





Meet The Team



Natalie Ang
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Copywriter



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Research Director



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Strategist



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Media Planner

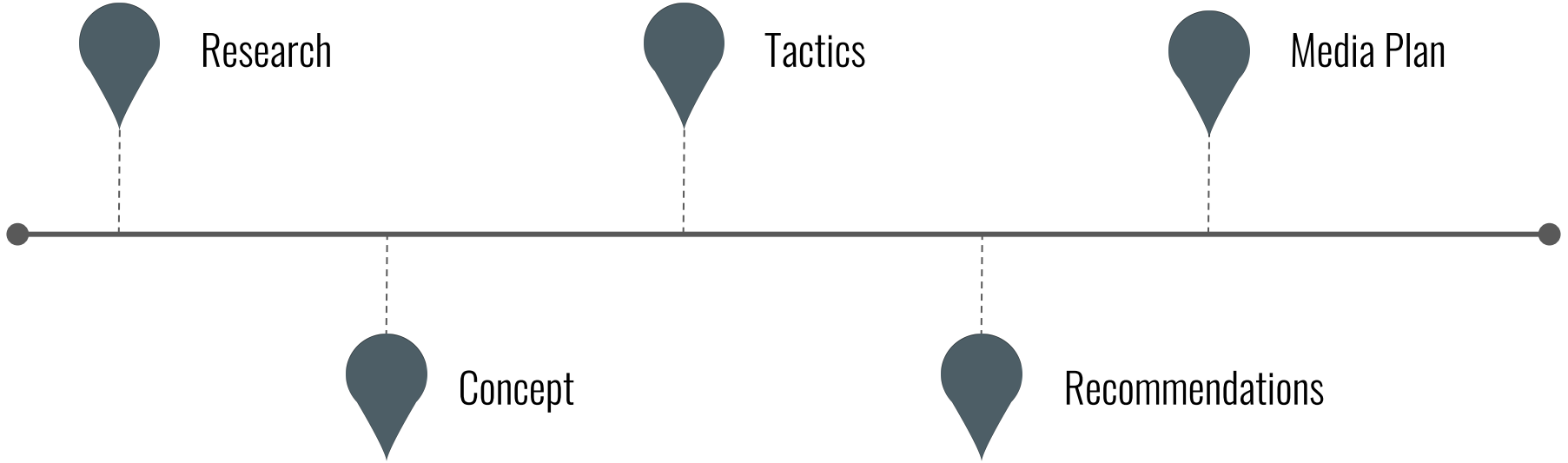


Talia Wertico
Creative Director
Art Director





Agenda





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



Overloaded Olivia

- Taking 16-18 Credit hours
- Involved in multiple clubs/has part-time job
- Planning for future

Secondary

Working Illini Moms



Alert Aileen

- 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





Key Insight

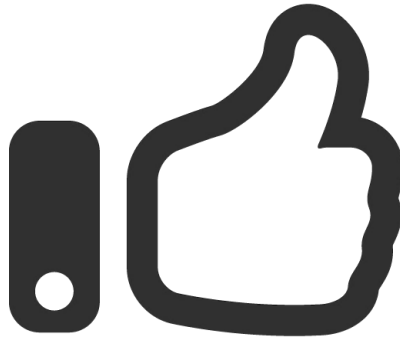
Convenience plays one of the largest factors in receiving the flu shot, and plenty of students attribute **laziness** to not getting a flu shot





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.

YOU CALL THE SHOTS

Getting the flu is easy. Getting the flu shot is easier.

With convenient locations like Grainger Library, the BIF and the ARC, getting your free vaccination is almost as easy as getting it on your couch.

