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MARKETING

Independent Thinking For Business Growth.



CASE STUDY : CDC's Injury Research Agenda Makes Good Impressions

Challenge

The Center for Disease Control Injury Research Agenda was developed with extensive input from academic research centers, national nonprofit organizations, and other federal agencies with a stake in injury prevention. The Agenda was originally published in 2002 and updated by CDC's National Center for Injury Prevention and Control (NCIPC).

A strategic marketing and sustainability plan detailed ways the Agenda could best be promoted and used by its target audience and stakeholders; however, NCIPC needed to understand the best ways to raise awareness of the Injury Prevention Research Agenda through promotion in select academic journals on a limited budget.

In addition, NCIPC needed to understand how and where to continue ad placements in academic journals over time without experiencing "ad burnout".

CDC contracted Jamison Professional Services, Inc. (JPS) to get the job done. JPS turned to its marketing partners Maveryck Marketing Group, LLC and Clear Communication Solutions, LLC to implement the strategy and function as the project delivery team (PDT).

Solution

The PDT presented various strategies for ad placement to NCIPC. Some strategies included varied ad sizes, ad vehicles and ad frequencies in targeted print and online journals. The PDT also presented best solutions on ad messaging, images and performance measurement.

Results

Armed with years of experience and knowledge of industry trends and practices, the PDT implemented the best advertising mix which included some print but mostly online journals. Ad sizes for print journals were consistently placed at ½ page full color, while online ads held only leader board positions. Being able to reach a higher number of the target market online, heavy emphasis was placed on digital ads.

As a result of expert negotiations, ads ran for a minimum of one month and a maximum of one year with the PDT negotiating cost down to approximately 50% of the project's total advertising budget! Online ad impressions originally targeted at 400,000, delivered approximately 1,800,000 online impressions and what was initially thought to run 3-6 months, ended with ads running, long after the contract was over.

In addition to exceeding deliverables and expectations, the PDT left NCIPC with a 65-page report which included viable recommendations for advertising continuity to expand visibility of the Research Agenda. Some of these recommendations included the development of a micro-site, continued online placement, transit advertising in key target areas and outreach initiatives.



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