundups, vaccination trend stories), and comment on any emerging medical research published on immunization topics</li> </ul> <p>Proactive pitching:</p> <ul style="list-style-type: none"> <li>• Draft media pitches, press releases, and fact sheets <ul style="list-style-type: none"> <li>○ Secure approvals by July 1 in order to have time to pitch long leads</li> <li>○ Pitch key media contacts in consumer, business, and philanthropic media</li> </ul> </li> <li>• Secure coverage in September-December issues</li> </ul>   |

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| Video<br>(Digital Media Assets) | Produce a video to debut at the Gala and then be used (in full and in segments) in social media.  | <p>Current deliverables to include:</p> <ul style="list-style-type: none"> <li>• Ideate video concepts and evaluate them for inspiring the desired behaviors in parents, community members, and donors (the campaign's calls to action), social media shareability, PR value, and other factors; see Appendix C</li> <li>• Select concept for production</li> <li>• Develop production schedule</li> <li>• Script, shoot, and edit the selected video concept</li> <li>• Package video content for Gala and social media uses, including multiple versions/lengths for different social platforms</li> </ul> <p>Additionally, and outside of the current scope of work, GHF may wish to consider a second video:</p> <ul style="list-style-type: none"> <li>• 3:00 Minute Brand Film that tells the story of GHF, its vision, its passions, its need for donations going forward</li> <li>• This would not be necessary for Gala regulars and current donors, and would have less utility for social media; however, it would be a useful tool in GHF's outreach to new donors with whom you are trying to establish GHF for the first time</li> </ul> |
| Social Media                    | Provide parents, community members, and donors with a way to participate in the immunization conversation with GHF, and celebrate how they Catch Every Kid. | <p>Content strategy for social media:</p> <ul style="list-style-type: none"> <li>• Plan for content types/production</li> <li>• Plan content specific to social channels (Facebook, Twitter, Instagram, etc.)</li> <li>• Considerations for content alignment with PR, and/or other campaign elements</li> </ul> <p>Partnership elements:</p> <ul style="list-style-type: none"> <li>• Develop partner toolkit with helpful/shareable information and campaign messaging</li> <li>• Equip partners and organizations to share campaign messaging</li> </ul> <p>Social media advertising:</p> <ul style="list-style-type: none"> <li>• Create social media ad buy plan</li> <li>• Work with GHF to implement social media ad buy across all relevant channels to boost campaign reach and engagement</li> </ul>   |

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|  |  | <p>Content calendar (for GHF intern to post), which will include:</p> <ul style="list-style-type: none"> <li>• Content to fit a 70/30 split of non-HPV to HPV-oriented posts</li> <li>• Organic and boosted posts of the video segments</li> <li>• Ways to get community to share their stories, both ones that are immunization specific and perhaps a broader call for how they protect their kids, with #catcheverykid</li> <li>• Social media fundraising—click here to donate now and #catcheverykid</li> <li>• Photos and quotes from spokespeople and third party influencers on why they want to Catch Every Kid</li> <li>• Upcoming immunization opportunities, at community health fairs</li> <li>• Upcoming reasons to immunize now, e.g. school sports, winter vacations</li> <li>• Infographic-style stats on reduced HPV rate (“it’s working!”)</li> <li>• Infographic-style stats on 40 ways to help immunize kids</li> <li>• External outreach to parenting bloggers to cross-promote on their blogs and social channels, including giving them something of social value in return for asking them to post on GHF’s behalf (such as a “celebrity band-aid” avatar they can place over their image of their immunized kids)</li> <li>• Through email marketing, thank donors who attended the Gala and ask them to share a call to action on their social media channels, so they invite their networks to like/share/comment on Catch Every Kid too</li> </ul> |
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## Evaluation metrics

Based on the tactics described above, we recommend the following measures of success:

- 10-15 media placements from September to December
- XXX social media conversions (likes, shares, comments)\*
- XXX video views\*
- XXX increase in website traffic\*
- XXX new donations\*

\* We would like to know your current metrics in order to establish a baseline from which to increase. For instance, in social media, what are you currently seeing in terms of typical reach and level of engagement?

