

Broderson Award Submission

Campaign: MaineGeneral Health: Cancer Care Campaign **Category:** Cause Marketing
Campaign Dates: Sep & Oct 2024 **Total Campaign Budget:** \$105,000

SITUATION ANALYSIS

While cancer cases in Maine have been on the decline over the last 20 years, rates in Maine remain higher than U.S. rates, with the 2021 – 2025 Maine Cancer Plan reporting that each year more than 9,000 adults are newly diagnosed with cancer and more than 3,000 die from the disease.

MaineGeneral's Harold Alfond Center for Cancer Care is experiencing a notable surge with 2,000 new consultations annually and is currently providing care for 12% of the state's cancer population. MaineGeneral saw a 75% increase in new patient consults from 2018 to 2021 alone, with patient numbers projected to continue growing.

Several factors are contributing to this increase in need for care:

- A cancer diagnosis is no longer synonymous with a death sentence; survivorship is showing a positive trend, underscoring the pivotal role of early detection.
- Due to the exceptional care available at MaineGeneral's Harold Alfond Center for Cancer Care, more patients are seeking treatment closer to home to avoid the added costs and difficulty of traveling to Boston for comprehensive cancer treatment.

MaineGeneral had reached capacity in its current facility and recognized that space constraints would not meet patients' future needs. To further support the community and meet the growing need for services and patient desire to receive those services closer to home, MaineGeneral is expanding its Cancer Center. In addition to ongoing fundraising to support the \$36 million expansion, MaineGeneral's annual Day of Hope event would serve as a significant opportunity to raise awareness of the project.

STATEMENT OF OBJECTIVES

For MaineGeneral, the primary performance indicator is awareness. The campaign goal was for ongoing visibility to stay top of mind and to let the community know that MaineGeneral is here to provide help when and where it is needed with skilled physicians, compassionate staff, and cutting-edge technology – all within Kennebec County, Maine.

Additionally, MaineGeneral sought to:

- Position itself as the healthcare system/cancer center of choice in the Kennebec Valley region.
- Reach new audiences within this region, including Lewiston-Auburn, Franklin County, and Somerset County.
- Increase visibility of the expansion of cancer care services and drive donations to help fund the expansion.
- Target messaging to healthcare decision makers within families to be top of mind when healthcare issues arise.
- Attract at least 800 attendees and raise \$190,000 at its annual Day of Hope event in early October.

STRATEGIES/TACTICS

MaineGeneral Health worked with Rinck Advertising to develop an integrated strategy to raise awareness of cancer care offerings. A :30 TV spot was developed and edited into a variety of shorter videos, audio placements, and static formats to support a mix of digital and social platforms to reach audiences across TV/OTT, Meta, Programmatic Display, YouTube, and Radio.

Campaigns launched in early September, leading up to MaineGeneral's Day of Hope fundraiser, and ran through the end of October. Fundraising messaging encouraged audiences to register or donate before the event, while post-event messaging shifted the CTA to donate/support the center's expansion. Digital ads pointed directly to the fundraising page, while YouTube and OTT videos included a QR code to the same.

The mix of media tactics were implemented to keep MaineGeneral top of mind. Traditional TV and Radio drove awareness to large local audiences, while OTT helped expand the campaign reach to audiences who stream media. YouTube was utilized to reach community members where they consume video content – on their phones, desktops and TVs. Paid Facebook and Instagram ad units were used to intercept and inform. Programmatic display digital ads were utilized through highly targeted placements to reach our audience where they were consuming media online. Targeting parameters for digital platforms were set to capture audiences within a 40-mile radius around MaineGeneral Health locations.

Additional visibility of MaineGeneral's cancer care services is supported throughout the year by always-on paid search and programmatic display advertising that shows more general cancer care service messaging.

EXECUTION

The campaign was initially developed as a :30 video spot showcasing a moving narrative capturing one woman's journey through the challenges of cancer treatment. The spot opens with a poignant scene: a mother hugging her daughter goodbye and then driving to the hospital with her husband. It follows our patient as she receives exceptional care from a compassionate team of experts at MaineGeneral's Harold Alfond Center for Cancer Care. Thanks to this treatment from her local hospital, the spot ends with the woman celebrating her daughter's birthday at home.

The spot was filmed on site at the Harold Alfond Center for Cancer Care. Using the actual facility and staff providing this compassionate care helped to highlight the warm and inviting setting and evoke a sense of place, while reinforcing the idea that the care depicted in the video is close to home, accessible, and relevant to the audience. Taking viewers on an emotional journey, with a focus on getting back to what matters most after facing a diagnosis, resonated with the target audience and helped to convey MaineGeneral's core message: We're with you.

The campaign leveraged two simple words: We're Here. The voiceover script was developed to convey reassurance to our community that there is a place close to home that they can trust to take care of their loved ones with a cancer diagnosis. Copy from the script was leveraged in the development of content for social media and programmatic ads to keep the campaign consistent across all mediums.

RESULTS

MaineGeneral surpassed its goal for Day of Hope event fundraising, with more than 1,200 participants raising over \$240,000.

The Day of Hope YouTube campaign ran from 9/10/24 - 10/4/24, delivering 223,281 impressions and 70,052 video views, with a view rate of 31.37% (57% above the industry benchmark). There was over 2.0M seconds of watch time, equaling roughly 24 full days of video streaming. Users 65+ were the most engaged with video content, followed by 35-44, indicating good visibility in front of healthcare decision makers for families in the area. Additional Cancer Care messaging ran from 10/4/24 - 10/31/24 driving 288,893 impressions and 91,970 video views, with a view rate of 31.84% (also well above the 20% benchmark). During this period there were over 3.0M seconds of watch time, equaling roughly 35.5 full days of video streaming.

TV placements included targeted buys to reach specific demographics during widely watched programming, including the CMA Awards and Patriots opening game.

Cancer-specific programmatic ads generated 319,213 impressions and 467 clicks with a CTR of .15%, double the industry benchmark.

Radio ads ran on 4 local stations and print ads appeared in 9 different publications, including Women's Quarterly and the Central Maine Guide. Additionally, MaineGeneral sought opportunities for on-air radio interviews with key staff leading up to the event and pre- and post-event coverage appeared on multiple local TV stations.