

Oncology Campaign



2023



MERCK



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EXECUTIVE SUMMARY

CAMPAIGN OVERVIEW

For more than 130 years, we have brought hope to humanity through the development of important medicines and vaccines. We aspire to be the premier research-intensive biopharmaceutical company in the world — and today, we are at the forefront of research to deliver innovative health solutions that advance the prevention and treatment of diseases in people and animals. We foster a diverse and inclusive global workforce and operate responsibly every day to enable a safe, sustainable, and healthy future for all people and communities. (“Our Purpose”, Merck).

For this campaign, we were tasked with developing a full-scale plan for Merck that revolved around building and driving awareness around early screening for lung cancer. Through a comprehensive research, goals, objectives, strategies, tactics, implementation, and evaluation plan, Summit PR believes it is the best choice to get the job done and positively change the oncology early screening landscape.

MEET THE TEAM



Katarina Davey



Hannah Gates



Brooke Madigan



Jake Skolnick

RESEARCH



CLIENT PROFILE



MISSION

"We aspire to be the premier research-intensive biopharmaceutical company."

PURPOSE

For more than 130 years, we have brought hope to humanity through the development of important medicines and vaccines. We aspire to be the premier research-intensive biopharmaceutical company in the world — and today, we are at the forefront of research to deliver innovative health solutions that advance the prevention and treatment of diseases in people and animals. We foster a diverse and inclusive global workforce and operate responsibly every day to enable a safe, sustainable, and healthy future for all people and communities. ("Our Purpose", Merck).

HISTORY

Merck is a U.S. pharmaceutical company that was founded in 1891 by George Merck in New York City. The original goal of the company was to "distribute fine chemicals throughout New York City and the neighboring areas" ("Our History", Merck). In 1925, George Merck's son, George W. Merck, became the president of the company. He led the company through the 1927 merger with Powers-Weightman-Rosengarten Co. and started to focus on leading the company through research and innovation ("Our History", Merck). In 1933, Merck created its first research lab and "the laboratory represented Merck's initial foray into pharmaceutical research" ("Our History", Merck). Merck was the first company to synthesize vitamin B and the company is noted to have reduced a vitamin B deficiency in the United States. In the 1940s, Merck funded research that led to the discovery of streptomycin, a drug that could cure tuberculosis, in subsequent years, tuberculosis deaths in the U.S. declined by nearly 50%. In 1957, the Merck foundation was created as "a nonprofit corporation dedicated to charitable giving, with an initial contribution of \$500,000" ("Our History", Merck). In 1971, Merck began to distribute the M-M-R vaccine. In 1977, Merck's pneumonia vaccine was approved. In 1987 Merck introduced the first commercial statin, lovastatin. In 2009, Merck and Schering-Plough merged, making Merck the second largest pharmaceutical company in the U.S. by revenue ("Our History", Merck).

PROBLEM/OPPORTUNITY STATEMENT

While lung cancer is a global issue and the leading cause of cancer death in the United States, Merck struggles to elevate early screening and diagnosis rates for those who do and do not qualify, due to a lack of understanding of who is eligible, when testing should occur before it is too late, and that taking action could extend one's lifespan, ultimately supporting the company's mission to cure and not just treat cancer.

"While anyone can get lung cancer, your risk goes up if you are over 50 years old, currently smoke or have smoked in the past, have been around secondhand smoke, or have a family history of the disease, such as parent or sibling"
(Merck).



Situation

This is a global issue, but lung cancer is the leading cause of cancer death in the United States, specifically.



Opportunity

Make a case for each major location where lung cancer resources are most available, where it is the biggest issue, and how to take advantage of the resources available.



Situation

Not enough people are getting early screening for lung cancer done, along with not even know that they qualify or should do so.



Opportunity

Build awareness around who is eligible for early screening/diagnosis and where/how they can get it done. Build additional awareness around what the benefits are of early diagnosis.

SWOT ANALYSIS

S

Strengths

- Dedicated page on the website for oncology
- Multiple partnerships to support patients and caregivers
- Website contains six "oncology stories"
- Lung cancer screening qualifications stated in one story
- Showcasing current oncology research
- Merck is a global, well-respected organization and brand
- Technological expertise
- Established public health service record

W

Weaknesses

- Only three articles about lung cancer on entire site
- Nearly all published oncology articles from Sept. 2021
- No information on how the issue especially affects ethnic and racial minorities
- Must search extensively to find any lung cancer information
- Social media lacks engagement and activity
- Past partnerships content and educational information is outdated and impersonal

O

Opportunities

- Expand lung cancer education on website
- Post more helpful articles more frequently
- Publish far more testimonials due to the persuasive nature
- Diversify website content to be more attention-grabbing
- Make information more accessible directly on Merck website, rather than having to go to a partner site
- Post lung cancer screening social media content
- Expand partnerships and hold lung cancer-specific events

T

Threats

- Emergence of vaping; fear of diagnosis among potential screening candidates
- Erasing the hesitancy to get screened because of fear
- Pfizer's seven ties to LC patient advocacy organizations
- Eli Lilly and Co. partnered with NMQF to ensure high-risk populations have proper healthcare access
- Immense amount of misinformation online about screening eligibility and who can get lung cancer

Audience Personas

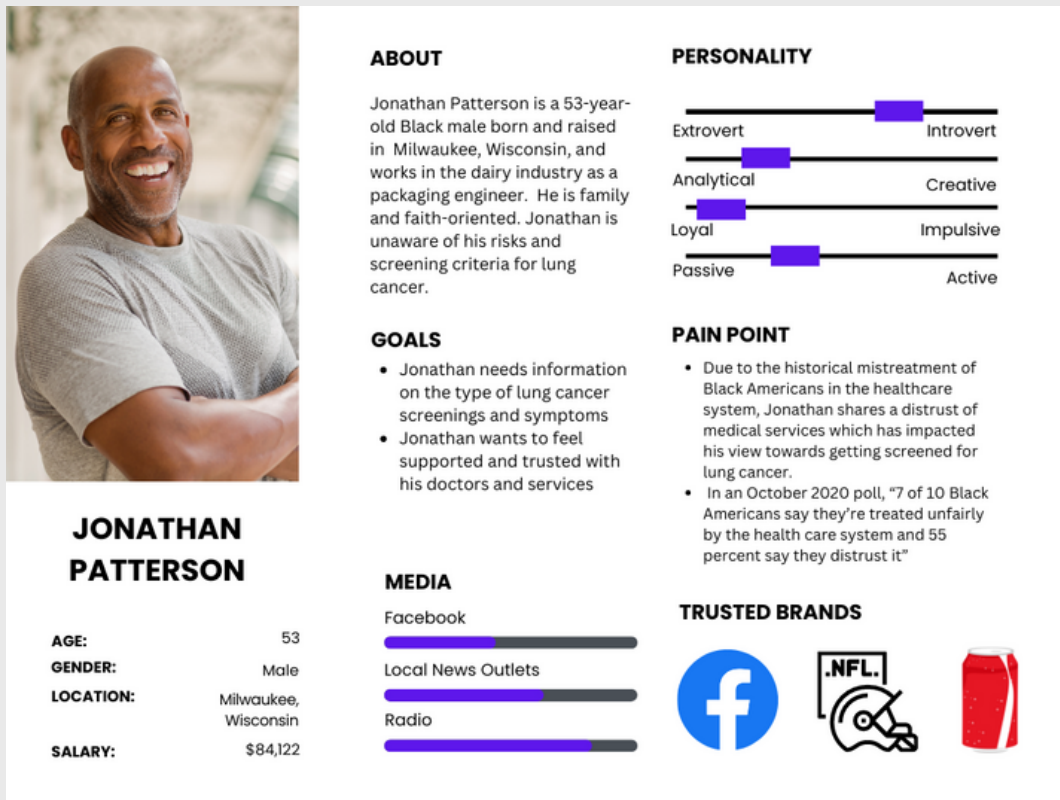
01 Problem Identified

The problem identified is that lung cancer is the leading cause of cancer deaths in the United States, and if found late or when symptoms arise, the five-year survival rate drops to only six percent. While anyone can get lung cancer, some individuals are far more likely to be affected and should be made aware of their risks and when to get screened. Target publics identified that are directly related to the problem include:

Racial and Ethnic Minorities:

Lung cancer affects Black Americans, specifically Black men, more than any other group.

