

4-Sure *4sCi4sCi*
Conceptual Innovations



The James Madison University Health Center
Advertising Plan - Fall 2001

“We’re more than just salt...”

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We're More Than Just Salt...

Company Name: University Health Center,
James Madison University
Date: Fall 2001

I. Executive Summary

- A. Using a bottom-up marketing strategy, we have picked one tactic (*using the appropriate tone, both **humorous and serious**, in **eye-catching style**, to advertise to college students in a manner that they can most easily relate to*) to implement our marketing strategy (*using the most effective and unconventional media*).

With this plan, we anticipate the desired marketing results of an **enhanced awareness** of the UHC, **effective promotion** of services, and a **positive image change**.

According to our SWOT Analysis of UHC image and operations, we will exploit the **strengths** (*the professional doctors and nurses employed, the free benefits, and the full extent of all services*), we will improve the image of the **weaknesses** (*the image of a free for all Advil distributor*), we will use all channels of **opportunity** (*specific advertising for freshman students, RAs, advertising in unconventional places*), and we will diminish the power of external **threats** (*competition*).

B. Our advertising **objectives**;

- To *change the image* of the UHC that exists in the minds of current students. To *present* a professional and welcoming image in the minds of incoming freshman students.
- To make every member of the Target Market *aware* of the full extent and long list of services provided by the UHC.
- To *promote* the location of the UHC.
- To *encourage* the Target Market to use the UHC more frequently, and for every need that the UHC can satisfy.
- To *create a conviction and give direction* to the desire for the services of the UHC.
- To *cause action* within the Target Market, and to get them in the door!
- To diminish the fear & shame factor that is associated with victims seeking help from an outside source.

C. Our advertising **strategies**;

- To use proven effective media (posters, table tents, the website) along with unconventional media (shower hangers, CD-Rom supplement, window/mirror clings)
- To use a humorous and serious tone that the college culture will be attracted to, and understand.
- To use a concept designed for college students, and peripheral target markets that will gain attention.
- To pulse the advertising campaign at frequented times, most of which are allocated around the college students yearly schedule.

- D. The budget for this campaign is questionable, and therefore we aim to use the same amount of money that is already allotted for UHC advertising, and to use it in a more effective way.

II. Situation Analysis

A. Company's current **marketing dilemma**: *Awareness of location and full range of services*

1. Business information
2. Description of services: Referrals, support, counseling, basic first aid resource, literature, health promotion programs and health education.
 - a. General description of market served: Students, faculty, victims, survivors, and secondary victims, pre-victims/those at risk.
 - b. Competition: Their own past reputation, conceptions (bad image) and association with Rockingham Memorial Hospital.
3. Consumer service process: Receptionist and brochure rack.
4. Distribution: Table tents, wellness passports and satellite location.
5. Implications of research: Survey given to 50 random people (see Appendix A for a copy of the survey) Results found include; a negative image of the health center ("*all they do is give out aspirin*"), location problems ("*I've never really been there*"), rumors of misdiagnosis, just referrals (when the patient was looking for direct health care), pleasant atmosphere ("*The staff was welcoming, but they weren't very helpful*")
6. Communications history: Problem with communication as a bad image. The thought that they, "only give out Tylenol and Claritin..." They are known through table tents, programs, and tables at events, newspaper ads, giveaways and freshman packets.

