Meet The Team

Natalie Ang
Account Director
Copywriter

Juanita McDonald
Research Director

Bradley Smith
Strategist

Natalie Blamires
Media Planner

Talia Wertico
Creative Director
Art Director
Agenda

- Research
- Tactics
- Media Plan
- Concept
- Recommendations
Goals

**Primary:**
By the end of October, we would like 5,500 students to get flu shots

**Secondary:**
Receive 2,000 views on the video by October 31st
Target Audience

Primary
Busy Upperclassmen from Chicagoland
- Taking 16-18 Credit hours
- Involved in multiple clubs/has part-time job
- Planning for future

Secondary
Working Illini Moms
- Protective
- Calls/texts child every 1-2 days
- Health conscious

“I’ll get a flu shot when they start giving one from my couch.”
-Tressa Freberg
Convenience plays one of the largest factors in receiving the flu shot, and plenty of students attribute laziness to not getting a flu shot.
Main Message

Getting a flu shot from McKinley is easy
Creative Concept

“You Call The Shots”

The idea we want to convey to our target is that getting the flu shot is more convenient than they think, and that it’s up to them where they want to get it. We will do this by using map visuals that show different locations where they can get the flu shots, which will communicate how easy it is.
General Flyers

- 8.5” x 11”
- Double-sided
- 4,500 flyers
- Given out on Quad and/or displayed in waiting areas of various buildings on campus
  - Apartment complexes like West Quad
  - Offices of each College, waiting area
Poster

- 18” x 24”
- Poster Print
- FedEx
- Posted in these buildings:
  - Greg Hall
  - Illini Union
  - BIF
  - Espresso Royale
- Once every 3 weeks
“It’s extremely helpful to know the different locations McKinley offers flu shots. Super convenient!”
-Rory Svoboda

“My favorite part of the ad is the calendar. I can choose the best location and plan my day around getting the shot.”
- Jeff Mason
Bus Ads

Exterior

- 4 buses
- 144” x 30”
- Street-side
- Covers all campus routes

Interior

- 40’ and 60’ buses
- 17” x 11”
- Busboard
- Covers all campus and community routes
Direct Mail: Postcard

- 4 1/4 “ x 6”
- 5,000
- Sent in Late September
- Collect list of emails from Illini Moms Association

Dear Illini Parents,

It’s not easy to hear about your student being sick when you’re hours away. This flu season, they’re in good hands.

McKinley Health Center is your Illini’s one-stop health and wellness destination. We offer free flu shots regardless of insurance plan to benefit all students. Furthermore, we have over 20 different outreach locations for our flu clinics across campus!

In fact, on Thursday, October 4th, we’ll have a flu shot clinic on the Main Quad from 11 am - 4 pm. There will be giveaways such as gift cards, hand sanitizers, water bottles, and more! Check out our website for more information about our flu clinic schedule: mckinley.illinois.edu/fluclinic

Yours,
McKinley Health Center

Sincerely,
McKinley Health Center
Event

Location: Anniversary Plaza*
Date: Thursday, October 4, 2018
Time: 11 a.m. - 4 p.m.

*wet weather: Inside Union by Auntie Anne’s

Distributing flyers about McKinley flu shots
Spin Wheel Giveaways:
  Gift Cards
  McKinley Swag
Event Flyers

- Given out on day of event at various locations
- 5 people
- 5 passing periods between 10:50 am - 2:50 pm
Event Giveaways

- Hand Sanitizer: 1 oz
- Stickers: 3” x 3”
- Syringe pens: Orange and Blue
- Water Bottle: 20 oz
- Gift Cards to Target, Dunkin’ Donuts and Portillos
Geofilter

- 1080 pixels x 1920 pixels
- Location fixed to Illini Union
- Submit design to Snapchat.com/create
- Students at event can use the geofilter
Video: Storyboard (45 Second Length)