## Appendix A: Message Map

| <b>Campaign Elevator Speech</b>  | <p><b>Group Health Foundation is on a mission to Catch Every Kid. Kids trust their parents and caregivers to catch them when they fall; immunization is part of meriting their trust by catching them <i>before</i> they fall.</b></p> <p><b>Together, let's earn that trust that kids place in us: Group Health Foundation is launching the Catch Every Kid campaign to create an opportunity for everyone in Washington state to get involved in our work to promote childhood immunizations.</b></p> <p><b>Give local immunization efforts a shot in the arm. Give to the Group Health Foundation.</b></p> |  |
|--|---|--|
| Our Mission  | Our Past Performance  | Give Now   |
| <p>Group Health Foundation is the place to donate if you want to protect kids from preventable diseases.</p> <p><i>{ADD SPECIFIC CAMPAIGN GOAL, SUCH AS 95% VAX RATE IN WA.}</i></p> | <p>Because of the past support of donors like you, we have reached thousands of teenagers about getting HPV immunizations to prevent cancer. Hundreds of children have received immunizations through programs we have funded. And, the public has received information vital to understanding the importance of immunizations to the community. We need your continued support to complete our work.</p>   | <p>Give local. Donating to the Group Health Foundation is a great way to help the local community. One hundred percent of our funds stay in Washington state.</p>  |
| <p>At the Foundation, we make childhood immunizations available to families who cannot afford them, and we educate all families on why it's important to vaccinate.</p>              | <p>Choose the foundation that's been part of the fabric of local healthcare since XXXX.</p> <p><i>{WHAT HISTORICAL NUGGETS ARE IMPORTANT TO ADD?}</i></p>   | <p>Choose the foundation that values community voices and shared decision making. We respect the need for vaccination to take place within a broader community conversation [add: "about social determinants of health" if appropriate to donor audience]. Therefore, we've created a new system of five regional advisory groups, called the Group Health Network, who share community input and help us make funding decisions that reflect community wants and needs.</p> |



| <p>Measles. Mumps. Rubella. Pertussis. Chicken Pox. HPV. All of these diseases are preventable through immunization – imagine, a cancer that can be prevented later in life by simply giving a shot to a pre-teen. The organization fighting to make these immunizations accessible, affordable, and commonplace in Washington state is the Group Health Foundation.</p> |  | <p>Choose the foundation that’s charting a bold new path. When the Insurance Commissioner approves the acquisition of Group Health by Kaiser Permanente, the Group Health Foundation will become a subsidiary of the new Group Health Community Foundation. The combined power of these foundations will open up a whole new world of possibilities to improve the health of the citizens of Washington state. As we navigate these new waters, we hope you will come along with us into the future.</p> |
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## Appendix B: Editorial Calendar

|   | <i>September (Pre-Gala)</i>   | <i>October (Gala)</i>  | <i>November (Post-Gala)</i>   | <i>December (Post-Gala)</i>  |
|---|---|--|---|--|
| <i>Consumer media (coverage focused on kids aged 0-6)</i>   | <p>Interview with Dr Dunn (or other expert) on preschool/ kindergarten prep, including vaccinations (TV, radio)</p> <p>Promote any health fairs offering vaccination (calendar release + hyperlocal)</p> <p>Feature in Parent Map if a media partnership is formed (or other parenting pub): why vaccination is important for your child, and how to talk to other parents about it too</p> | <p>Embargo until Oct 15: Share video with media, post Gala + media tour/interviews with video spokesperson (all media)</p> | <p>Interviews with parents (GH members) and 3<sup>rd</sup> party influencers who will give testimonials (TV, radio, print)</p> <p>Promote any health fairs offering vaccination (calendar release + hyperlocal)</p> <p>2<sup>nd</sup> Feature in Parent Map if a media partnership is formed: why vaccination is important for your child, and how you can help less fortunate kids too</p> <p>Cross-promote stories that come in via social media #catcheverykid</p> | <p>Interview with Dr Dunn on immunizations and prep for family winter vacations (TV, radio)</p> <p>Tack onto December 2016 “healthiest states” ranking news with ways parents can improve WA rankings</p> <p>Promote any health fairs offering vaccination (calendar release + hyperlocal)</p> <p>Cross-promote stories that come in via social media #catcheverykid back to traditional media</p> |
| <i>Consumer media (coverage focused on kids aged 11-14)</i> | <p>Interview with Dr Dunn on back-to-school/school sports vaccinations (TV, radio)</p>  | <p>Embargo until October 15: Share video with media, post Gala + media tour/interviews with video spokesperson (all)</p>   | <p>Tip- If you began HPV vaccination schedule at back-to-school exam, book the next shot now; tie to news item on declining HPV rates; vaccination is working (TV, radio)</p>   | <p>Interviews with teens during their winter break (GH members), along with their parents and 3<sup>rd</sup> party influencers who will give testimonials (TV, radio)</p>  |