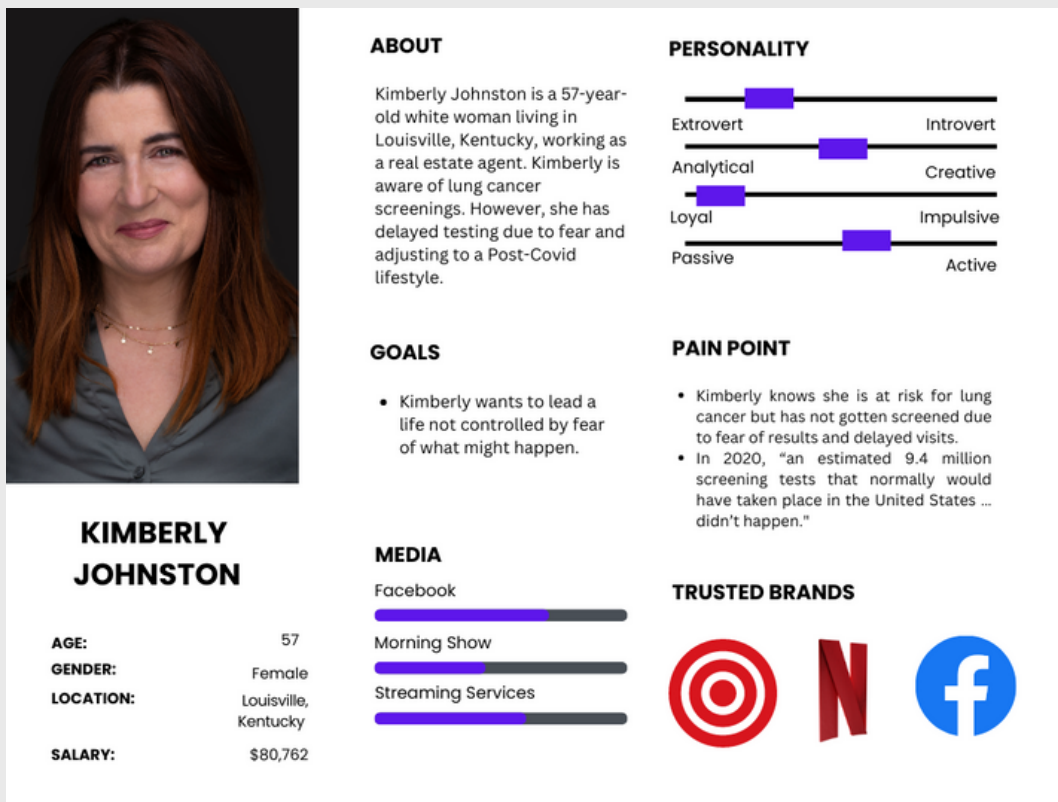
In the United States, Black men have the highest rate of lung cancer. Black men are also “significantly less likely than white men and women to be diagnosed at an early stage before the cancer has spread and treatment is more likely to be curative” (Lung, n.d.). Due to the low screening rate during early diagnosis, Black men have lower survival rates than white men and women. Currently, the states with the highest rates of new lung cancer cases for Black men include: Wisconsin, Arkansas, Mississippi, Iowa, Louisiana, Missouri, Tennessee, West Virginia, Illinois and North Carolina (Lung, n.d.). The rate that Black men in Wisconsin are diagnosed with lung cancer is 115.2 in comparison to white men at 70.7 (Lung, n.d.).



Jonathan Patterson is a 53-year-old Black man born and raised in Milwaukee, Wisconsin. Jonathan is eligible for lung cancer screenings but is unaware of his risks due to race and current screening criteria. Due to the historical mistreatment of Black Americans in the healthcare system, Jonathan shares a distrust of medical services which has impacted his view towards getting screened for lung cancer. In an October 2020 poll, "7 of 10 Black Americans say they're treated unfairly by the health care system and 55 percent say they distrust it" (Fletcher, 2021). Disparities in healthcare for racial minorities, especially Black men, have prevented Jonathan from seeking knowledge and resources about lung cancer.

Jonathan is family, faith and community oriented. Jonathan is a married father of two children. Jonathan and his wife have been married for 23 years. Spending time with his family after work is incredibly important. Jonathan identifies as Christian, and his religion is an essential part of his life. According to Pew Research, Black Americans are highly religious and 97 percent believe in God or a higher power. Religion is essential in the lives of Black Americans, especially in older men (Mitchell, 2022).

Jonathan wants to hear from trusted voices with similar backgrounds to himself. While Jonathan is a creature of habit with his media, he is more likely to consume media that reflects his identity and interests. Black Americans are streaming more audio than other audiences and, through advertisements, have an average 73 percent brand recall (Nielson, 2022). Traditional media is still an important focus as reach has increased by 16 percent since the summer of 2021 (Nielson, 2021). Black Americans consume more television than the general American population, about 10 hours per week. During football season, Jonathan watches the Green Bay Packers and is an avid fan (Gough, 2023). Facebook is also a source of connection for media and relationships. Additionally, 73 percent of U.S. adults who use Facebook will be between 50 to 64 in 2021 (Dixon, 2022).



Individuals who meet lung cancer screening requirements:

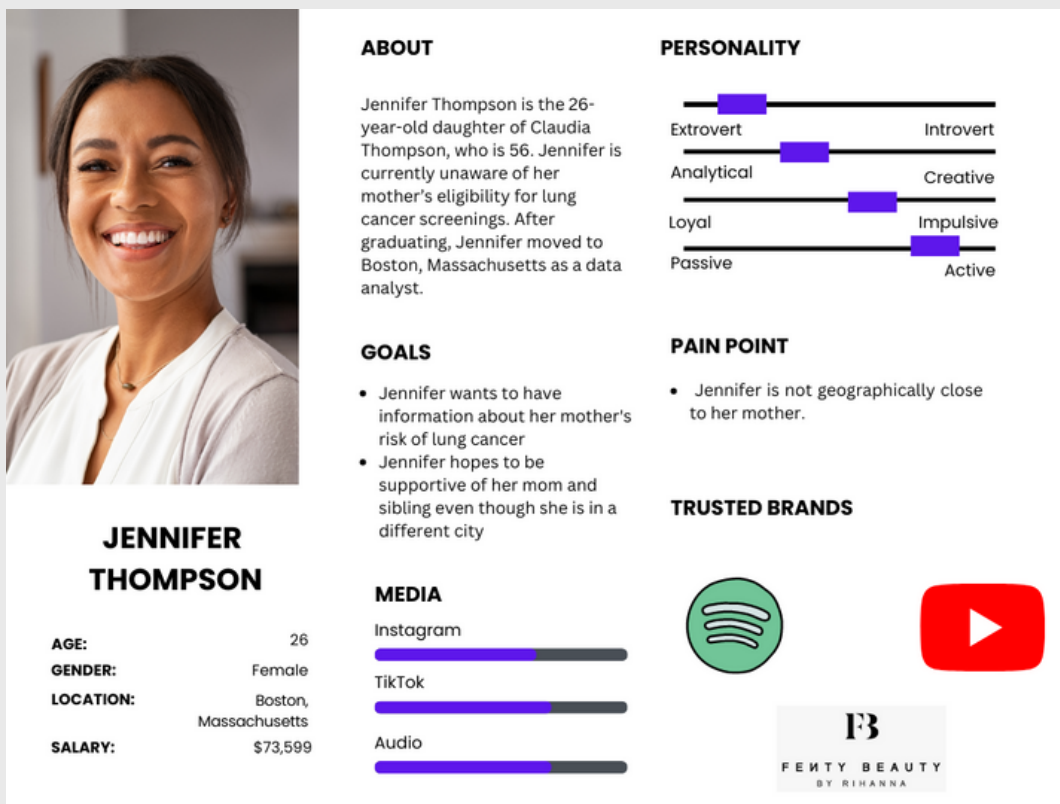
Those who meet the prerequisites are adults aged 50 to 80 years with a 20 pack-year smoking history and currently smoking or have quit within the past 15 years (US, 2021).