Don't let the flu get to you:
Visit mckinley.illinois.edu/fluclinic for more information

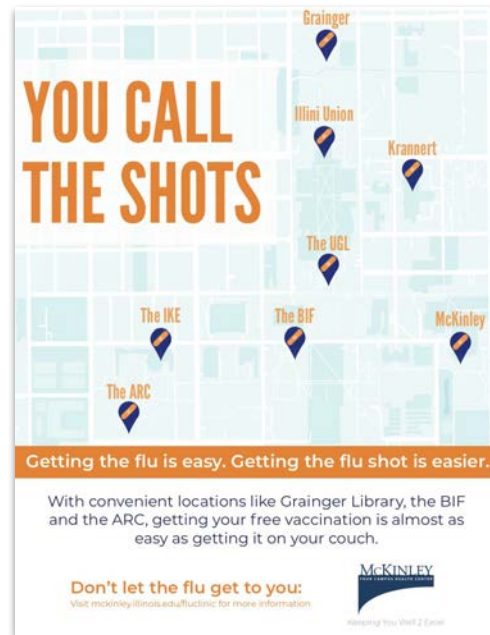
McKINLEY
THE CAMPUS HEALTH CENTER
Keeping You Well 2 Excel





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

YOU CALL THE SHOTS

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Don't let the flu get to you:
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SEPTEMBER OCTOBER NOVEMBER

MCKINLEY
UNIVERSITY

©2013 McKinley University





Market Research

“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

YOU CALL THE SHOTS

Locations marked on the map: Grainger, Mini Union, Kraannert, The UGL, The IKE, The BIF, McKinley, and The ARC.

Getting the flu is easy. Getting the flu shot is easier.

With convenient locations like Grainger Library, the BIF and the ARC, getting your free vaccination is almost as easy as getting it on your couch.

Don't let the flu get to you:
Visit [mckinley.ilinois.edu/flu](#) for more information

Calendar showing dates for flu shots from 10/1 to 11/15.

McKINLEY





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






Aileen Williams


7452 Springfield Ave


Highland Park, IL 60035


Take it easy, we've got it from here.

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

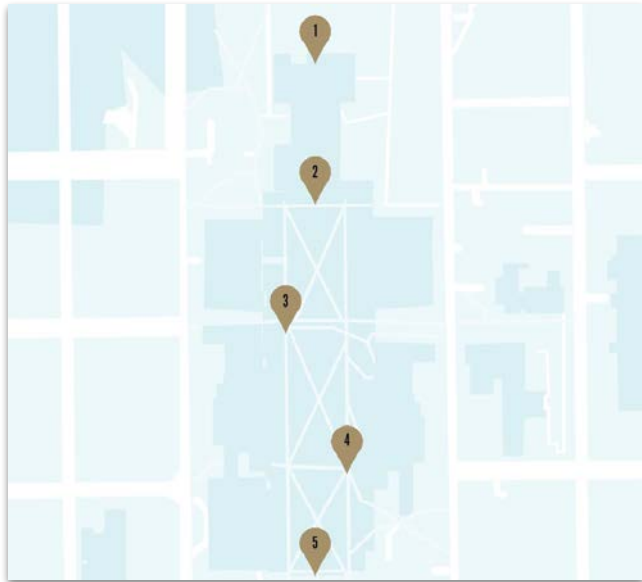
McKinley Swag





Event Flyers

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



You Call The Shots
Get flu shot. **Win prizes.** It's that easy.
Anniversary Plaza • 10.04.18 • 11 AM - 4 PM

