TopSpot strives to defy the industry standard of ‘good’ advertising. We pride ourselves in strong research and phenomenal creative execution.
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Goals

**Primary Goal:**

Reach $100K in donations by the end of December 2021

**Secondary Goal:**

Increase Facebook page follows by 50% by May 2021

Increase web traffic to https://cancer.illinois.edu/ by 40% by May 2021
Primary Target Audience: The Affluent Alum

Demographics

● 45-65 years old
● $300,000+ annual income
● Illinois Alum

Psychographics

● Makes an effort to donate to charity twice a month
● Donates to Goodwill every season
● Avid LinkedIn user
● Apart of various Facebook pages for the community
Secondary Target Audience: The Scientist

Demographics
- 45-60 years old
- Married
- Works as a Doctor, Researcher, Engineer, Scientist

Psychographics
- Is subscribed to various medical magazines and newsletters
- Has a network of other Doctor/Scientist friends
- Has been a part of international medical volunteer programs
“Hospitals are trying to create personalized medicine or precision medicine, and you have to think outside the box to create that… this is where research comes in. This is how you could highlight the cancer center at Illinois.”

Lisa Lippe
32 year grade school teaching veteran

“These ads do a great job of showing that the CCIL is at the technological forefront while also being appealing to look at.”

Barry Rosen
General Surgeon with Breast Cancer Focused practice
**Key Insight & Message**

**Insight:** With so many cancer nonprofits to donate to, the CCIL must highlight their unique technology focused position in order to stand out in the eyes of possible donors.

**Message:** CCIL is the only cancer center focused on tech-based research to proactively tackle cancer.
CREATIVE
Creative Concept

“Where Cancer Research Meets ___”

Next Generation Imaging
Technology for Precision Medicine
Engineered and Natural Model Systems
Trusted Researchers
Innovative Solutions
Trailblazing Technology

Our campaign is focused on the multifaceted aspects of the CCIL, and how the CCIL is becoming a key player in the cancer research landscape.
WHERE CANCER RESEARCH MEETS
NEXT GEN IMAGING

We are the match that sparks the fire.
Research is the key to
amazing cancer breakthroughs.
Here at the Cancer Center at Illinois
we are solely focused on
technologically advanced research
that better the community
by finding innovative solutions to
a multitude of cancer-related challenges.

For more info, visit: cancer.illinois.edu

Print ad with graphic. Small to medium amount of long form copy informing community about the CCIL's tech-driven work. It will include some of the examples of the CCIL's technological advancements, and will encourage readers to visit the website.

Dimensions: 4 7/8" x 6 13/16"
Direct Mail

Infographic that informs community members of the various tech-driven work that the CCIL does. It will also include donation envelope with a prepaid return address to encourage people to donate.

Dimensions: 8.5" x 12.6" (newsletter)
4" x 6" (card)
Native Ads

This will be featured on the bottom of a page as a recommended article. This aims to increase awareness and drive donations.

Dimensions: 300 x 346 px
The aim of display ads is to ultimately drive donations to the CCIL. We will do this through AppNexus and will display a creative headline and the same visual as our native ad.

Dimensions:
300 x 431 px (vertical)
720 x 139 px (horizontal)
Video

Tells a short story about how the CCIL is dedicated to cancer research that focuses on engineering and technology. Connects with audience on the difficulty of cancer as a disease and emphasizes how research can mean everything.

Dimensions: 1920 x 1080 px (YouTube Video Size)
Video

we're going to show you!

*“MUM” = means slide will be black screen w/ white type face for video

we firmly believe that amazing breakthroughs in cancer detection & treatment are only possible through great research.

that's where we come in.

people @ the CCIL

I Cancer Center at Illinois

Where cancer research meets engineering.

Learn more at cancer.illinois.edu

End of video spot

At the Cancer Center at Illinois we are dedicated to engineering focused research all year long.

*Ideally this will be followed by more pictures of people working @ the CCIL*

*Video/Images of People at the CCIL doing work*

*Ideally 4-5 pictures or action shots*
Headline copy with our graphic. Short copy in the caption that urges people to visit the website and donate.
**Twitter Ads**

**Cancer Center at Illinois**

@CancerCenterIL

At the forefront of the battle against cancer is research. At the CCIL, cancer research meets engineering.

12:36 AM - 13 Oct 2020

**WHERE CANCER RESEARCH MEETS NEXT GEN IMAGING**

Open

Where Cancer Research meets...
4.2 / 5.0 stars - 123 ratings

*Promoted*

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**Cancer Center at Illinois**

@CancerCenterIL

The Cancer Center at Illinois is making breakthroughs in engineering focused research.

2:36 PM - 12 Nov 2020

**WHERE CANCER RESEARCH MEETS QUANTUM DOT-BASED LIGHTING**

Open

Learn more about our trailblazing...
4.2 / 5.0 stars - 98 ratings

*Promoted*

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**Cancer Center at Illinois**

@CancerCenterIL

The only tech-based research center dedicated to improving cancer detection and treatment everyday.

3:45 PM - 8 Dec 2020

**WHERE CANCER RESEARCH MEETS DEEP MUTATIONAL SCANNING**

Open

Learn more about our groundbreak...
4.2 / 5.0 stars - 140 ratings

*Promoted*
Regular Facebook & Instagram Posts

More casual and consistent posting. Still focused on the main campaign, but also highlighting the day to day functions and news at the CCIL.