|  |  |   |   |   |
|--|--|---|---|---|
|  | Promote any health fairs offering vaccination (calendar release + hyperlocal)  |   | Promote any health fairs offering vaccination (calendar release + hyperlocal) | <p>Tack onto December 2016 “healthiest states” ranking news with ways parents can improve WA rankings</p> <p>Promote any health fairs offering vaccination (calendar release + hyperlocal)</p> <p>Cross-promote stories that come in via social media #catcheverykid back to traditional media</p>    |
| <p><i>Consumer media (coverage targeting donors) / Business media/ Philanthropic media</i></p> | <p>GHF re-introduction, with GHF exec desksides/editorial briefings on Catch Every Kid campaign goals, reiterate that GHF is very much still in business, and give a Gala teaser (promote opp to attend Gala and meet celeb)</p> | <p>Embargo until October 15: Gala highlights (event photos, celebrity sightings, immediate stats)</p> | <p>Gala fundraising results/stats + interview with GHF exec</p>               | <p>End of year giving (40 ways to immunize a child)</p> <p>Tack onto December 2016 “healthiest states” ranking news with ways donors can improve WA rankings</p> <p>Catch Every Kid awareness campaign highlights (share results) + look-ahead on GHF plans for 2017, via interview with GHF exec</p> |

## Appendix C: Video Concepts

We developed nine video concepts to support Catch Every Kid. Then, we evaluated them across multiple criteria. The five concepts that rose to the top are described below the evaluation rubric.

### Evaluation Rubric

|   | <b>Promotes the Campaign's 3 Calls to Action</b> | <b>Engaging, Promotes Sharing on Social Media</b> | <b>True to the "Spirit of GH"</b> | <b>Lends Itself to Partner Integrations</b> | <b>Has PR Legs</b> | <b>Doesn't Ostracize Unvaccinated Kids/Parents</b> | <b>Inspires Parents</b> |
|---|--|---|-----------------------------------|---|--------------------|--|-------------------------|
| <b>Kids Lip Sync</b>                    | Yes  | Yes   | Yes                               | Yes   | Yes                | Yes  | Yes                     |
| <b>Ad Agency Brainstorm</b>             | Yes  | Yes   | Yes                               | Yes   | Yes                | Yes  | Yes                     |
| <b>Be There</b>                         | Yes  | Maybe   | Yes                               | Yes   |                    | Yes  | Yes                     |
| <b>The 1<sup>st</sup> Good Decision</b> | Yes  | Yes   | Yes                               | Yes   |                    | Yes  | Yes                     |
| <b>No Shame in My Game</b>              | Yes  | Yes   |                                   | Yes   | Yes                | Maybe  | Yes                     |

### Kid Lip Sync with Richard Sherman

In the sequel to Group Health's [molasses disease](#) video, we'll once again use the kid snippet video concept in which we ask kids to give voice to someone telling another person why they should get immunized. Part of the humor comes from the ridiculous narrative twists that come from unscripted four year olds, and part of it comes from the juxtaposition between hearing the kids' voices but seeing adult actors on a highly professional film set. For our next video, we need to up the surprise factor: We would turn to Richard Sherman for a celebrity cameo. Sherman knows how to make a "catch" and he's also a local dad of two small children who is thinking about how to protect them for healthy lives. Sherman would need a co-star for the dialogue, perhaps Macklemore or a local athlete competing in the Olympics.