MCKINLEY
YOUR CAMPUS HEALTH CENTER
Keeping You Well 2 Excel

TEU FIGHTERS



Event Giveaways

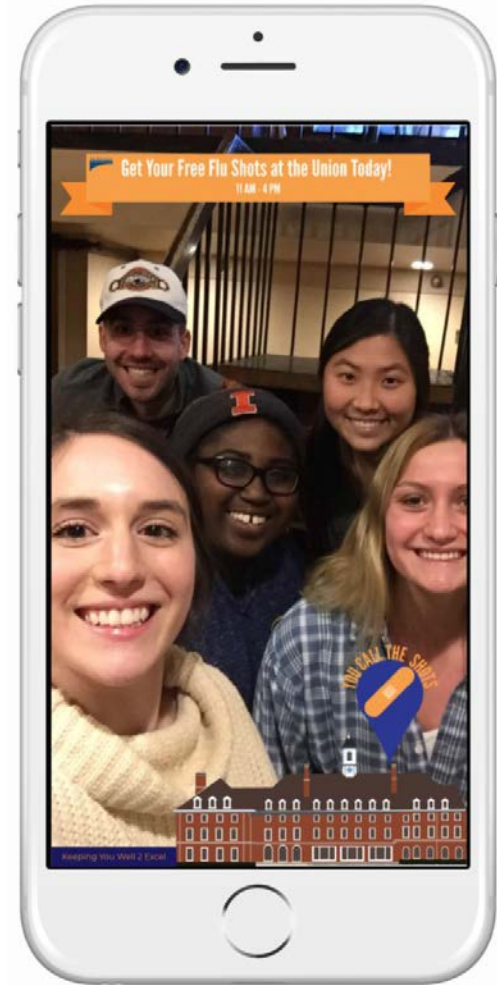
- Hand Sanitizer: 1 oz
- Stickers: 3" x 3"
- Syringe pens: Orange and Blue
- Water Bottle: 20 oz
- Gift Cards to Target, Dunkin' Donuts and Portillos





Geofilter

- 1080 pixels x 1920 pixels
- Location fixed to Illini Union
- Submit design to [Snapchat.com/create](https://www.snapchat.com/create)
- Students at event can use the geofilter





Video: Storyboard (45 Second Length)



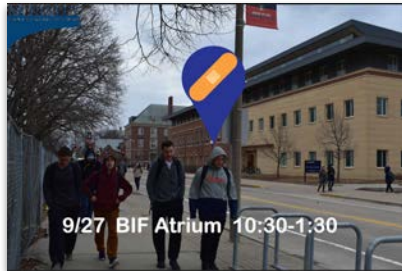
Fade in: McKinley building in background
Text: This flu season, you call the shots.
VO: With locations around campus, it is easier than ever to get a flu shot



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 shot schedule” “You call the shots”
End video: Fade out





Video Sample





Recommendation: Facebook

McKinley Health Center
Friday at 7:55am · 🌐

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

McKinley Health Center
Monday at 11:22am · 🌐

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.

McKinley Health Center

Home
About
Photos
Reviews
Job Search Videos
Videos
Twitter
Pinterest
Instagram feed
Events
Posts
Notes
Community

Like Follow Recommend ...

Send Message

Search for posts on this Page

McKinley Health Center
Friday at 7:55am · 🌐

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

Write a comment ...

Visitor Posts

Taylorae Rae
January 31 at 8:30pm 🌐

📍 Pekin IL opening
<https://www.facebook.com/bridgewaycreating-solutions/posts/7763990640319726>

Like · Comment

Asia Culture
January 16 at 5:06pm 🌐

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

The screenshot shows a Facebook event page for 'Flu Shots @ Quad'. The event is scheduled for Thursday, October 4, 2018, from 11 AM to 4 PM at Anniversary Plaza. It is a private event hosted by McKinley Health Center. The page features a promotional graphic with the text 'You Call The Shots' and 'Getting the flu shot. Win Prizes. It's that easy.' Below the event details, it shows 978 people going and 592 people interested. A description at the bottom encourages participation for prizes like gift cards, hand sanitizers, and water bottles.

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

The screenshot shows the Facebook profile page for McKinley Health Center. The profile includes a cover photo with a map of 'The IKE' and a location pin. The page features two event posts. The first post is for 'McKinley Flu Shot Outreach' at Ikenberry Commons Lobby, scheduled for Wednesday, October 3 (11am-2pm & 6pm-8pm) and Friday, October 9 (11am-2pm & 6pm-8pm). The second post is for 'Flu Shots on the Quad' at Anniversary Plaza, scheduled for Thursday, October 4 (11am-4pm). Both posts include promotional graphics and descriptions of prizes.