Kimberly Johnston is a 57-year-old white woman. Kimberly has not smoked and meets the cancer screening requirement through age risk. There is evidence that women are more at risk for lung cancer while being a non-smoker (*What*, n.d.). Approximately 20 percent of women diagnosed with lung cancer today are lifelong non-smokers (*What* n.d.). However, women respond better to treatment than men and have higher survival rates. Lung cancer is the leading cause of death in women (Baldini, n.d.). Women between 55-59 had a rate of 91.3 new invasive lung cancer cases in the United States per 100,000 women (Henley et al., 2018). Kimberly is from Louisville, Kentucky. According to a 2015 study, Kentucky, Rhode Island, Maine, Tennessee, and West Virginia were the five states with the highest lung cancer incidence among women (Henley et al., 2018).

Kimberly knows she is at risk for lung cancer but has not gotten screened due to fear of results and delayed visits. Like many individuals eligible for lung cancer screenings, returning to healthcare following COVID-19 has been delayed. This is partially due to people being afraid to go to hospitals and other medical facilities for non-emergency procedures for fear of catching COVID-19 (*Closing*, n.d.). In 2020, "an estimated 9.4 million screening tests that normally would have taken place in the United States ... didn't happen" (*Closing*, n.d.). Now that Kimberly is adjusting to a post-COVID environment, she wants to get screened.

Being a woman in her 50s, Kimberly has been overwhelmed with the “healthy habit” guides. However, Kimberly has remained true to her belief of “doing what makes you happy as long as it does not harm others.” She follows her own set of routines and rarely goes off course. Kimberly is college educated and works significant hours as a real estate agent in Louisville, Kentucky. She has been working in the industry for about 17 years. Kimberly’s specialization in Louisville, communication, and negotiation skills have made her a successful real estate agent (Real estate, n.d.). She is a keen believer in integrity, honesty, and problem-solving. Kimberly is a huge people person, which makes her a great fit for her career. Kimberly has been an empty nester since her child left and graduated from college. She is currently exploring what hobbies or activities would bring her the most joy. Kimberly enjoys spending time with her friends and values their honesty. She has found that cooking is a great way to spend time with her friends and try out new recipes she found online.

Kimberly’s media habits include spending most of her time online with some broadcast television. Kimberly wants her social content to be relevant. While she likes to test new recipes or hobbies, the media she consumes is quite the opposite, and she sticks to what she knows. She is loyal to Facebook. Currently, 72 percent of users on Facebook are between 50 to 64 (Morrison, n.d.). She stays up to date with her friends and current events on Facebook. Kimberly starts her day with a morning show like Good Morning America. However, Kimberly has shifted towards streaming services. Kimberly streams their favorite shows on Netflix like The Crown and Bridgerton (Sun, 2021). In May 2022, “for the first time ever, consumers ages 50 to 64 are streaming more TV...” (Bjornson, 2022). This influx is due to accessibility, and through devices like smart TVs, older audiences can stream more now.



Family members/friends (caregivers of individuals):

It is important to notify everyone connected with those individuals at risk so that they can then encourage them to undergo screening.

Jennifer Thompson is the 26-year-old daughter of Claudia Thompson, who is 56. Jennifer is currently unaware of her mother's eligibility for lung cancer screenings. After graduating, Jennifer moved to Boston, Massachusetts (Fernandez, 2022). While originally from West Virginia, she wanted to live in a vibrant and historical city but moved due to a job opportunity. While acclimating to a new city, she wants to build a community and explore friendships and places.

Jennifer cares deeply about others, especially those closest to her, like her mother. Jennifer was raised by her mother and has a younger sibling too. While Jennifer is not geographically close to her family, she communicates with them at least once a week. Jennifer and her mother are close and frequently discuss current life events. Jennifer has reached out to her mother about her mental health. She actively communicates about her mental health with friends and family (Cuncic, 2021). Jennifer is mental health and wellness focused.

Being a part of Gen Z, Jennifer consumes social media more than traditional media. Gen Z has a vast amount of information at their fingertips and are comfortable getting their information online (Clark, 2022). Through social media like Instagram and TikTok, she learns about her peers and social issues (Clark, 2022). Jennifer also consumes media through YouTube. Currently, "users aged 25 to 34 account for the largest share of YouTube's advertising audience" (Essential, 2023). Additionally, Jennifer favors using Spotify for music, audiobooks and podcasts (Georgiev, 2023).

CAMPAIGN OUTLINE



KEY MESSAGES

01

According to the American Lung Association, lung cancer is the leading cause of cancer deaths in the United States with over 237,000 new cases this year.

02

Many Americans do not get screened for lung cancer because of fear of a possible diagnosis, a lack of trust in the health care system from minority groups, and a low eligibility barrier.

03

According to the U.S. Preventive Services Task Force, adults aged 50 to 80 years who have a 20 pack-year smoking history are generally eligible for lung cancer screening and should seek out this examination.

04

Family members, caretakers, and health officials play a key role in helping to educate and direct at-risk targeted audiences to get early lung cancer screenings because they have existing relationships with these groups.

05

Cigarette smoking is linked to about 80 percent of lung cancer deaths, but there are other causes that go unnoticed like breathing secondhand smoke, having exposure to radon, and living in an area with significant air pollution.

KEY MESSAGES

06

The survival rate of lung cancer drops significantly when detected late. Early detection from cancer screenings can greatly increase the chance of survival.

07

Black men are statistically more at risk for lung cancer than any other population in the United States.

08

Nearly 70 percent of Black Americans feel that they are mistreated by the U.S. healthcare system and 55 percent say they distrust it. A lack of trust in the healthcare system is a huge barrier to helping the largest targeted audience receive lung cancer health services.

09

The lung cancer eligibility laws are strict and broader rules would benefit Americans who are at risk but do not technically qualify for accessing lung cancer screening.

10

Merck has a unique position as a leader in the pharmaceutical industry to help lobby for a younger age range for lung cancer screening

Goals & Objectives

Goal 1

Increase awareness of the importance of lung cancer screening among qualified individuals (Adults aged 50-80 years who have a 20-pack-year smoking history and currently smoke or have quit within the past 15 years), family members, and friends.

Objectives

1. Increase lung cancer screenings in the United States by 30% in the first year after the campaign is launched.
 2. Achieve 50 million combined page views and social media post impressions pertaining to lung cancer screening content in the first year after the campaign is launched.
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Goal 2

Help qualified individuals who are part of a minority group understand how and why to get screened for lung cancer.

Objectives

1. Increase the percentage of qualified minority individuals that get screened for lung cancer in the United States by 50% in the first year after the campaign is launched.
2. Engage 7,500 health organizations (hospitals, clinics, black health organizations) to advocate for equity in screening for minority groups in the first year after the campaign is launched.

Strategy 1

Make target audiences more aware of their screening eligibility through owned interactive media on Merck's website.

Tactic

Create a lung cancer screening quiz on the Merck website.

Tactic

Create a geolocation search bar at the end of the screening quiz to help targeted audiences find their nearest hospital or health clinic where they can receive a screening for lung cancer.

Strategy 2

Increase call-to-action content on Merck website and social media platforms.

Tactic

Use paid media on social platforms, like Facebook or LinkedIn, that urges target audiences to go to the Merck website and take the eligibility quiz or to find their nearest medical center and find treatment if they think they may be at risk for lung cancer.

Strategy 3

Increase media engagement with older audiences and minority audiences.

Tactic

Partner with health organizations to put out pamphlets in healthcare spaces with screening and eligibility information with the Merck website and social media pages featured at the bottom.