B. **Target market** description:

1. Market segments identified: Groups identified through research.
2. Primary market: Students and RA's and victims.
3. Secondary market: Faculty, secondary victims and volunteers.
4. Market characteristics: Undergraduates – 13,824, Graduates – 609, Special – 528 = Total – 14, 961. Full-time – 13,850, Part-time – 1,111. Male – 42%, Female – 58%. In state – 71%, out of state – 29%, minority – 10%, African American – 4%. Residential population 5,776, off-campus – 9,184. Full-time graduates – 43%. Full-time faculty, administrative and class staff – 2,017. Average faculty salary - \$57,407 a year. (cited)
 - a. **Geographic**: Harrisonburg area and JMU students.
 - (1.) Climate: Mid-Atlantic, seasonal weather changes, Shenandoah Valley.
 - (2.) Density: College campus/semi-urban
 - b. **Demographic**: Ages- 18-22. Sex – male and female. Mostly no families. Young, single, married and divorced.
 - (1.) Income: \$0, supported students, students with jobs and faculty. Probably most clients will be of no or low income.
 - (2.) Occupation: Students, professionals, faculty, staff, RA's, health educators and group leaders.
 - (3.) Education: Some high school and higher.
 - (4.) Religion: All religions, campus is multi-cultural.
 - (5.) Race: All races.
 - (6.) Nationality: All nationalities.
 - c. **Psychographic**: Society consists of upper middle class. Usually includes the weak, sick, homesick, victimized and scared. Many have

minimal resources, low self-confidence. Also included are students, faculty, staff, RA's, clubs and organizations.

- d. **Behavioral:** unpredictable, seeking help, looking for direct assistance.

C. Marketing **objectives:**

1. Need-satisfying objectives: Need programs, help, medical, mental, counseling, direction, direction for friends, medication, referrals, hope, security, comfort and better health.
2. Long and short term sales target objectives:
 - a. Short term: Awareness, informing people where they are located and what they do.
 - b. Long term: Improve the image.

D. Marketing **mix:**

1. Product: Medical needs and services, referral, counseling and programs.
2. Price: Free to students – minimal fee for some things. It's included in tuition.
3. Place: JMU, off-campus and school circulated.
4. Promotion: Integrated Marketing Communications – face to face contact between the UHC employees and the students/faculty.

E. Intended **role of advertising** in the communications mix

1. Role: Mostly the UHC is only noticed when they participate in events and services. And to bring in more needy students to use their resources.
2. Goal: To help out the image, provide and increase awareness, break the fear factor with the UHC and to spread the "word" to students.

III. Advertising Objectives

- A. Primary or Selective demand: Primary demand, demand for the entire service
- B. Direct or Indirect action: An integration of direct and indirect action
- C. Objectives stated in terms of:
 1. *Advertising pyramid:* We are starting at the bottom with awareness as our #1 goal. The other elements come from an outside source.
 2. *Purchase behavior:* Once awareness is established, the clients use of the service will mainly be determined by outside sources, such as victimization or concern over a specific health problem.

IV. Advertising (Creative) Strategy

- A. **Service Concept:** We are emphasizing the modernity, confidentiality, professionalism and open-mindedness of the service.
 1. *Life Cycle:* stimulates growth and awareness of maturity
 2. *Kim-Lord grid purchase decision position:*
 - a. Learn-feel-do method
 - b. High think and High feel involvement
- B. **Target Audience:**
 1. Detailed description:
 - a. The target audience is the JMU community, whereas the target market is the percentage of the audience who has a reason to seek such service, either for past, present, or future incidents.
 - b. *Prospective User Influences:* the center offers options not directions, peers and professionals, caring environment etc.

- c. *Benefits Sought/ Ad appeals*: health, healing, recovery... confidentiality, comfort, and convenience
 - d. *Demographics*: consistent with those of the JMU student body
 - e. *Psychographics*: often victims, confused, fearful, insecure, and feel not in control, and sometimes in denial
 - f. *Behavioristics*: unpredictable, seeking help
2. Prioritization of Target Audiences:
- a. *Primary*: freshmen, victims
 - b. *Secondary*: RA's, faculty and secondary victims
 - c. *Supplementary*: Those seeking help with programs, research and parents of students