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

McKinley Health Center

Medical Services | **Flu Clinic** | Pharmacy | New Students | Fees | Health Education | About | Contact

Search the site... **SEARCH**

Flu Clinic

FLU SHOTS AVAILABLE - STARTING SEPTEMBER 17, 2018

Beginning Monday, September 17th, 2018, flu shots will be available from 10 am to 4:30 pm, Monday-Friday (see building hours) at McKinley Health Center for benefit of eligible Students, State Employees and Retirees. Furthermore, we have up to 21 different outreach locations all around campus/town for your convenience. Refer to our calendars on the right for the exact dates and times for each location.

OUTREACH LOCATIONS INCLUDE:

- Acacia Fraternity House
- ACES/Agricultural, Consumer and Educational Sciences - Heritage Room
- ARC/Activities Recreation Center - Atrium
- Beckman Institute - Room 1003
- BIF/Business Instructional Facility - Atrium
- Bromley Hall - Lobby
- College of Education - North Lobby
- College of LAS/Lincoln Hall - Marble Staircase
- Grainger Library - 1st Floor West
- HERE Apartments - Lobby
- Illini Union - Room 104
- Krannert Center for the Performing Arts - Lobby
- LAR/Lincoln Avenue Residence Hall - Landing
- Newman Hall (6th and Armory) - Sweetland Room
- The IKE/Kenberry Commons - Lobby
- TriDelta Sorority House
- UGL/Undergraduate Library - Reference Area
- Veterinary Medicine - Atrium
- Veterinary Medicine - Large Animal Clinic
- West Quad - Lobby

NEW Follow our Facebook Page for updates on our Flu Clinic Events.