Fade in: McKinley building in background
Text: This flu season, you call the shots.
VO: With locations around campus, it is easier than ever to get a flu shot

Timelapse shot of Grainger library with info about flu shot timing and pin graphic.
Music in background continues until end of video

Hyperlapse shot from Foellinger towards union with pin graphic and flu info

Hyperlapse shot of BIF from Ikenberry commons towards main library with pin graphic and flu shot info

Close ups: Student proclamations- “getting the flu is easy, getting the flu shot is easier”, “visit the McKinley website for the full shot schedule” “You call the shots”
End video: Fade out
9/26  Grainger Library 1st-Floor West  3:30-6:30
Recommendation: Facebook

Flu Shot Friday: Get your flu shot today either at the BIF from 2-4pm or from McKinley from 8am-4pm to enter your name in a drawing of 3 $20 gift cards to Portillos! Tag a friend in the comments for an additional drawing 😊

Like · Comment · Share

152 people like this.

14 shares

MYTH: The flu shot gives you the flu.

Read more about why you should get the flu shot here: www.cdc.gov/flu/about/qa/misconceptions.htm and don't forget to get your free flu shot at McKinley!

Like · Comment · Share

78 people like this.

Post Ideas:

Educational: Why they should get their flu shot

Incentives: Giveaway prizes to motivate target

Social: Encourage people to tag friends to increase engagement
Recommendation: Facebook for Event

Create Event Page and use sponsored posts to increase awareness of the event

Individual Flu Clinics:

Each location can have separate event pages within the profile where it shows the date and time for that particular location, so people can see specifically the one they want
**Recommendation: Locations**

**Additional outreach locations:**

1. Acacia: Fraternity to add to existing Sorority collaboration
2. HERE apartments: Majority upperclassmen
3. Newman Hall: Central location, Private Certified Housing
4. West Quad: Also majority upperclassmen
Recommendation: Website

Included in new website tab:

- Map
- Calendar
- Locations
- Can use with current copy on the website, updated for new 2018 - 2019 year
**Media Plan**

- **Mid-September**: Direct Mail to Illini Moms
- **Launch campaign**: September - December 2018
  - Flyers, posters, bus ads, Facebook, a video and promotional event at Quad with incentives and a custom Snapchat geofilter
- Through our different tactics and a successful event in early October, we will increase student awareness to accomplish our goal of more students receiving the flu shot
# Schedule

## Fall 2018

<table>
<thead>
<tr>
<th></th>
<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>W1 W2 W3 W4</td>
<td>W1 W2 W3 W4</td>
<td>W1 W2 W3 W4</td>
<td>W1 W2 W3 W4</td>
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<tr>
<td><strong>MTD Buds Ads</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td><strong>Flyers</strong></td>
<td></td>
<td><strong>Give out on Quad 1 day per week (big plan only)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Posters</strong></td>
<td>Post</td>
<td>Post</td>
<td>Post</td>
<td>Post</td>
</tr>
<tr>
<td><strong>Direct Mail</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Facebook</strong></td>
<td>Make page</td>
<td>3x per week</td>
<td>4x per week</td>
<td>3x per week</td>
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<td></td>
<td></td>
<td>Event Oct. 4th</td>
<td></td>
<td></td>
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<tr>
<td><strong>Snapchat</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Video</strong></td>
<td>Make video</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td><strong>Event</strong></td>
<td>Preparation</td>
<td></td>
<td>Oct. 4th</td>
<td></td>
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## Big Plan: $9,850

