

Broderson Awards

Cause Marketing

MaineGeneral's Harold Alfond Center for Cancer Care
Cancer Campaign
2024

MaineGeneral Health



BACKGROUND

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 cancer patient numbers projected to continue growing over the next five years.

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 \$30 million expansion, MaineGeneral's annual Day of Hope event would serve as a significant opportunity to raise awareness of the project.



STRATEGY

MaineGeneral Health worked with Rinck Advertising to develop an integrated strategy to raise awareness for their cancer care offerings. A :30 TV spot was first developed and then 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.

The campaigns launched in early September, leading up to MaineGeneral's Day of Hope fundraiser, and ran through the end of October. Specific fundraising messaging ran leading up to the Day of Hope event with a call to action that encouraged audiences to register or donate. The campaign continued to run after the event, with minor adjustments to the messaging that 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 Cancer Care campaign was initially developed as a :30 video spot. The video is 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 by showing 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 as the location and real MaineGeneral 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 for the video 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.

SCRIPT

The voiceover script for the video 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.



We're. Here.

Two simple words. Huge meaning.

Because MaineGeneral is here.

Here for the highs. The lows.

Those special moments of hope.

We're here with you, every step of the way.

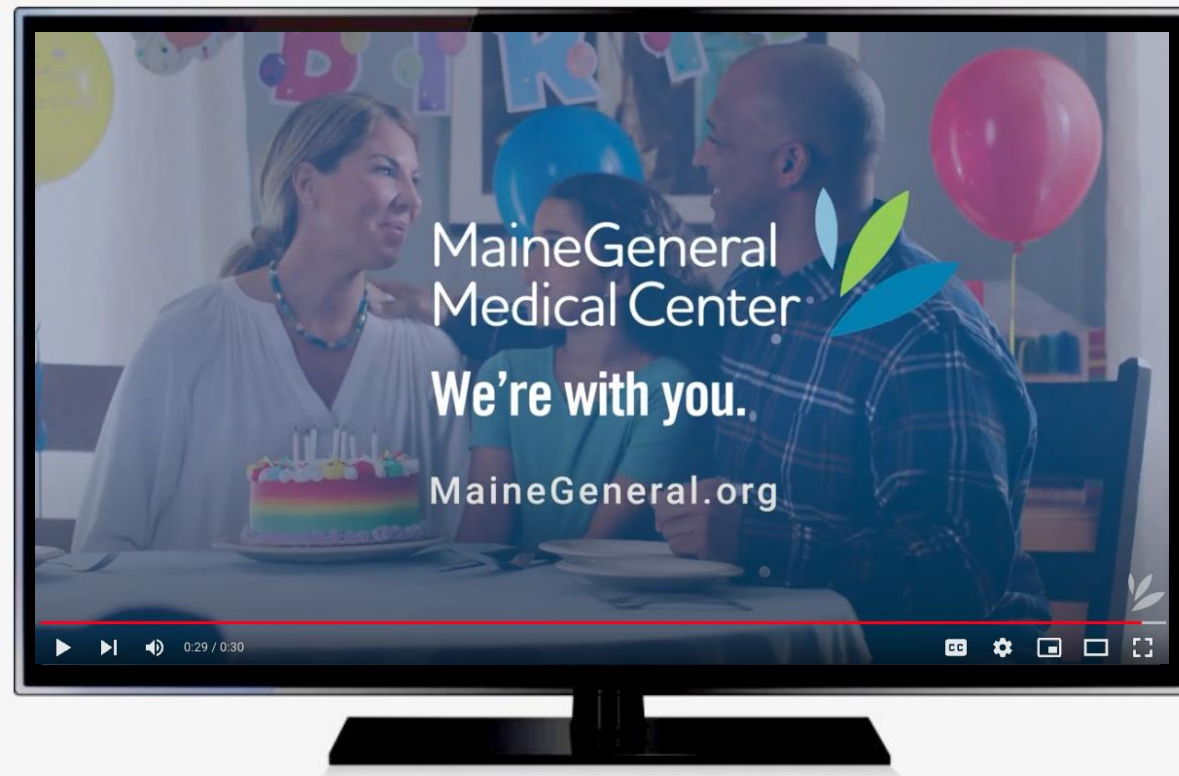
MaineGeneral's Harold Alfond Center for Cancer Care is here to help you get...

Here.

END CARD: MaineGeneral Medical Center. We're With You.



TV/RADIO



Traditional TV helped drive awareness to a large audience through broadcast and cable television.

OTT helped expand the campaign reach to audiences who stream media.