Dimensions: 1200 x 630
1080 x 1080
Regular LinkedIn Posts

Cancer Center at Illinois
328 followers
Promoted

We are hard at work focusing on new ways to detect and treat cancer. Without our engineers we would not be able to achieve the amazing work we have thus far. Learn more at https://cancer.illinois.edu/

Dimensions: 1200 x 1200 (desktop)
1200 x 628 (mobile)

Cancer Center at Illinois
328 followers
Promoted

Cancer compound originating from the University of Illinois scientists leads to major licensing deal. This deal will give Bayer the exclusive rights to develop the compound, called ERSO, as a cancer therapy. Learn more at https://cancer.illinois.edu/

Cancer Center at Illinois
328 followers
Promoted

Groundbreaking breast cancer research inspired by cancer survivors and advocates! This research was also heavily influenced by our Cancer Research Advocacy Group (CRAG) Learn more at https://cancer.illinois.edu/

Short text and photo relating to the current happenings at the CCIL. Posted on a frequent basis.
Implement Google AdWords and SEM strategy through back end coding. This will increase website visits by ranking the CCIL's site higher on search engine platforms.
MEDIA
Our year-long campaign is split up into two phases. The first phase will target both the “Affluent Alum” and “The Scientist” with the goal of increasing CCIL web page visits and Facebook page follows. Phase 2 is set to run the remainder of the year, targeting just the “Affluent Alum” with the goal to increase donations. Throughout phases one and two we will utilize a variety of traditional and nontraditional to first raise awareness about the CCIL and then, most importantly garner $100K in donations by December 2021.
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<th>Jan</th>
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BUDGET: BIG PLAN
$19,532
<table>
<thead>
<tr>
<th>Channel</th>
<th>Budget</th>
<th>Hours</th>
<th>Notes</th>
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</thead>
<tbody>
<tr>
<td>Magazine</td>
<td>$3,402</td>
<td>8-10 hours creating ad</td>
<td>4 7/8” x 6 13/16”; ½ page ad featured twice in the Illinois Alumni Magazine; once in January and once in April</td>
</tr>
<tr>
<td>Direct Mail</td>
<td>$1,150</td>
<td>10-12 hours designing graphic and mailing ads</td>
<td>Reach 1,000 recipients; 4 x 6 postcard with infographic and donation slip; Utilize Alumni association mailing list; Send at the end of Nov</td>
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<tr>
<td>Programmatic Display</td>
<td>$1,400</td>
<td>6-10 hours creating ad</td>
<td>300 x 431 px (vertical); 720 x 139 px (horizontal); Remarketing tactic</td>
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<td>Native</td>
<td>$2,400</td>
<td>6-10 hours creating ad</td>
<td>1.91:1 image ratio; High CTR: 0.2% avg.</td>
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<td>Facebook (Paid &amp; Owned)</td>
<td>$2,300</td>
<td>20-25 hours to film and edit video &amp; 2 hrs/week creating posts and monitoring account</td>
<td>1-2 posts/week; 60-90 sec video</td>
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<tr>
<td>Twitter (Paid &amp; Owned)</td>
<td>$1,800</td>
<td>2 hrs/week creating tweets and monitoring account</td>
<td>2-3 tweets/week; 60-90 sec video</td>
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<td>Linkedin (Paid &amp; Owned)</td>
<td>$1,080</td>
<td>2 hrs/week creating posts and monitoring account</td>
<td>1 post/week; 60-90 sec video</td>
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<td>Instagram (Owned)</td>
<td>$0</td>
<td>2 hrs/week creating posts and monitoring account</td>
<td>1 post/week; 1:1 pictures with interactive captions</td>
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<tr>
<td>SEM</td>
<td>$6000</td>
<td>8-10 hrs brainstorming and inputting keywords</td>
<td>Keyword ideas: cancer research; cancer nonprofit; cancer technology, cancer causes, cancer philanthropy</td>
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BUDGET: SMALL PLAN
$11,351
<table>
<thead>
<tr>
<th>Channel</th>
<th>Budget</th>
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<tbody>
<tr>
<td>Magazine</td>
<td>$1,701</td>
<td>8-10 hours creating ad</td>
<td>4 7/8&quot; x 6 13/16&quot;; ½ page ad featured in the Illinois Alumni Magazine in January</td>
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<td>Direct Mail</td>
<td>$1,150</td>
<td>10-12 hours designing graphic and mailing ads</td>
<td>Reach 1,000 recipients; 4 x 6 postcard with infographic and donation slip; Utilize Alumni association mailing list; Send at the end of Nov</td>
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<td>Programmatic Display</td>
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<td>Native</td>
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<td>6-10 hours creating ad</td>
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<td>Facebook (Paid &amp; Owned)</td>
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<td>20-25 hours to film and edit video &amp; 2 hrs/week creating posts and monitoring account</td>
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<td>Twitter (Paid &amp; Owned)</td>
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<td>$3000</td>
<td>8-10 hrs brainstorming and inputting keywords</td>
<td>Keyword ideas: cancer research; cancer nonprofit; cancer technology, cancer causes, cancer philanthropy</td>
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WHERE THE CANCER CENTER AT ILLINOIS MEETS...

Cancer Center at Illinois
UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN

TOPSPOT AGENCY
Thank You,
Any Questions?