CHAMPAIGN MIDTOWN CAMPUSTOWN

SEPTEMBER

OCTOBER

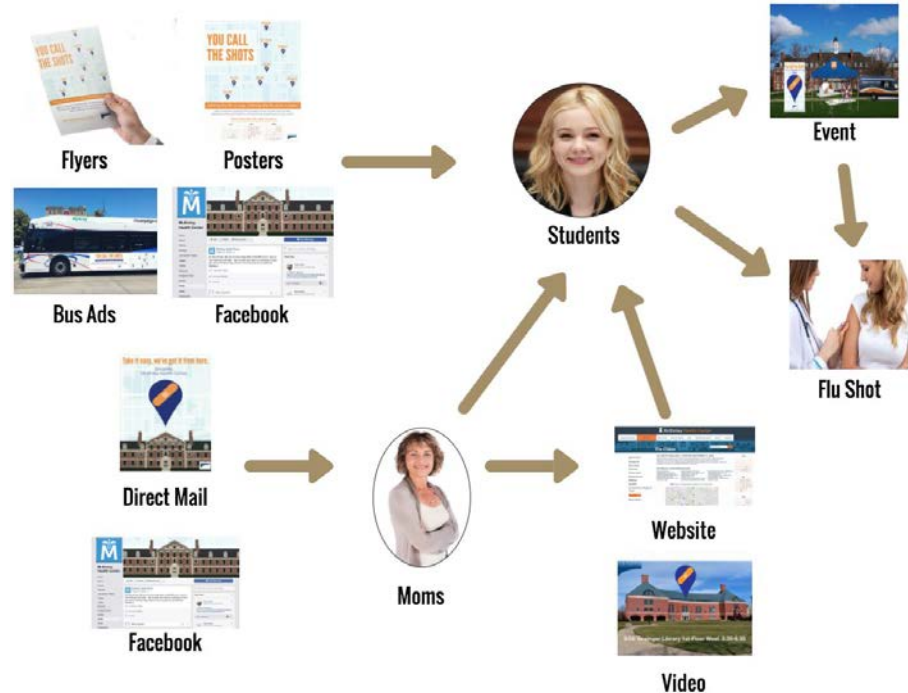
NOVEMBER





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

	September				October				November				December			
	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4
	MTD Buds Ads					[Grey bar spanning Oct W1 to Nov W4]										
Flyers			Give out on Quad 1 day per week (big plan only)													
Posters	Post			Post			Post					Post				
Direct Mail			[Pink bar]													
Facebook	Make page		3x per week		4x per week				3x per week							
Snapchat					Event Oct. 4th											
Video	Make video		[Purple bar spanning Sep W3 to Dec W4]													
Event	Preparation				Oct. 4th											





Big Plan: \$9,850

	Media Type	Cost	Quantity	Dimensions	Time	Labor	Additional notes
CUMTD Bus Ads	Exterior	\$1,960	4 buses	144" x 30"	-		Street-side, cover all campus routes
	Interior	\$750	All 40' and 60' buses	17" x 11"	-		Busboard, cover all campus and community routes
Print	Flyers	\$787.5	4,500	8.5" x 11"	6 hrs		Dual-sided glossy flyers, Dixon Graphics, handed out on quad or apt. buildings
	Posters	\$761.25	25	18" x 24"	2 hrs	3 - 5 people to put them up	Poster Print, custom-made with FedEx
	Direct Mail	\$1,880	5,000 stamps and postcards	4 1/4" x 6"	2 hrs		Sent to secondary target market
Multimedia	Facebook	Free	3 posts per week	-	33 hrs	1 - 2 people in charge	4 posts during month of October
	Facebook Sponsored Post	\$100	1	-	2 hrs	1-2 people in charge	Promote event specifically
	Snapchat Geofilter	\$35	-	1080 PX x 1920 PX	2 hrs		For promotional event at the union
	Video	Free	-	-	5 hrs	1 person to collaborate with CRTL V	2 min or less, accessible on McKinley Website and Facebook page
Promotional Event	Space Request	Free	-	-	1 hr	10 people to work event for all roles	Submit request to reserve anniversary plaza Oct 4th
	Banner	\$203	1	4' x 6'	-		Custom-made from fedex.com
	Flyers	\$525	3,000	8.5" x 11"	-		Dual-sided glossy flyers, Dixon Graphics
Giveaways	Stickers	\$200	2,000	3" x 3"	1 hr		Custom-made at the School of Art and Design, 10 cents each
	Water Bottles	\$286	100	20 oz	-		Custom-made from customink.com
	Hand Sanitizer	\$198	100	1 oz	-		Custom-made from 4imprint.com
	Syringe Pens	\$105	100	5"	-		Custom-made from imprintcenter.com
	Portillos Giftcards	\$1,000	50	-	-		\$20 gift cards
	Dunkin' Donuts Giftcards	\$500	50	-	-		\$10 gift cards
	Target Giftcards	\$500	25	-	-		\$20 gift cards
Activity	Spin Wheel	\$160	1	14"	5 hrs		Custom-made at 4imprint.com
	Total Cost	\$9,850			59 hours		