Tactic

Place paid media ads at bus stops, train stations, and billboards urging targeted audiences to see if they are eligible for lung cancer screening and put the Merck website and social media outlets at the bottom so audiences can get more information if they think they might be at risk.

Tactic

Create a print and social media campaign called "The S Word" that aims to break the silence around the word "screening" in an effort to encourage at-risk populations to get an early lung cancer screening.

Strategy 4

Create owned media to place on the Merck website to educate targeted audiences about why they should get screened.

Tactic

Create a podcast with healthcare professionals and surviving cancer patients to educate target audiences on the benefits of early cancer screening.

Tactic

Create a new emailing list with news related to oncology and research and development that Merck is involved in.

Strategy 5

Create strategic partnerships with African American health organizations to educate patients and connect them to trusted health resources.

Tactic

Partner with the African American Health Coalition and the Office of Minority Health (OMH) to gain trust with targeted minority audiences and to help them access early screening if eligible.

Strategy 6

Target cities where lung cancer rates are higher during lung cancer awareness month in November with interactive media.

Tactic

Create interactive health installations where patients can learn more about risk factors for lung cancer and learn about why they may be at risk.

Tactic

Have sign-up booths at the health installations for the oncology newsletter to lead people to Merck's insights on oncology R&D.

Strategy 7

Increase Merck's partnerships with leading health organizations, nonprofit health organizations, and notable lung cancer survivors who could influence public opinion.

Tactic

Extend partnership with LUNGeivity, an organization dedicated to increasing early detection of lung cancer in the United States.

Tactic

Sponsor American television journalist and sportscaster Bryant Gumbel to share his survival story at LUNGeivity's annual HOPE Summit to raise awareness for the higher occurrence of lung cancer in Black men in America.

Tactic

Host a Q&A event with LUNGeivity at the HOPE Summit that is livestreamed on Merck's website and promoted on Merck's social media.



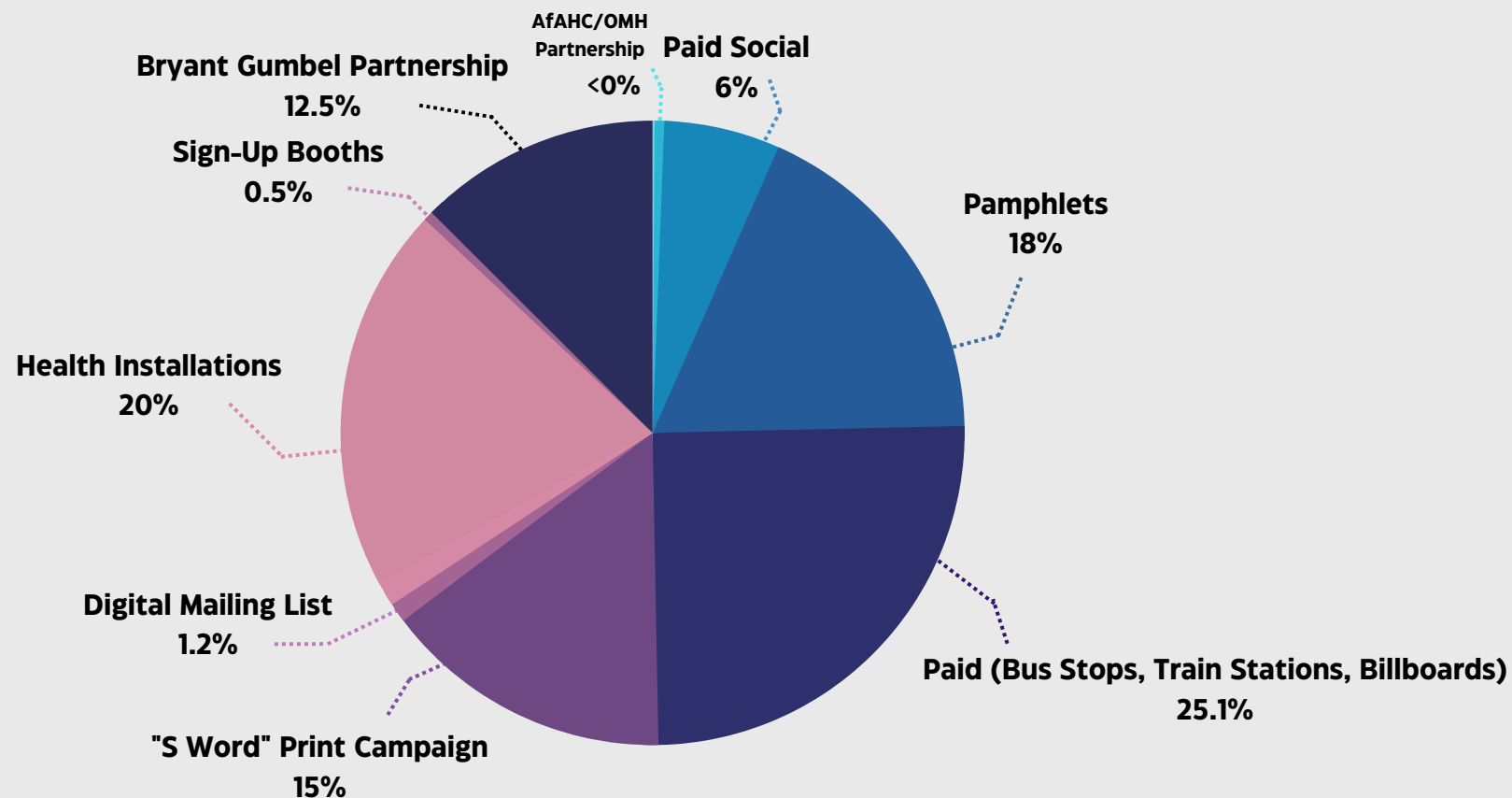
BUDGET


TOTAL AMOUNT NEEDED


\$998,000


TACTIC	COST (\$)
Screening quiz on Merck's website	1,000
Geolocation search bar	5,000
Paid media on social platforms	60,000
Pamphlets in health care spaces	180,000
Print advertisements	250,000
"The S Word" Campaign	150,000
Podcast	10,000
Mailing list	12,000
AfAHC and OMH partnerships	0
Interactive health installations	200,000
Sign-up booths at installations	5,000
LUNGeivity partnership	0
Sponsor/livestream Gumbel at HOPE	125,000

Budget Breakdown



 Paid (bus stops, train stations, billboards)
 \$250,000


 Health installations
 \$200,000

 Pamphlets in health care spaces
 \$180,000

 "The S Word" print campaign
 \$150,000

 Bryant Gumbel Partnership
 \$125,000

 Paid social
 \$60,000

 Health installations
 \$200,000

Increase awareness of the importance of lung cancer screening among qualified individuals (Adults aged 50-80 years who have a 20-pack-year smoking history and currently smoke or have quit within the past 15 years), family members, and friends.

Objective: Increase lung cancer screenings in the United States by 30% in the first year after the campaign is launched.

Strategy 1: Make target audiences more aware of their screening eligibility through owned interactive media on Merck's website.

Tactic	Evaluation	Dates
Create a lung cancer screening quiz on the Merck website.	A. Track how many times the quiz is taken B. Demographics of quiz participants C. Assess how many journalists accepted pitch to cover quiz D. Measure success on basis of monthly participation increase	A. The 1st of every month B. Every three months C. One month after quiz launch
Create a geolocation search bar at the end of the screening quiz to help targeted audiences find their nearest hospital or health clinic where they can receive a screening for lung cancer.	A. Track how many times the feature is used B. Track what locations are most commonly searched for C. Adjust attention given to feature if it is not being used enough D. Measure success on basis of monthly participation increase	A. The 1st of every month B. Every three months C. Evaluate monthly

Increase awareness of the importance of lung cancer screening among qualified individuals (Adults aged 50-80 years who have a 20-pack-year smoking history and currently smoke or have quit within the past 15 years), family members, and friends.