### Ad Agency Brainstorm

The setting is an ad agency board room. Ad agency execs are pitching Richard Sherman with new ads for the "Catch Every Kid" campaign for which he's agreed to be the face... but it becomes clear they don't really get it. This provides the framework for showing snippets of ideas that are funny and provocative in quick succession: An Aussie Crocodile Dundee type of character tries to "catch every kid" with blow darts, a cast similar to The Office tries trust falls, etc. Sherman pushes back with an explanation of what Catch Every Kid is really about and why he's proud to be a part of it.

## **Be There**

*This is a tender portrait of parents and kids, focusing in on the emotional bond and the look in their eyes as parents catch their kid. It's wistful, ethereal, with soft lighting and a poignant song choice.*

## **The 1<sup>st</sup> Good Decision**

*Your first child is born. They hand you the baby at the hospital, this vulnerable little one who is now in your care.... And somehow, you're just allowed to walk out the door and take your baby home. That moment is so scary for so many parents. And the first good decision they can make is to immunize. Lots of things feel outside of a parent's control, but this is one that you can handle completely. As your baby grows up, this moment will stick with you, so it is poignant whether you're thinking of immunizing a 5-year old before the first day of school or a 14-year old preteen. They're always your baby, and this is always your first good decision.*

*Variation:*

### **Information Overload**

*This video starts with all the things first-time parents are faced with right after they have a baby. Each consideration is shown one after another, emoting information overload and stress for the parents with every choice: Formula vs breastfeeding, sleep schedules, cloth diapers, saving the umbilical tissue, etc. The video would culminate with a vaccination choice and the parents not knowing what to do. A Group Health doctor enters the room, puts them at ease, and lets them know that A: all the science supports vaccination, and B: They don't have to do it all at once. We might even have a humorous ending as the doctor suggests a solution to another, more trivial choice (like what music to play for the baby, etc.).*

## **No Shame in My Game**

*Celebrity parents Chrissy Teigen (who is from Snohomish) and husband John Legend are tackling the mom-shaming that Chrissy experienced after the birth of their daughter, including bringing the topic to the attention of the Today Show. This is their chance to add immunization to the things that they're making cool. Confident, caring parents get their babies immunized, and they don't let anyone give them grief for it.*

## GHF Catch Every Kid Communications Strategy: September Focus

Details below highlight PRR's strategy for September's planned communications activities, including "back to school" issues/coverage in the media.

### *September editorial calendar:*

| Consumer media: parents of 0-6 y.o.  | Consumer media: parents of 11-14 y.o.     | Consumer media: donors               |
|--|---|--------------------------------------|
| preschool/ kindergarten prep, including vaccinations                                       | back-to-school/school sports vaccinations | GHF re-introduction, and Gala Teaser |
| why vaccination is important for your child, and how to talk to other parents about it too | health fairs                              |                                      |
| health fairs   |   |                                      |

### *September pitch themes:*

Pre-K and Kindergarten back to school:

- Outlet focus would be TV and radio
- Potentially use Dr. Dunn as SME
- Community immunity/herd immunity
- Immunization timetable

Back to school and sports:

- Outlet focus would be TV and radio
- Potentially use a female doctor/mom as SME
- Community immunity/herd immunity
- Sports forms and requirements
- Importance of boosters

How to talk about vaccinations:

- Feature in Parent Map if a media partnership is formed (or other parenting pub)
- Why vaccination is important for your child
- Highlight recent news stories about outbreaks
- Discuss where WA stands in relation to other states immunization statistics