<table>
<thead>
<tr>
<th>Media Type</th>
<th>Cost</th>
<th>Quantity</th>
<th>Dimensions</th>
<th>Time</th>
<th>Labor</th>
<th>Additional notes</th>
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<tbody>
<tr>
<td>CUMTD Bus Ads</td>
<td>$1,960</td>
<td>4 buses</td>
<td>144” x 30”</td>
<td>-</td>
<td>-</td>
<td>Street-side, cover all campus routes</td>
</tr>
<tr>
<td>Interior</td>
<td>$760</td>
<td>All 40’ and 60’ buses</td>
<td>17” x 11”</td>
<td>-</td>
<td>-</td>
<td>Busboard, cover all campus and community routes</td>
</tr>
<tr>
<td>Print</td>
<td></td>
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<td></td>
<td></td>
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<td>Flyers</td>
<td>$787.5</td>
<td>4,600</td>
<td>8.5” x 11”</td>
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<td>Dual-sided glossy flyers, Dixon Graphics, handed out on quad or apt. buildings</td>
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<td>Posters</td>
<td>$761.25</td>
<td>25</td>
<td>18” x 24”</td>
<td>2 hrs</td>
<td>3 - 5 people to put them up</td>
<td>Poster Print, custom-made with FedEx</td>
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<tr>
<td>Direct Mail</td>
<td>$1,660</td>
<td>5,000 stamps and postcards</td>
<td>4 1/4” x 6”</td>
<td>2 hrs</td>
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<td>Sent to secondary target market</td>
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<td>Multimedia</td>
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<td></td>
<td></td>
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</tr>
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<td>Facebook</td>
<td>Free</td>
<td>3 posts per week</td>
<td>-</td>
<td>33 hrs</td>
<td>1 - 2 people in charge</td>
<td>4 posts during month of October</td>
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<tr>
<td>Facebook Sponsored Post</td>
<td>$100</td>
<td>1</td>
<td>-</td>
<td>2 hrs</td>
<td>1 - 2 people in charge</td>
<td>Promote event specifically</td>
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<tr>
<td>Snapchat GeoFilter</td>
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<td>-</td>
<td>1000 PX x 1920 PX</td>
<td>2 hrs</td>
<td>-</td>
<td>For promotional event at the union</td>
</tr>
<tr>
<td>Video</td>
<td>Free</td>
<td>-</td>
<td>-</td>
<td>6 hrs</td>
<td>1 person to collaborate with CRTL V</td>
<td>2 min or less, accessible on McKinley Website and Facebook page</td>
</tr>
<tr>
<td>Promotional Event</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Submit request to reserve anniversary plaza Oct 4th</td>
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<tr>
<td>Space Request</td>
<td>$203</td>
<td>1</td>
<td>4” x 6”</td>
<td>1 hr</td>
<td>10 people to work event for all roles</td>
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<td>Custom-made from custonink.com</td>
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<td>Water Bottles</td>
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<td>5”</td>
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<td>$20 gift cards</td>
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<tr>
<td>Portfolios Giftcards</td>
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<td>-</td>
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<td>Dunkin’ Donuts Giftcards</td>
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<td>Target Giftcards</td>
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<td><strong>Total Cost</strong></td>
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<td>59 hours</td>
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## Small Plan: $5,603

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<th>Media Type</th>
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<th>Dimensions</th>
<th>Time</th>
<th>Labor</th>
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<tr>
<td>CUMTD Bus Ads</td>
<td>$1,960</td>
<td>4 buses</td>
<td>144&quot; x 30&quot;</td>
<td>-</td>
<td>2 people</td>
<td>Street-side, cover all campus routes</td>
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<td>Interior</td>
<td>$240</td>
<td>All 60+ buses</td>
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<td>Busboard, cover all campus routes</td>
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<td>Posters</td>
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<td>Sent to secondary target market</td>
</tr>
<tr>
<td>Multimedia</td>
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<td>Facebook</td>
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<td>-</td>
<td>33 hrs</td>
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<td>4 posts during month of October</td>
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<td>Facebook Sponsored Post</td>
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<td>Snapchat Geofilter</td>
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<td>1080 PX x 1920 PX</td>
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<td>For promotional event at the Union</td>
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<tr>
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<td>1 hr</td>
<td>10 people to work event for all roles</td>
<td>Submit request to reserve anniversary plaza Oct 4th</td>
</tr>
<tr>
<td>Banner</td>
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<td>4' x 6'</td>
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<td>Giveaways</td>
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<td>-</td>
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<td>Stickers</td>
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<td>Dunkin' Donuts Giftcards</td>
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<td>15</td>
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</table>