Objective: Increase lung cancer screenings in the United States by 30% in the first year after the campaign is launched.

Strategy 2: Increase call-to-action content on Merck website and social media platforms.

Tactic	Evaluation	Dates
Use paid media on social platforms, like Facebook or LinkedIn, that urges target audiences to go to the Merck website and take the eligibility quiz or to find their nearest medical center and find treatment if they think they may be at risk for lung cancer.	A. Total viewer, like, comment, and share count B. Total clicks and QR code scans on each post or story C. Measure success on basis of monthly participation increase	A. 24 hours and one week after post goes live B. 24 hours and one week after postgoes live

Increase awareness of the importance of lung cancer screening among qualified individuals (Adults aged 50-80 years who have a 20-pack-year smoking history and currently smoke or have quit within the past 15 years), family members, and friends.

Objective: Achieve 50 million combined page views and social media post impressions pertaining to lung cancer screening content in the first year after the campaign is launched.

Strategy 3: Increase media engagement with older audiences and minority audiences.

Tactic	Evaluation	Dates
Partner with health organizations to put out pamphlets in healthcare spaces with screening and eligibility information with the Merck website and social media pages featured at the bottom.	A. How many healthcare spaces order/reorder B. Evaluation interviews to gain patient perceptions C. Measure success on basis of monthly order increase	A. On the first of every month B. Every four months
Place paid media ads at bus stops, train stations, and billboards urging targeted audiences to see if they are eligible for lung cancer screening and put the Merck website and social media outlets at the bottom so audiences can get more information if they think they might be at risk.	A. How much traffic was driven to website and socials + what form B. How many journalists accept our coverage requests C. Total earned media coverage D. How many QR codes were scanned and popular locations E. Whether or not to keep ads up for longer F. Measure success on basis of website traffic and engagement	A. Six weeks after ads go live B. Monitor bi-weekly C. Six weeks after ads go live D. Six weeks after go live E. Six weeks after ads go live
Create a print and social media campaign called "The S Word" that aims to break the silence around the word "screening" in an effort to encourage at-risk populations to get an early lung cancer screening.	A. Evaluate total likes, comments and shares on social channels B. What kind of earned and shared media coverage is generated C. How next year's screening numbers change D. Measure success on basis of monthly engagement increase	A. 24 hours and one week after each post goes live B. Monthly C. End of 2024

Increase awareness of the importance of lung cancer screening among qualified individuals (Adults aged 50-80 years who have a 20-pack-year smoking history and currently smoke or have quit within the past 15 years), family members, and friends.

Objective: Achieve 50 million combined page views and social media post impressions pertaining to lung cancer screening content in the first year after the campaign is launched.

Strategy 4: Create owned media to place on the Merck website to educate targeted audiences about why they should get screened.

Tactic	Evaluation	Dates
Create a podcast with healthcare professionals and surviving cancer patients to educate target audiences on the benefits of early cancer screening.	A. How much earned media coverage is generated after each promo B. Total listeners C. How many people visited Merck website from link in podcast D. Measure success on basis of bi-monthly listener increase	A. 24 hours after each promo B. 24 hours and one week after podcast episode released C. End of the year
Create a new emailing list with news related to oncology and research and development that Merck is involved in.	A. Total new sign-ups from the previous 30 days B. Scroll-through rate C. Open rate D. How many people redirect themselves to quiz E. Measure success on basis of monthly participation increase	A. The 1st of every month B. The 1st of every month C. The 1st of every month D. The last day of every month

Help qualified individuals who are part of a minority group understand how and why to get screened for lung cancer.

Objective: Increase the percentage of qualified minority individuals that get screened for lung cancer in the United States by 50% in the first year after the campaign is launched.

Strategy 5: Create strategic partnerships with African American health organizations to educate patients and connect them to trusted health resources.

Tactic	Evaluation	Dates
Partner with the African American Health Coalition and the Office of Minority Health (OMH) to gain trust with targeted minority audiences and to help them access early screening if eligible.	A. How many people get screened, specifically from those communities B. Hold 1:1 conversations with members of the communities C. If these resources are enough or if Merck needs to do more D. Measure success on basis of monthly screening number increase	A. The 1st of every month B. Monthly C. Monthly

Help qualified individuals who are part of a minority group understand how and why to get screened for lung cancer.

Objective: Increase the percentage of qualified minority individuals that get screened for lung cancer in the United States by 50% in the first year after the campaign is launched.

Strategy 6: Target cities where lung cancer rates are higher during lung cancer awareness month in November with interactive media.

Tactic	Evaluation	Dates
Create interactive health installations where patients can learn more about risk factors for lung cancer and learn about why they may be at risk.	A. Total attendees B. Total quiz participants + how many ask for help in finding their nearest screening center C. Total earned media coverage D. Measure success on basis of engagement and coverage to decide whether or not to set up another week six months later	A. End of each day/week B. End of each day C. 24 hours and one week after each installation day
Have sign-up booths at the health installations for the oncology newsletter to lead people to Merck's insights on oncology R&D.	A. Total sign-ups B. Open- and read-through rate C. Measure success on basis of monthly engagement increase	A. At each installation and 24 hours after B. Monthly

Help qualified individuals who are part of a minority group understand how and why to get screened for lung cancer.

Objective: Engage 7,500 health organizations (hospitals, clinics, black health organizations) to advocate for equity in screening for minority groups in the first year after the campaign is launched.

Strategy 7: Increase Merck's partnerships with leading health organizations, nonprofit health organizations, and notable lung cancer survivors who could influence public opinion.

Tactic	Evaluation	Dates
Extend partnership with LUNGeivity, an organization dedicated to increasing early detection of lung cancer in the United States.	A. Total like, comment and share count on socials B. Open- and read-through rate of newsletter C. Measure success on basis of monthly LUNGeivity donation fluctuation	A. 24 hours and one week after post goes live B. Monthly
Sponsor American television journalist and sportscaster Bryant Gumbel to share his survival story at LUNGeivity's annual HOPE Summit to raise awareness for the higher occurrence of lung cancer in Black men in America.	A. Total likes, shares, comments, and open- and read-through rate of newsletter and socials B. How many new registrants C. Total speech attendees D. Total quiz participants E. Measure success on basis of total attendees and participants	A. One week after they go live B. One week after announcement C. At time of event D. One month after event
Host a Q&A event with LUNGeivity at the HOPE Summit that is livestreamed on Merck's website and promoted on Merck's social media.	A. Total likes, shares, comments, and open- and read-through rate of newsletter and socials B. Total in-person and online attendees C. Livestream engagement and comment interaction D. Quiz participants E. Total earned media coverage F. Measure success on basis of generated coverage and increased screening numbers	A. 24 hours and one week after posts go live B. At time of event C. At time of event D. One month after event E. One week after event

- October 2023
- November 2023
- December 2023
- January 2024
- February 2024
- March 2024
- April 2024
- May 2024
- June 2024
- July 2024
- August 2024
- September 2024

[illegible]

ROADMAP

2023

2024

Oct. Nov. Dec. Jan. Feb. Mar. Apr. May Jun. Jul. Aug. Sep.