- Pointers on bringing the conversation up with others

#### Health Fairs:

- Outlet focus would be calendar release + hyperlocal
- Promote health fairs offering vaccinations

#### About GHF and Gala:

- Outlet focus would be Business media/ Philanthropic media
- Hold GHF exec desksides/editorial briefings on Catch Every Kid campaign goals
- Reiterate that GHF is very much still in business
- Give a Gala teaser (promote opp to attend Gala and meet celeb)



## Catch Every Kid Campaign

### **Social Accounts**

**Facebook:** <https://www.facebook.com/GroupHealthCooperative>

**Twitter:** <https://twitter.com/grouphealth>

**Pinterest:** Recommend adding Catch Every Kid board to [GHC Pinterest account](#)

**Target Demographic:** Parents, Grandparents, Neighbors, Teachers, Donors

**Primary Goal of Social:** Build Awareness and Inspire to Action (Vaccinate/Have Conversions/Donate), Celebrate the "Spirit of Group Health"

### **Social Media Plan**

#### **Posting/Engagement Schedule:**

1 Facebook Post M, W, F

2 Tweets M, W, F

Pinterest: For all visual content posted to Facebook and Twitter as describe above, also pin Aspirational, Educational, and Personal Visual Content on a Catch Every Kid Pinterest board: <https://www.pinterest.com/GroupHealthWA/>. Pin inspiring visual content associated with this Pinterest account in order to reach new markets (people who are searching for this type of content on Pinterest).

### **Social Media Approach**

Create and Curate Content that is:

#### **Aspirational – Targeting ALL DONORS**

Visual images and information that help connect to the heart and inspire action. This messaging is created to reach donors, inclusive content to inspire all, including those who do not have children, or are not grandparents.

#### **Educational – Targeting PARENTS**

Facts and information about why vaccinations are awesome for your kids and how vaccinations benefit our community as a whole. Messaging is used to give confidence to and empower parents, not shame them.

#### **Personal/Partnerships – Targeting ALL DONORS AND PARENTS**

GHF is proud to partner with powerful and inspiring influencers (Athletes, Mom Bloggers, Washington State institutions) to help us get the word out. We'll share blogs and articles on social media with emerging research pointing to the benefits of vaccinations. Richard Sherman posts would appear here – pending partnership.



Dates to Highlight in Messaging – *note, each key date in the GHF cycle:*

Back to School (Aug/Sept)

Fundraiser Gala (Oct 15)

End-of-year Giving (Nov/Dec)

## **SAMPLE ORGANIC CONTENT**

### **Content Sample #1**

#### **Aspirational Content that Informs About the Upcoming Gala**

**Goal:** Curate **Aspirational** content about *joining a community* of people who support and speak with their dollar to support health, happiness, healthy kids, and healthy families.

**Target:** Donors

**Thematic Messaging:** *Donating money to GHF helps children and, in turn, changes the world by keeping our community healthy, one kid at a time.*

**Action Item:** Create an influencer list of institutions, initiatives, organizations, bloggers, and thought leaders who are aligned with GHF mission. Then, curate content from this list of influencers and post on social.

**Sample Copy:** Our Gala is fast approaching! Donate to #CatchEveryKid and be part of our goal to immunize 95% of Washington Children by 2020. Learn more here:<< link to GHF Catch Every Kid Campaign and Fundraising Gala Details>>



## Content Sample #2

### Educational Content that Speaks to Parents and Kids Gearing up for Back to School Time (Aug/Sept)

**Goal:** Curate/Create Images, Infographics and Text Cards to **Educate** people about Catch Every Kid in context of the upcoming school year.