Small Plan: \$5,603

	Media Type	Cost	Quantity	Dimensions	Time	Labor	Additional notes
CUMTD Bus Ads	Exterior	\$1,960	4 buses	144" x 30"	-	2 people	Street-side, cover all campus routes
	Interior	\$240	All 60' buses	17" x 11"	-		Busboard, cover all campus routes
Print	Flyers	\$392.75	2,200	8.5" x 11"	3 hrs	3 - 5 people to put them up	Dual-sided glossy flyers, Dixon Graphics, distributed to apt. buildings
	Posters	\$326.25	15	18" x 24"	2 hrs		Poster Print, custom-made with FedEx
	Direct Mail	\$940	2,500 stamps & postcards	4 1/4" x 6"	2 hrs		Sent to secondary target market
Multimedia	Facebook	Free	3 posts per week	-	33 hrs	1 - 2 people in charge	4 posts during month of October
	Facebook Sponsored Post	\$50	1	-	2 hrs	1-2 people in charge	Promote event specifically
	Snapchat Geofilter	\$35	-	1080 PX x 1920 PX	2 hrs		For promotional event at the Union
	Video	Free	-	-	5 hrs	1 person to collaborate with CRTL V	2 min or less, accessible on McKinley Website & Facebook page
Promotional Event	Space Request	Free	-	-	1 hr	10 people to work event for all roles	Submit request to reserve anniversary plaza Oct 4th
	Banner	\$203	1	4' x 6'	-		Custom-made from fedex.com
	Flyers	\$155	1,000	8.5" x 11"	-		Dual-sided glossy flyers, Dixon Graphics
Giveaways	Stickers	\$200	2,000	3" x 3"	1 hr		Custom-made at the School of Art and Design, 10 cents each
	Water Bottles	\$286	100	20 oz	-		Custom-made from customink.com
	Syringe Pens	\$105	100	1 oz	-		Custom-made from imprintcenter.com
	Portillos Giftcards	\$200	10	5"	-		\$20 gift cards
	Dunkin' Donuts Giftcards	\$150	15	-	-		\$10 gift cards
	Target Giftcards	\$200	10	-	-		\$20 gift cards
Activity	Spin Wheel	\$160	1	14"	5 hrs		Custom-made at 4imprint.com
Total Cost		\$5,603			56 hours		



Thank You





Appendix

Sources:

<https://www.cumtd.com/advertise>

Dixon Graphics contact: Bruce Colravy

<http://fedex.com/apps/printonline/#!preview/pid%3D1466693799380%401446218320816%40false%7C%7CisUF%3D0>

<http://postcalc.usps.com/>

<http://vistaprint.com/marketing-materials/postcards?couponAutoload=1&GP=02%2f20%2f2018+17%3a15%3a05&GPS=4862862657&GNF=1>

<http://fedex.com/us/office/banner-printing-beta.html>

www.inkhead.com/design/die-cut-handle-bag/5543/

<https://www.customink.com/ndx/?PK=280700&SK=280700#/welcome>

imprintcenter.com/syringe-pen.html

www.4imprint.com/product/118640-1/Citrus-Hand-Sanitizer-1-oz

www.4imprint.com/product/109513-MCR?gclid=EA1a1QobChMlhrqFvdjY2QlV4ezCh2bdg5aEAQYAiABEzJw2vD_BwE&gfeed=1&mkid=1pla109513-MCR&ef_id=Wmkb3gAAAMRwMyKh:20180306215743:s





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

Free & Fast!
Flu shots for students
Do your part, protect yourself and others
IT'S A BIG DEAL
 Visit uhs.wisc.edu/flu for dates | times | locations

1. Social Media

University Health Services at UW-Madison
 November 3, 2017 · 🌐

We are drawing the winning name for a \$25 Amazon gift card TODAY at 4:30pm! Drop in to UHS's 6th Floor Green Clinic and get your flu shot for a chance to win - only 8 hours left!

2. Incentives

University Health Services at UW-Madison
 December 13, 2017 · 🌐

Why it is so important to make your appointment to get your FREE flu shot at UHS today! <https://www.uhs.wisc.edu/medic.../common-student-concerns/flu/>

Why You Need the Flu Shot Every Year
 You probably know you need a flu shot every flu season, but here's why — and why it's so important.
 NYTIMES.COM

3. Education





Appendix



McKinley Health Center

Features

Cost-Effective Health Care

Professional Staff

On-Campus Location

Benefits

Affordable medical care allows students to spend their money on other things

Students receive care from experienced doctors

Easily accessible for student body, faculty, and staff

McKinley Flu Shots

Features

Walk-Ins Accepted

On-Campus Location

Fast

Benefits

It can be done when you have free time

Easily accessible

Allows you to get on with your day