Encouragement Social Media Posts	16th	1st	1-2 times each month									
Distribute Pamphlets	18th				18th				18th			
Oncology Newsletter Sign-Up on Website	18th											
Send Newsletter		1st	1st	1st	1st	1st	1st	1st	1st	1st	1st	1st
Healthcare Spaces Display Pamphlets		1st										
Launch LC Screening Quiz on Merck Website		1st										
Create Geolocation Search at End of Quiz		1st										
Display Paid Media Ads - Bus Stops, Train Stations, etc.		1st										
Launch Print/Social "The S Word" Campaign		8th	1-2 times each month									
Podcast Promo #1			8th									
Podcast Promo #2			12th									
Podcast Episode Release			15th	15th		15th		15th		15th		
AfAHC and OMH Partnership			1st	1st	1st	1st	1st	1st	1st	1st	1st	1st
Installation Week				1st - 5th						(Tentative)		
Installation Week Newsletter Sign-Up Booths				1st - 5th						(Tentative)		
Extended LUNgevity Partnership Announcement				1st								
Bryant Gumbel HOPE Summit Announcement							1st					
HOPE Summit Q&A Announcement							1st					
Bryant Gumbel Speaks at HOPE Summit Day 1								(Early May)				
Livestream Q&A at HOPE Summit Day 2								(Early May)				



EVALUATION SUMMATIVE DESCRIPTION

This oncology campaign measurement and evaluation plan can be considered successful if all tactic, goal, and objective metrics are met and/or exceeded. While many of the aspects of this campaign plan involve measurement and tracking in order to evaluate the success of an initiative, an entire set of factors involve unquantifiable traits. Primarily regarding personal thoughts and attributions towards Merck and its initiatives aiming to be pushed, it is less black and white on whether or not a specific goal was achieved. Due to this nature, it is imperative that Merck and Summit PR collaborate at every stage in this campaign to repeatedly and consciously obtain the perceptions of the audiences being targeted on the topic of early screening for lung cancer. Merck will know that this campaign strategy and evaluation plan is successful when lung cancer screening numbers increase on a monthly or yearly basis, more members of different minority communities are taking action to get tested regularly, and the discussion of lung cancer becomes less of a taboo that is something to fear and turns into something society is working to prevent and combat. Merck's social media and website engagement should transform during this campaign and the earned or shared media coverage that will be generated as a result of bus stop or train station ads, a new digital medium being entered in the form of a podcast, or the recondite "The S Word" campaign is sure to deem this campaign as a success.

2023-2024 CAMPAIGN CALENDAR

Timeline of Our Upcoming Tactics



OCT. 2023

- Begin Social Posts
- Distribute Pamphlets
- Oncology Newsletter Sign-Up Box on Website

DEC. 2023

- Continue Social Posts
- Send Newsletter
- Publish "The S Word" Media
- Podcast Promo #1
- Podcast Promo #2
- Podcast Episode Release
- Launch AfAHC & OMH Partnership

NOV. 2023

- Continue Social Posts
- Send Newsletter
- Display Pamphlets
- Launch Screening Quiz
- Create Geolocation on Quiz
- Display Public Paid Ads
- Launch "The S Word"

JAN. 2024

- Continue Social Posts
- Send Newsletter
- Publish "The S Word" Media
- Provide AfAHC/OMH Partnership Resources
- Installation Week
- Installation Week Newsletter Sign-Up Booths
- Extend LUNgevity Partnership

2023-2024 CAMPAIGN CALENDAR

Timeline of Our Upcoming Tactics



FEB. 2024

- Continue Social Posts
- Distribute New Pamphlets
- Send Newsletter
- Publish "The S Word" Media
- Podcast Episode Release
- Provide AfAHC/OMH Partnership Resources

APR. 2024

- Continue Social Posts
- Send Newsletter
- Publish "The S Word" Media
- Podcast Episode Release
- Provide AfAHC/OMH Partnership Resources
- Bryant Gumbel HOPE Summit Announcement
- HOPE Summit Q&A Announcement

MAR. 2024

- Continue Social Posts
- Send Newsletter
- Provide AfAHC/OMH Partnership Resources
- Publish "The S Word" Media

MAY 2024

- Continue Social Posts
- Send Newsletter
- Publish "The S Word" Media
- Provide AfAHC/OMH Partnership Resources
- Bryant Gumbel Speech at HOPE Summit Day One
- Livestream Q&A at HOPE Summit Day Two

2023-2024 CAMPAIGN CALENDAR

Timeline of Our Upcoming Tactics



JUN. 2024

- Continue Social Posts
- Distribute New Pamphlets
- Send Newsletter
- Publish "The S Word" Media
- Podcast Episode Release
- Provide AfAHC/OMH Partnership Resources

AUG. 2024

- Continue Social Posts
- Send Newsletter
- Publish "The S Word" Media
- Podcast Episode Release
- Provide AfAHC/OMH Partnership Resources

JUL. 2024

- Continue Social Posts
- Send Newsletter
- Publish "The S Word" Media
- Provide AAfHC/OMH Partnership Resources
- Installation Week (Tentative)
- Installation Week Newsletter Sign-Up Booths (Tentative)

SEP. 2024

- Continue Social Posts
- Send Newsletter
- Provide AfAHC/OMH Partnership Resources
- Publish "The S Word" Media

Long-Term



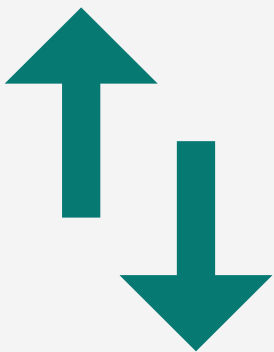
01 Expand Podcast

Develop a second series of the podcast that would focus on a different topic; Increase episode frequency to monthly.



02 Global Reach

Develop similar campaign strategies for a global scale and/or other kinds of oncology campaigns.



03 Action or Commitment

Continuously monitor how screening numbers increase or change.

Appendix A.1

Eligibility Quiz

Quiz that will help individuals see if they are eligible to receive a lung cancer screening exam. The quiz will be located on the Merck website.



Lung Cancer Eligibility Quiz

TAKE THE QUIZ TO SEE IF YOU SHOULD GET SCREENED.

Tell Us About You

WHAT AGE RANGE
DO YOU FIT INTO?

16-30

31-49

50-80

81-100

WHAT IS YOUR
GENDER IDENTITY?

Male

Female

Non-Binary

My Gender
Identity is
Not Listed

WHAT IS YOUR
SMOKING HISTORY?

Never
Smoked

Smoked in
the Last 5
Years

Smoked in
the Last
10-15 years

Smoked for
20+ Years

Appendix A.2

Eligibility Quiz

Quiz that will help individuals see if they are eligible to receive a lung cancer screening exam. The quiz will be located on the Merck website.

Calculate how many pack years you have smoked.

HOW MANY
CIGARETTES A DAY?

Enter
Amount

Your Results.

More About Lung Cancer

How does the lung cancer five-year survival rate when detected early compare to when detected late?

60%



6%

Appendix A.3

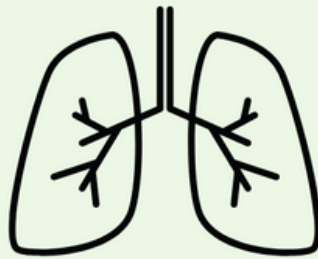
Eligibility Quiz

Quiz that will help individuals see if they are eligible to receive a lung cancer screening exam. The quiz will be located on the Merck website.

What is the leading cause of cancer death globally?