**Target:** Parents

**Thematic Messaging:** *Moms and Dads, You are Awesome for Vaccinating Your Kids. What you're doing is benefitting our community as a whole. Your kids will thank you. Your kids know it's in their best interest – or at least they will someday.*

**Sample Copy A:** Moms and Dads, you've got this Back To School thing covered – from scoring new shoes, to gathering brand-new binders and tech gadgets, to adding your kid's vaccination to the list. You're awesome, and your awesomeness is keeping your kid healthy. Learn more today at #CatchEveryKid. >>><< [link to GHF Catch Every Kid Campaign Details](#)>>



**Sample Copy B:** Moms and Dads, here are some great tips from the Yummy Mummy Club on how to keep it super for your super kid when vaccination day comes. It CAN be stressful for your little superstar, but...you've got this. Read more here and #CatchEveryKid << link to: [<http://www.yummymummyclub.ca/blogs/andrea-nair-connect-four-parenting/20150919/how-you-can-help-reduce-your-kids-immunization-pain>](http://www.yummymummyclub.ca/blogs/andrea-nair-connect-four-parenting/20150919/how-you-can-help-reduce-your-kids-immunization-pain)>>



### Content Sample #3

#### Partnership Content that Focuses on End-of-year Giving

**Goal:** Create and curate content that celebrates partnerships with powerful and inspiring influencers (Athletes, Mom bloggers, Washington State institutions) and Seattle Seahawks' Richard Sherman – pending partnership.

**Thematic Messaging:** *This initiative is supported by powerful, real, fierce, human, connected, and community minded people we love and trust.*

**Sample Copy:** Passionate about football, and passionate about #CatchEveryKid! Who better to help us “catch” every kid than our very own Richard Sherman. We’re proud he’s our partner in raising awareness about vaccinations in Washington State.



#### PAID ADS – WEEKLY

1 Facebook Carousel Ad (5 images, 5 messages)

5 Twitter Cards

1 Tweet per day – promoted tweet

Promote each Facebook Post – 3 per week

# PRR Creative Brief

## Group Health Foundation “Catch Every Kid”

*June 23, 2016*

### *Creative Assignment*

To create a logo and tagline for the GHF “Catch Every Kid” initiative. The goal of this program is to educate and encourage people in Washington State to immunize their children with all the recommended vaccinations.

### *The Target Audiences*

Primary: We are talking to men/women throughout the state who have children under the ages of 15, specifically 0-6 years of age and 11-14. Secondary: We are also focusing on individuals who have not immunized their children due to misinformation or bad information. This group (the so-called Anti-Vaxxers) crosses all education and HHI demographics, although they tend to be more educated, alternative-lifestyle types (off-the-grid, home school, etc.). Tertiary: Current and potential donors to the Group Health Foundation.

### *What Is This Work Intended To Achieve?*

The long-term campaign goal is to improve the overall immunization rate from XX% to XX% in the next XX years and to increase donations to GHF by XX%.

### *How Will Results Be Measured?*

There are published statistics that show the year-by-year rate of immunization in the State of Washington.

### *The Proposition/The Main Idea*

Express it in one sentence. "Immunizing your children with all the recommended vaccinations is the safest and best protection you can give to your children (and community) to help reduce preventable illnesses and create a healthier life."

### *Support for The Main Idea*

What support points do we have for the proposition?

1. There is overwhelming scientific evidence that immunizations are safe and effective.
2. Recommended vaccinations are readily available and often free.
3. GHF makes childhood immunizations available to families who cannot afford them and educates all families on why it's important to vaccinate.
4. Doctors recommend you get the MMR, Chicken Pox and Pertussis immunizations before age 6; the HPV vaccination (and other oosters) between ages 11-14.
5. Not only do you protect your children, you protect the general public and help eliminate preventable diseases.

### *Desired Image or Personality*

Upbeat, positive, non-governmental, energetic. Capture the personal and public good that results from high rates of immunization. Position GHF as an innovative leader in this cause and continue "the spirit of Group Health Cooperative" –local control, shared decision making, participatory. (Note: GHC name will go away after upcoming merger with Kaiser).