Radio was used to raise awareness with community members, emphasizing close to home care with a team that is there for you and your family. A :30 radio spot was developed and ran on hyper local radio stations.

RESULTS

Run dates: 8/26/24 – 11/3/24

TV:

229,861 Gross Impressions (cable)

426 GRPs (broadcast)

412,473 Impressions (OTT)

RADIO:

412 GRPs

WATCH
30 SEC VIDEO

<https://www.youtube.com/watch?v=Y5zlSMNsWrA>

HEAR
RADIO SPOT

<https://rinckad.sharefile.com/public/share/web-s73a5c7c21e3745f58e943cbd6f38ba31>

SOCIAL

MaineGeneral Health
Sponsored (demo) · 🌐

Our highly-skilled team is here, close to home, to help you navigate cancer every step of the way.

MAINEGENERAL.ORG
Dedicated, compassionate staff
Local cancer care

[Learn more](#)

MaineGeneral Health
Sponsored (demo) · 🌐

Join us for our Day of Hope on Oct. 5 to benefit the Harold Alfond Center for Cancer Care!

Support local cancer care
Register here

[Learn more](#)

Walk for Hope
Register here

[Learn more](#)

Educational Screening
Register here

MaineGeneral Health
Sponsored · 🌐

Hope Starts Here! Join us for the Day of Hope on Oct. 5!

give.mainegeneral.org/hope
Support local cancer care
Register Now

[Learn more](#)

👍❤️👏 425 9 comments 48 shares

👍 Like 💬 Comment ➦ Share

RESULTS

Run dates: 9/1/24 – 10/31/24

729,484 Impressions
12,096 Ad Clicks
1.66% CTR

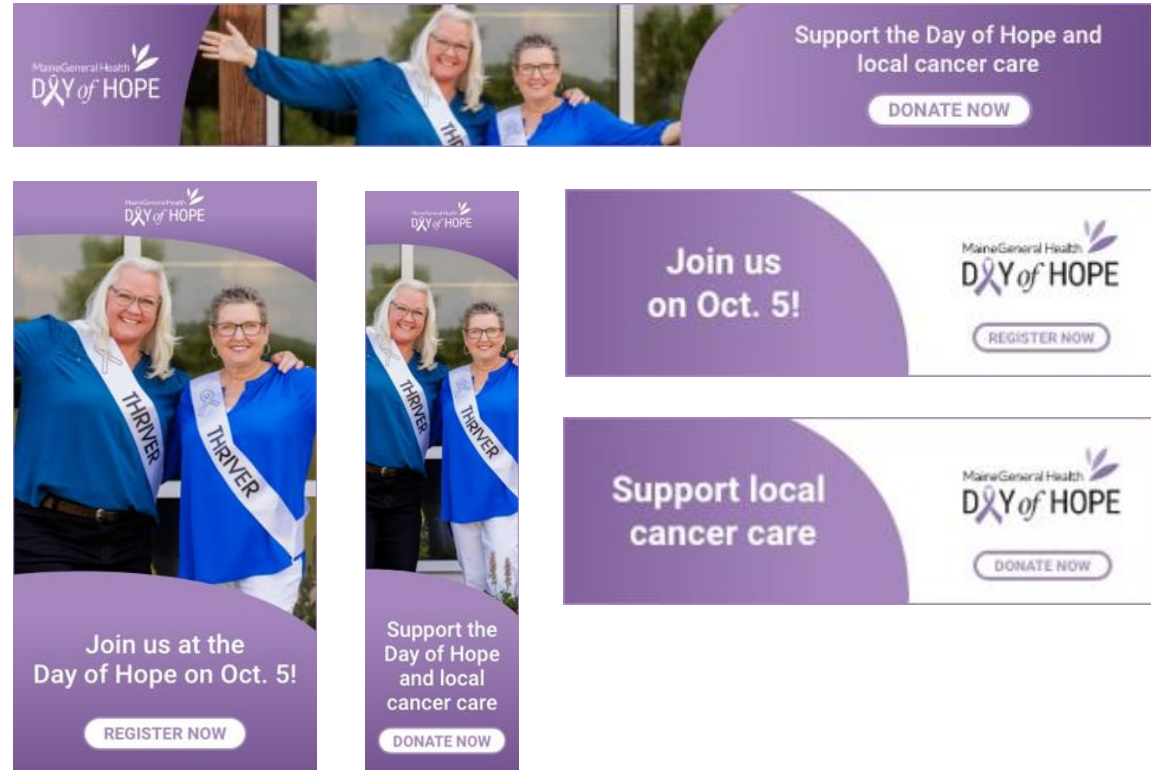
ENGAGEMENT

743 Post Reactions
14 Post Comments
69 Shares

Paid Facebook and Instagram ad units were used to intercept and inform target audiences. The campaign achieved large reach, driving frequency to become top of mind among key audiences.