Breast Cancer



Lung Cancer



Brain Cancer



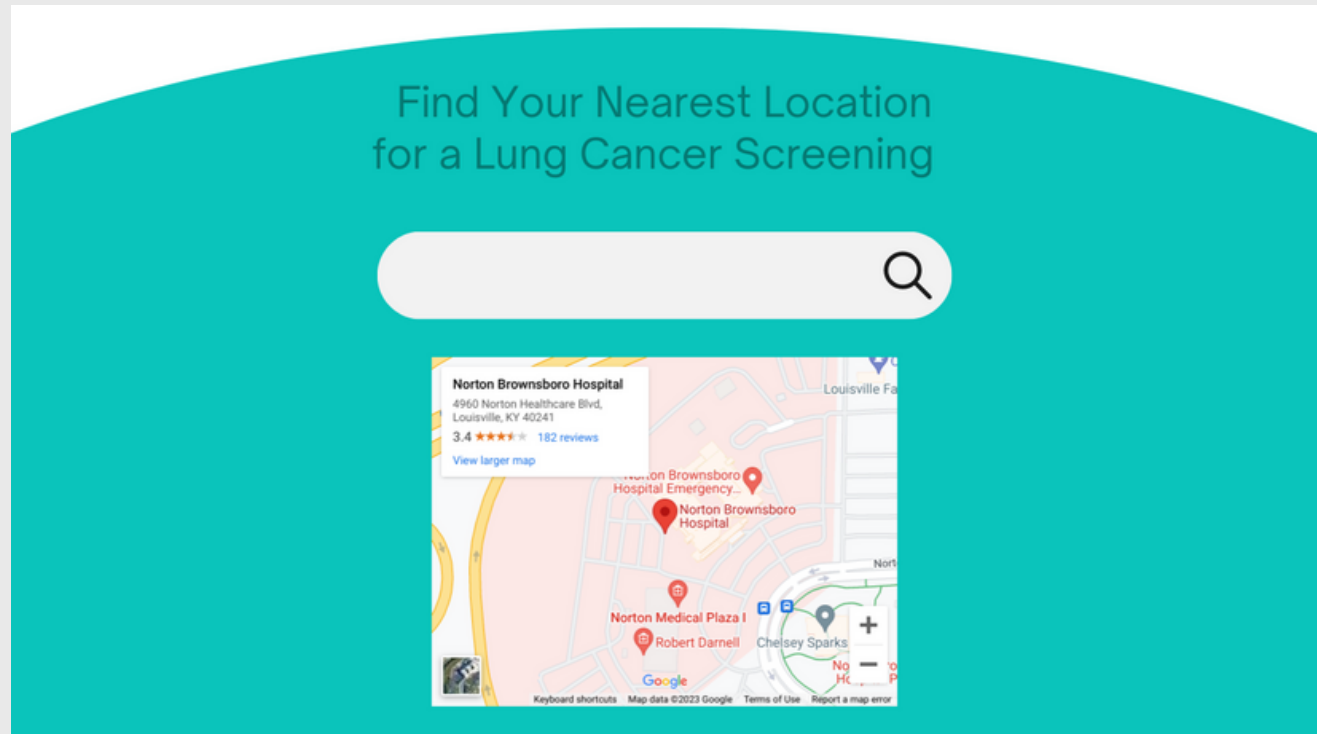
TRUE OR FALSE?

You must have a history of smoking in order to get diagnosed with lung cancer.

Appendix A.4

Eligibility Quiz

Quiz that will help individuals see if they are eligible to receive a lung cancer screening exam. The quiz will be located on the Merck website.



Appendix B.1

Quiz Social Post

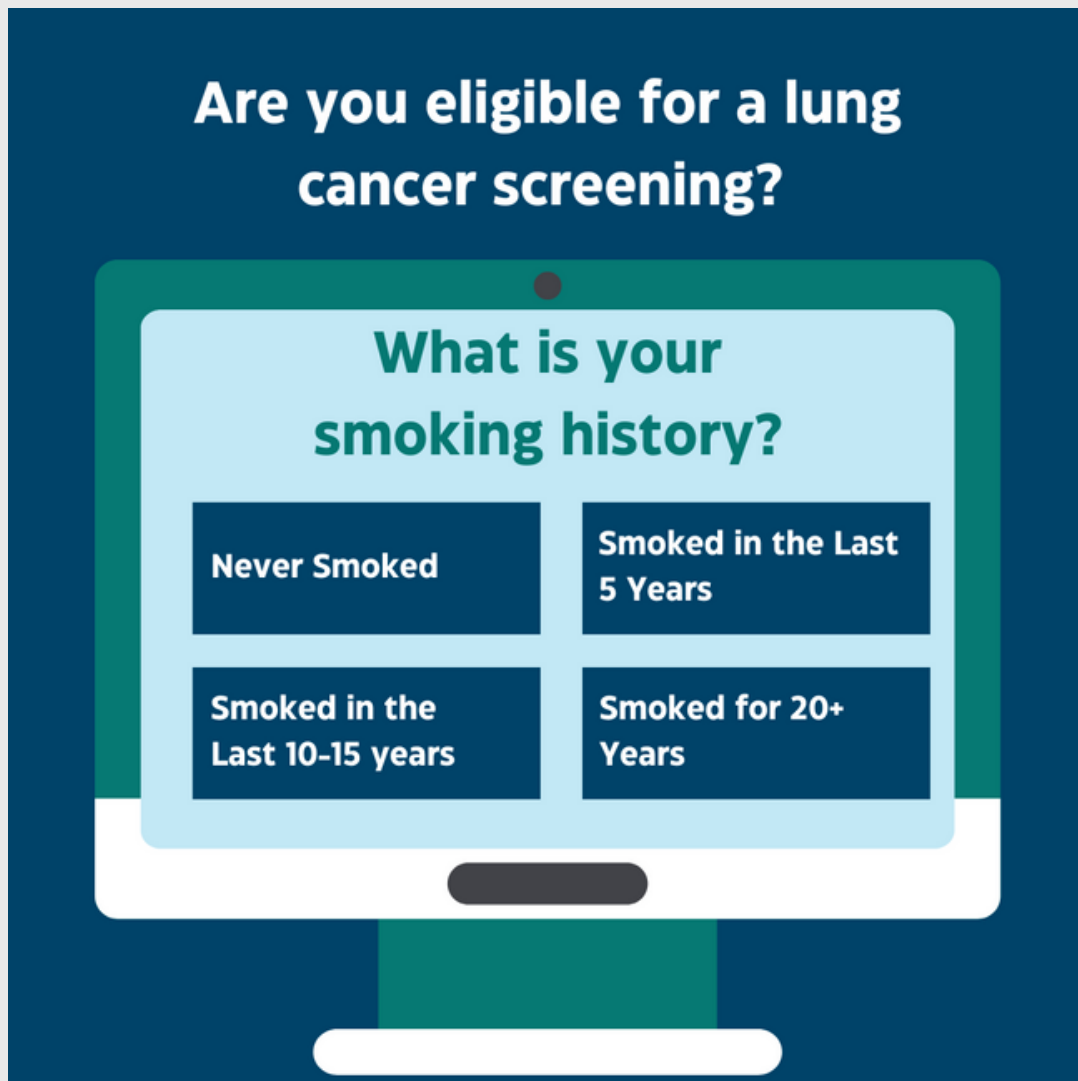
Social Media: Call-to-action eligibility quiz to lead individuals to the Merck website



Appendix B.2

Quiz Social Post

Social Media: Call-to-action eligibility quiz to lead individuals to the Merck website



Appendix C.1

Pamphlet

Pamphlet for health organizations with screening and eligibility information



Lung Cancer Early Detection Screenings

www.Merck.com



ARE YOU ELIGIBLE FOR A LUNG CANCER SCREENING?

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.



DEBUNKING MYTHS ABOUT LUNG CANCER SCREENINGS

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Appendix C.2

Pamphlet

Pamphlet for health organizations with screening and eligibility information

WHAT HAPPENS AFTER YOU GET SCREENED?

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

TO FIND A LOCATION NEAR YOU, VISIT:

www.merck.com/lungcancer

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.