### *Mandatory Inclusions*

The words "Catch Every Kid"

Tagline/description (to be developed)

GHF mention and or logo

### *Timing/Schedule*

Design and final art and copy approved and ready by August 15, 2016





A program of Group Health Foundation

## Group Health Foundation - Catch Every Kid Campaign Social Media Advertising Plan

### Overview

In the Catch Every Kid communications plan, PRR was scoped to deliver a paid social media recommendation. This plan lays out PRR's recommended approach to Group Health Foundation's social media advertising campaigns for Catch Every Kid. Of course, all recommendations can be shifted based on available funds for paid content. However, the document that follows is our recommendation for how to make enough of a splash to be worth the investment while being as modest as possible with limited funds.

Paid campaigns require someone reasonably familiar with advertising on Facebook, Twitter, Pinterest, Instagram, and Snapchat. PRR can provide setup execution, assistance, or training if need be. It is our assumption from the scope that GHF would like to post content directly.

### Targeting: Immunization Audience – 70%

#### facebook

**Target Audience:** Washington State Parents, Teachers, Community Members, Donors

**Women and Men** ages 25-65+, Washington, including Seattle, Bellevue, Mercer Island, Everett, Tacoma, Puyallup, Issaquah, Spokane, Yakima, Tri-Cities

**Keywords / Interests:** Children's Health, Immunization, Measles, Mumps, Rubella, Pertussis, Chicken Pox, Parenting, Group Health, Group Health Foundation, Wellness, Giving, Fiscal Giving, Donations, Donate

#### twitter

**Target Audience:** Washington Organizations and Institutions, Parents, Teachers, Community Members, Donors

**Women and Men** ages 25-65+, Washington, including Seattle, Bellevue, Mercer Island, Everett, Tacoma, Puyallup, Issaquah, Spokane, Yakima, Tri-Cities

**Keywords / Interests:** Cancer Prevention, Children's Health, Immunization, Measles, Mumps, Rubella, Pertussis, Chicken Pox, Parenting, Group Health, Group Health Foundation, Wellness, Giving, Fiscal Giving, Donations, Donate

### Targeting: HPV Audience – 30%

#### twitter

**Target Audience:** Teens on Twitter

**Boys and Girls** ages 11-13, Washington, including Seattle, Bellevue, Mercer Island, Everett, Tacoma, Puyallup, Issaquah, Spokane, Yakima, Tri-Cities

**Keywords / Interests:** Cancer Prevention, Parents, Mom, Dad, Immunization, Health, Wellness, HPV, #HPV, #HPVVaccinations, #CancerPrevention, #TeenLife, #HighSchool, #MiddleSchool

| Immunization Messaging – Parents, Community Members, Donors   |  |   |                                |                            |           |
|---|--|---|--------------------------------|----------------------------|-----------|
| Month   | Organic Content - Facebook Boosts<br>M, W, F | Organic Twitter Content - Promoted Tweet<br>M, W, F | Facebook Carousel Ad – ongoing | Twitter Cards – 5 per week | Pinterest |
| September   | \$500 OR \$300                               | \$500 OR \$300                                      | \$500 OR \$300                 | \$500 OR \$300             | X         |
| October   | \$500 OR \$300                               | \$500 OR \$300                                      | \$500 OR \$300                 | \$500 OR \$300             | X         |
| November  | \$500 OR \$300                               | \$500 OR \$300                                      | \$500 OR \$300                 | \$500 OR \$300             | X         |
| December  | \$500 OR \$300                               | \$500 OR \$300                                      | \$500 OR \$300                 | \$500 OR \$300             | X         |
| <b>Per Platform Total</b>   | <b>\$2,000 OR \$1200</b>                     | <b>\$2,000 OR \$1200</b>                            | <b>\$2,000 OR \$1200</b>       | <b>\$2,000 OR \$1200</b>   |           |
| HPV Messaging – Direct outreach to teens aged 11-13 to get them to ask for the HPV vaccination from their parents |  |   |                                |                            |           |
| Month   | Organic Instagram Content – Promoted Post    | Organic Twitter Content – Promoted Tweet            | Facebook Carousel Ad – ongoing | Twitter Cards – 5 per week | Pinterest |
| September   | \$500 OR \$300                               | \$500 OR \$300                                      | x                              | \$500 OR \$300             | x         |
| October   | \$500 OR \$300                               | \$500 OR \$300                                      | x                              | \$500 OR \$300             | x         |
| November  | \$500 OR \$300                               | \$500 OR \$300                                      | x                              | \$500 OR \$300             | x         |
| December  | \$500 OR \$300                               | \$500 OR \$300                                      | x                              | \$500 OR \$300             | x         |
| <b>Per Platform Total</b>   | <b>\$2,000 OR \$1200</b>                     | <b>\$2,000 OR \$1200</b>                            |                                | <b>\$2,000 OR \$1200</b>   |           |