C. Communications Media:

- 1. Definition of Media Objectives:
 - a. *Reach*: all students, on and off campus as well as faculty
 - b. *Approach*: Pulsing - for trend times such as the beginning of the year (freshman awareness), and spring break. Down time - summer break.
- 2. Determination of which media reach the target audience best:
 - a. Media:
 - (1). Posters
 - (2). Shower hangers
 - (3). CD-ROM (interactive)
- 3. Availability of media to purchase patterns:
 - a. On buses (off campus residents), and other places around campus students frequent
 - b. Shower hangers and posters in the bathroom are in sync with the idea that this is a personal and private issue and the shower or a bathroom stall is a private area, especially in a resident hall

D. Advertising Message:

- 1. Copy elements:
 - a. Humor (you're either (this) or your (that), both of which we can help you with)
 - b. Serious (on the road of life...) art school competition
 - c. "We're more than just aspirin" (college paraphernalia)
- 2. Art Elements: the art will illustrate the essence of the copy as well as show the logo and give each ad a unique look, yet be recognizable as one of a series.
- 3. Production Elements
 - a. Mechanical Considerations in producing the print ads
 - (1) Color
 - Print- RGB
 - Shower hangers- one color
 - CD ROM- RGB
 - (2) Size
 - Print- 11"x17"
 - Shower hangers- 10"x3"
 - CD ROM (standard size)
 - (3) Style
 - Print- text and pictures
 - Shower hangers- text
 - CD ROM- text and graphics
 - b. Production values sought
 - (1). Typography- fonts available in programs
 - (2). Printing- print posters, logo etc on shower hangers
 - (3). Photography/illustration- pictures and logo supplied
 - (4). Electronic effects- use of Flash for CD ROM

IV. V. The Advertising Budget

A. Impact of marketing situation on method of allocation

1. New or old product: This is relatively older service; the Office of Health Promotion has been running for 15 years.
2. Primary demand curve for product class: The demand varies throughout the year - typically higher after Spring Break, lower during the fall semester. Those in charge of the Women's Resource Center would like the demand for their service to be higher.
3. Competitive situation: There is the competition between students choosing to use the services and not using them. Students could also go to the Harrisonburg police or the Rockingham Memorial Hospital rather than the UHC or OSAP.
4. Marketing objectives and strategy:
 - a. Objectives
 - (1). Need-Satisfying objectives- to provide more information on the location and types of services given.
 - (2). Sales-target objectives- not relevant, no sales.
 - b. Strategy
 - (1). Selecting target market- college students (both male and female), primary victims, secondary victims, faculty
 - (2). Positioning the service- "What the service does and who it is for."
 - (3). Determining the marketing mix- product (in this case a service), price (not applicable), distribution (where to advertise) and communications (what media to advertise with).
5. Profit or growth considerations: There will be no profit gained. However, there is room for growth in the number of people receiving the services and also room for an increase in advertising.
6. Relationship of advertising to sales and profits: There will be no sales or profit with these types of services. We will be able to tell if there will be a relationship between the amount of advertising and the number of students taking advantage of the services.

B. Method of Allocation: not applicable at this moment.

STUDENT SURVEY
University Health Center, James Madison University

*Please answer the following questions to the best of your knowledge.
We appreciate your honesty, thank you.*

1. What kind of image do you think the Health Center has?
2. How do you feel that image could best be improved?
3. Have you ever used the Health Center (or the Women's Resource Center, the Office of Sexual Assault and Substance Abuse)? ...and if so, were you pleased with your experience?
4. What is one reason why you would not go to the Health Center?
5. Would humor in an ad for the Health Center seem offensive to you?
6. What kind of advertising around campus catches your attention?

Rank the different types of ads based on their effectiveness of reaching students like yourself;

- Flyers handed out on the commons
- Table tents on the tables in D-Hall
- Posters on corkboards in buildings, residence halls
- Organization logos on freebies
- Commercials on WXJM
- Flyers in the mail
- Posters at a bus stop, or in the bus itself
- Sponsors of various shows on campus

7. What is the most effective ad campaign on campus right now?