**Total Cost** | **$5,603** | **56 hours**
Thank You
Appendix

Sources:

https://www.pumtd.com/advertise
Dixon Graphics contact: Bruce Colravy
http://fedex.com/apps/printonline/#/preview?pid=0146669379538040144621832081640false%7C%7Cf%3D0
http://postcards.usps.com/
http://vistaprint.com/marketing-materials/postcards?couponAutoload=1&GP=02%2f20%2f2018-17%3a15%3a05&GPS=4862862657&GNI=1
www.inkhead.com/design/die-cut-handle-bag/5543/
https://www.customink.com/nbd/?PK=280700&SK=280700#/welcome
inprintcenter.com/syringe-pen.html
www.4inprint.com/product/118640-1/Citrus-Hand-Sanitizer-1-oz
www.4inprint.com/product/109513-MCR?gclid=EALaQjUbChMlhrqFvdiY2QlVYVe4ezCh2bdgSaLAqY1bEglw2vD_Bwf&gfeid=1&muid=1pla109513-MCR&ef_id=Wmkb3pAAMFwMyKb20180306215743s
Appendix

“McKinley is inconvenient to go there with his tight schedule.” - Bobby Knier

“It’s inconvenient location for students who are on the go.” - Nicolete Pullen

Key Quotes

“Some parents force their children to get flu shots at home to ensure that they actually get the flu shot.” - Haley Doyle

“As far as advertising, they’ve seen emails and banners for the flu shots. It’s never been enough to convince them to go.” - Molly Mehta
Appendix: Overloaded Olivia

UIUC Junior studying Business. Enjoys Yoga, cooking, and journaling

Morning:
- Wakes up and eats either cereal or scrambled eggs
- Likes to use this time to look through her LinkedIn profile
- Walks to the BIF for her Business Communications class
- Heads to the ARC for a yoga class

Afternoon:
- For lunch, Olivia eats a salad that she prepared the Sunday before
- Attends two more classes, checks social media while riding the bus
- Cooks dinner with her roommate

Evening:
- Works at the Undergraduate Library
- Attending Business Council meeting where she holds a leadership position
- Goes out with friends to Legends for “Ride the Rail” night
Appendix: Alert Aileen

53-year-old Illini mom, 5th grade teacher

Morning:
- Wakes up at 6:30 A.M. with clothes already laid out
- Turns on NBC and checks Facebook
- Makes chicken salad for herself and her husband

Afternoon:
- Patrols lunchroom to make sure all kids are included
- Prepares class for tomorrow

Evening:
- Goes to nearby farm-to-table restaurant (found on Facebook)
- Checks in with her daughter, Olivia, via text
- Watches travel series on Netflix with husband before bed
Appendix: Benchmark for Facebook

University of Wisconsin-Madison

1. Social Media
2. Incentives
3. Education
### Appendix

#### McKinley Health Center

<table>
<thead>
<tr>
<th>Features</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost-Effective Health Care</td>
<td>Affordable medical care allows students to spend their money on other things</td>
</tr>
<tr>
<td>Professional Staff</td>
<td>Students receive care from experienced doctors</td>
</tr>
<tr>
<td>On-Campus Location</td>
<td>Easily accessible for student body, faculty, and staff</td>
</tr>
</tbody>
</table>

#### McKinley Flu Shots

<table>
<thead>
<tr>
<th>Features</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walk-Ins Accepted</td>
<td>It can be done when you have free time</td>
</tr>
<tr>
<td>On-Campus Location</td>
<td>Easily accessible</td>
</tr>
<tr>
<td>Fast</td>
<td>Allows you to get on with your day</td>
</tr>
</tbody>
</table>