| Grand Totals  | Option A:<br>Recommended Spending Level<br>(\$500 per month per platform) | Option B:<br>Lower Spending Level<br>(\$300 per month per platform) |
|---|---|---|
| Immunization Messaging                                  | \$8,000   | \$4,800   |
| HPV Messaging   | \$6,000   | \$3,600   |
| Grand Total for September-<br>October only (50%)        | \$7,000   | \$4,200   |
| Grand Total for All 4 Months<br>(September to December) | \$14,000  | \$8,400   |

DEAL MEMO:

It is mutually agreed by and between the parties as follows:

Talent: Cliff Avril

Talent REP: The Franchise Agency, LLC

Talent FEE: \$20,000

PURCHASER:  
Group Health Foundation  
Chris Cooper  
320 Westlake Ave. N., Suite 100  
Seattle, WA 98109  
206-448-7330

PURCHASER REP  
PRR  
Jeff LaBonte  
1501 Fourth Ave, Suite 550  
Seattle, WA 98101  
206-462-6386

Requirements:

1. Talent agrees to participate in the video and audio recording of a 2-3 minute PSA video for use by the Group Health Foundation for use in their "Catch Every Kid" immunization education and awareness campaign.
2. Talent agrees to be participate in photo shoot, photos to be used in retail POP to promote the campaign.
3. Talent agrees to participate in a media event to promote the campaign in September (date TBD), 2016 in person if available or by video.
4. Talent agrees to sign a football for to be used as an auction item at the Group Health Gala, October 15, 2016
5. Talent agrees to be available to record audio and video PSA's, photo shoot, and sign ball described in Item 1,2 4, anticipated to occur during a "day off" from Seahawk training camp the week of August 1, 2016. Talent will provide Purchaser Rep the date of "day off" on July 28, 2016.
6. Talent agrees to provide the Group Health Foundation complete Image/PSA video rights for Internet use, including social media, as well as for public relations and promotional activities related to the Competition.
7. Group Health Foundation and PRR warrant and represent that they understand Talent has no rights to third-party logos and marks. Group Health Foundation and PRR assume all risk and responsibility and agree to indemnify Talent from any and all claims arising from the misuse of third-party logos and marks including but not limited to (1) the NFL, (2) any NFL team, (3) the NCAA, and (4) any NCAA university.

**PAYMENTS:** Purchaser shall remit all payments in accordance with the payment schedule provided herein, and all payments shall be paid by certified check, money order, bank draft/wire, or cash as follows:

(a) \$20,000 USD payment shall be paid in full by Purchaser to Talent by August 2, 2016. Payment sent by check payable to The Franchise Agency, LLC ("Agency") with an address of 48929 N. Territorial Rd., Plymouth, MI 48170. Reference: Cliff Avril


(b) If Purchaser cancels, this deposit shall be non-refundable. If Talent fails to perform under the guidelines above then 50% of the entire deposit shall be refunded by Talent to Purchaser within 24 hours of such failure.

\*\* Please note that the DEAL MEMO details the terms of the offer and may not be amended or changed except by a written instrument duly executed by each of the Parties.

The undersigned parties have read and agreed to all of the terms and conditions of this Agreement.

PURCHASER'S REP:

PRR

  
Signature

TALENT:

Cliff Avril

\_\_\_\_\_  
Signature

 PRR

1501 Fourth Avenue, Suite 550 Seattle, Washington 98101

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