PROGRAMMATIC

September 1 – October 4:



October 5 – December 31:



RESULTS

Run dates: 9/1/24 – 10/31/24

319,213 Impressions

467 Ad Clicks

.15% CTR

Programmatic display digital placements were utilized to help remain top-of-mind with community members through highly targeted placements to reach our audience where they were consuming media online.



YOUTUBE



“Day of Hope” (Sep 10 – Oct 4):

YouTube advertising was utilized to reach community members where they consume video content – on their phones, desktops and TVs. This initial set of creative aimed to drive registrations and donations for the Day of Hope event on October 5th.

Targeting parameters were set to capture the audience within a 40-mile radius around MaineGeneral Health locations. This platform proved to be an inexpensive and efficient way to reach and inform the intended audience.

RESULTS

Run dates: 9/10/24 – 10/4/24

223,281 Impressions
70,052 Video Views
31.37% View Rate

WATCH
15 SEC SPOT

https://www.youtube.com/watch?v=yLKc_iKFcjl

WATCH
10 SEC SPOT

<https://www.youtube.com/watch?v=sfd2ii6wMo8>

WATCH
10 SEC SPOT

<https://www.youtube.com/watch?v=JyswCgfYJmc>

YOUTUBE



“Donate Today” (Oct 4 – Oct 31):

Minor adjustments were made to the video overlay and supporting copy to continue running in the weeks following the Day of Hope event, while messaging was still top of mind for target audiences. These messages placed the emphasis on the impact viewers could have by contributing to help fund the expansion.

RESULTS

Run dates: 10/4/24 – 10/31/24

288,893 Impressions

91,970 Video Views

31.84% View Rate

WATCH
15 SEC SPOT

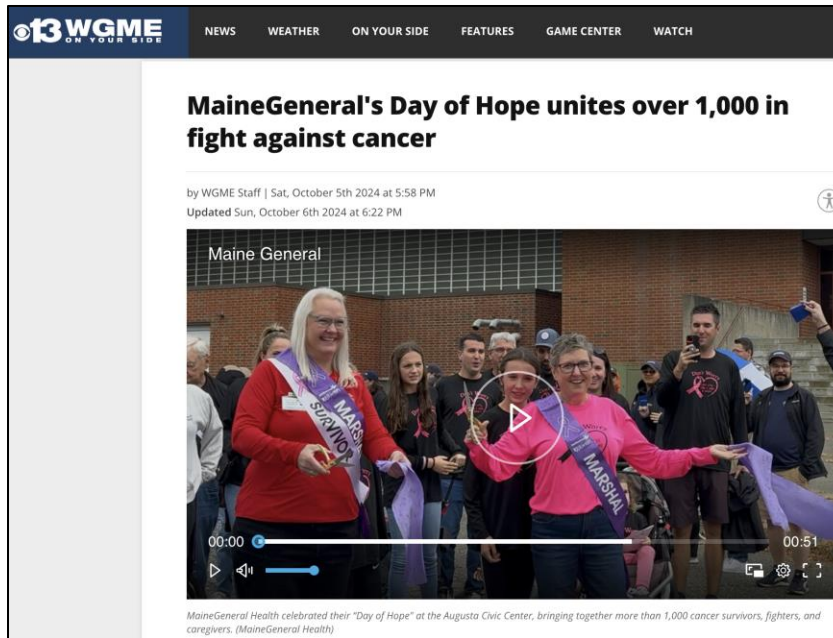
<https://www.youtube.com/watch?v=Y0xPDSOtp9o>

WATCH
10 SEC SPOT

https://www.youtube.com/watch?v=so_qOtKxSSM

WATCH
10 SEC SPOT

<https://www.youtube.com/watch?v=BUkKS-XEN3M>



MaineGeneral Health exceeds 2024 fundraising goal at Walk of Hope

The Walk of Hope was part of their Day of Hope events. All proceeds raised Saturday will support expansion plans at the Harold Alfond Center for Cancer Care.



MaineGeneral Health's 'Day of Hope' aims to raise \$190k to support Maine cancer patients



The Day of Hope, to support the Harold Alfond Center for Cancer Care, is a day of inspiration and celebration on Saturday, Oct. 5.