Appendix D.1

"The S Word" Social Post

"The S Word" Advertisement: Break the silence around the word "screening" in an effort to encourage at-risk populations to get an early lung cancer screening



Appendix D.2

"The S Word" Social Post

"The S Word" Advertisement: Break the silence around the word "screening" in an effort to encourage at-risk populations to get an early lung cancer screening

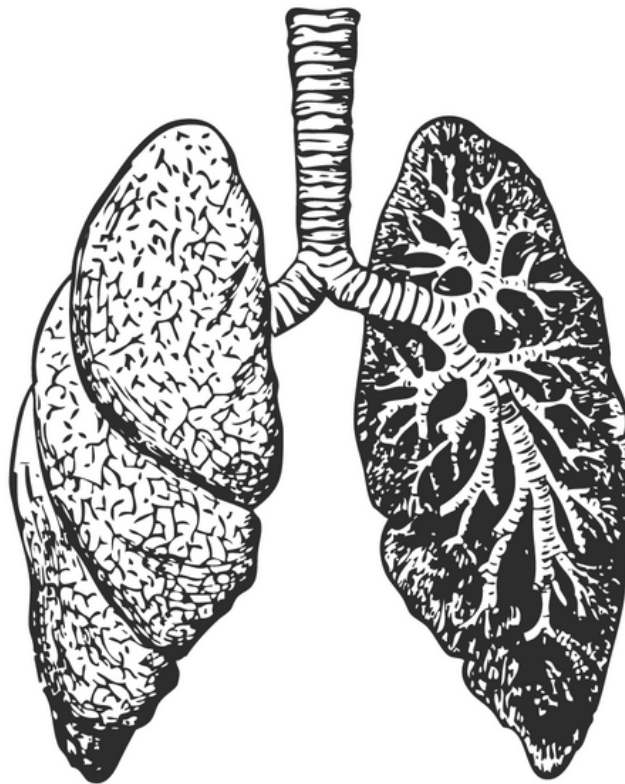


Appendix E.1

"The S Word" Vertical Advertisement

"The S Word" Advertisement: Break the silence around the word "screening" in an effort to encourage at-risk populations to get an early lung cancer screening

Say the S Word



**If lung cancer
is found late,
the five-year
survival rate
drops to only
6%.**

#screeningsaveslives



For more information about getting screened, scan the QR code.



Appendix E.2

"The S Word" Vertical Advertisement

"The S Word" Advertisement: Break the silence around the word "screening" in an effort to encourage at-risk populations to get an early lung cancer screening

**Don't let
the **S** word
keep you
from a
healthy
future**

 **MERCK**

**Say
the
S Word**

#Screeningsaveslives



For more information about the benefits of lung cancer screenings, scan the QR code.

Appendix F.1

"The S Word" Horizontal Advertisement

"The S Word" Advertisement: Break the silence around the word "screening" in an effort to encourage at-risk populations to get an early lung cancer screening



Don't let
the **S**
word
keep you
from a
healthy
future

 **MERCK**

Say
the
S Word

#Screeningsaveslives



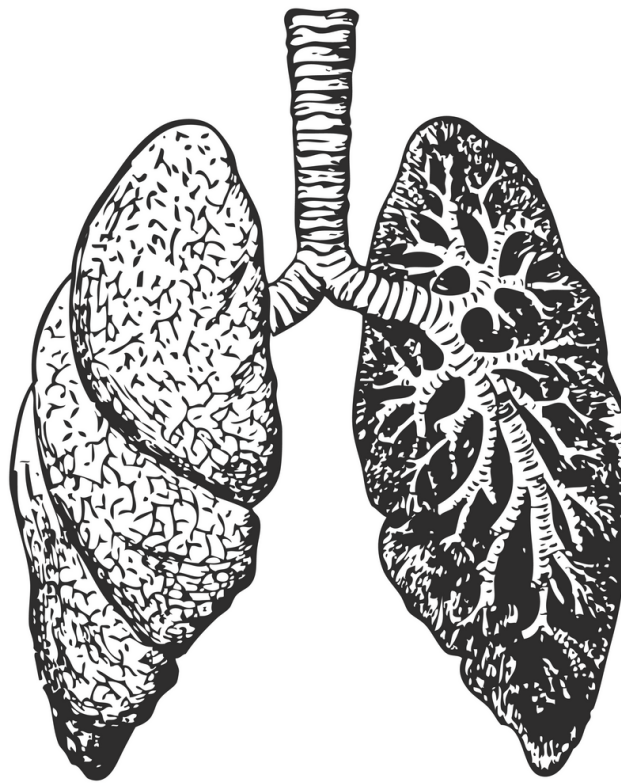
For more information about the
benefits of lung cancer screenings, scan
the QR code.

Appendix F.2

"The S Word" Horizontal Advertisement

"The S Word" Advertisement: Break the silence around the word "screening" in an effort to encourage at-risk populations to get an early lung cancer screening

If lung cancer is found late, the five-year survival rate drops to only 6%.



**Say
the
S Word**

#screeningsaveslives



For more information about getting screened, scan the QR code.

Appendix H.1

Podcast Episode Cover

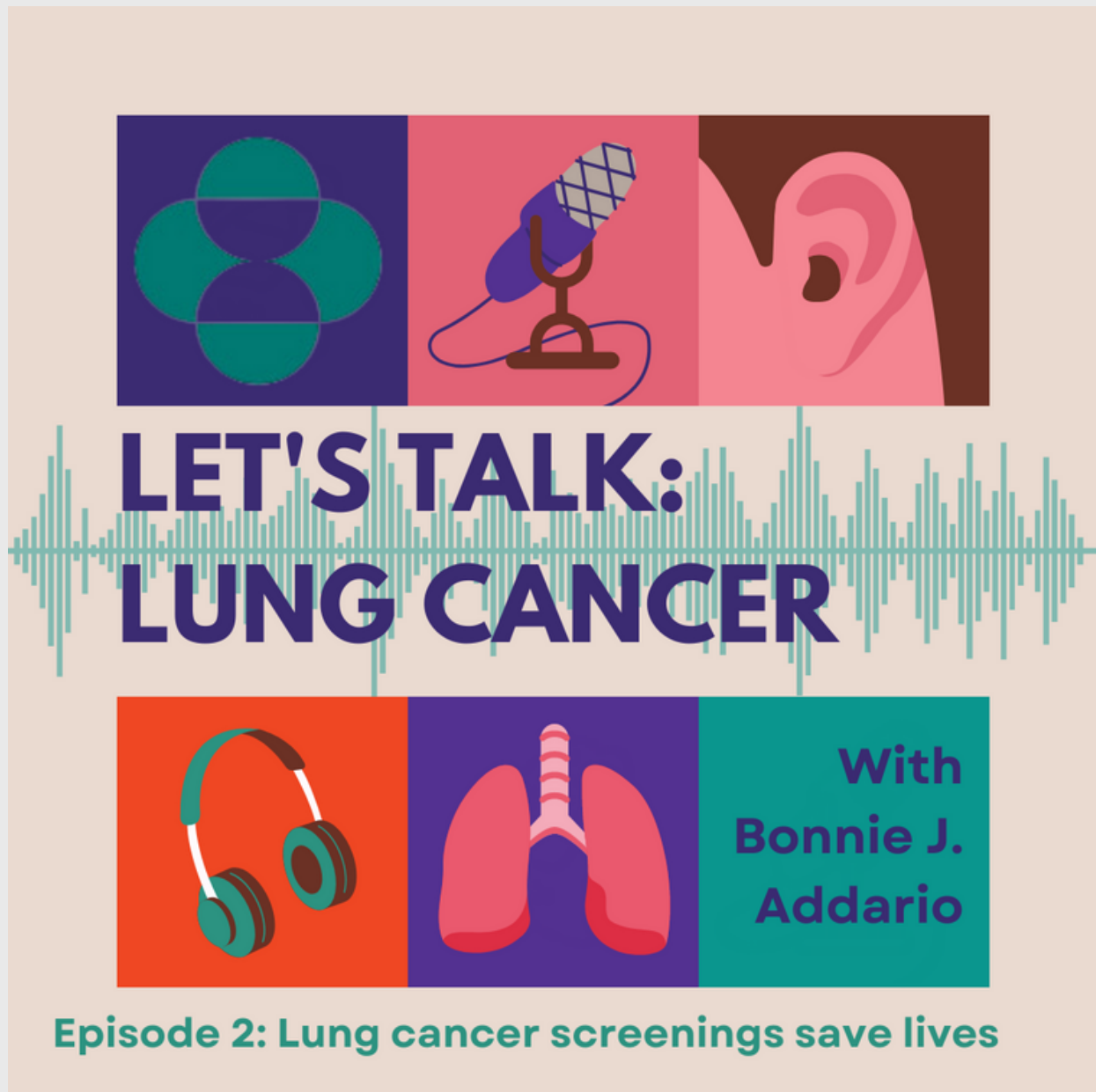
Let's Talk: Lung Cancer - Episode One - Fighting the fear to get screened



Appendix H.2

Podcast Episode Cover

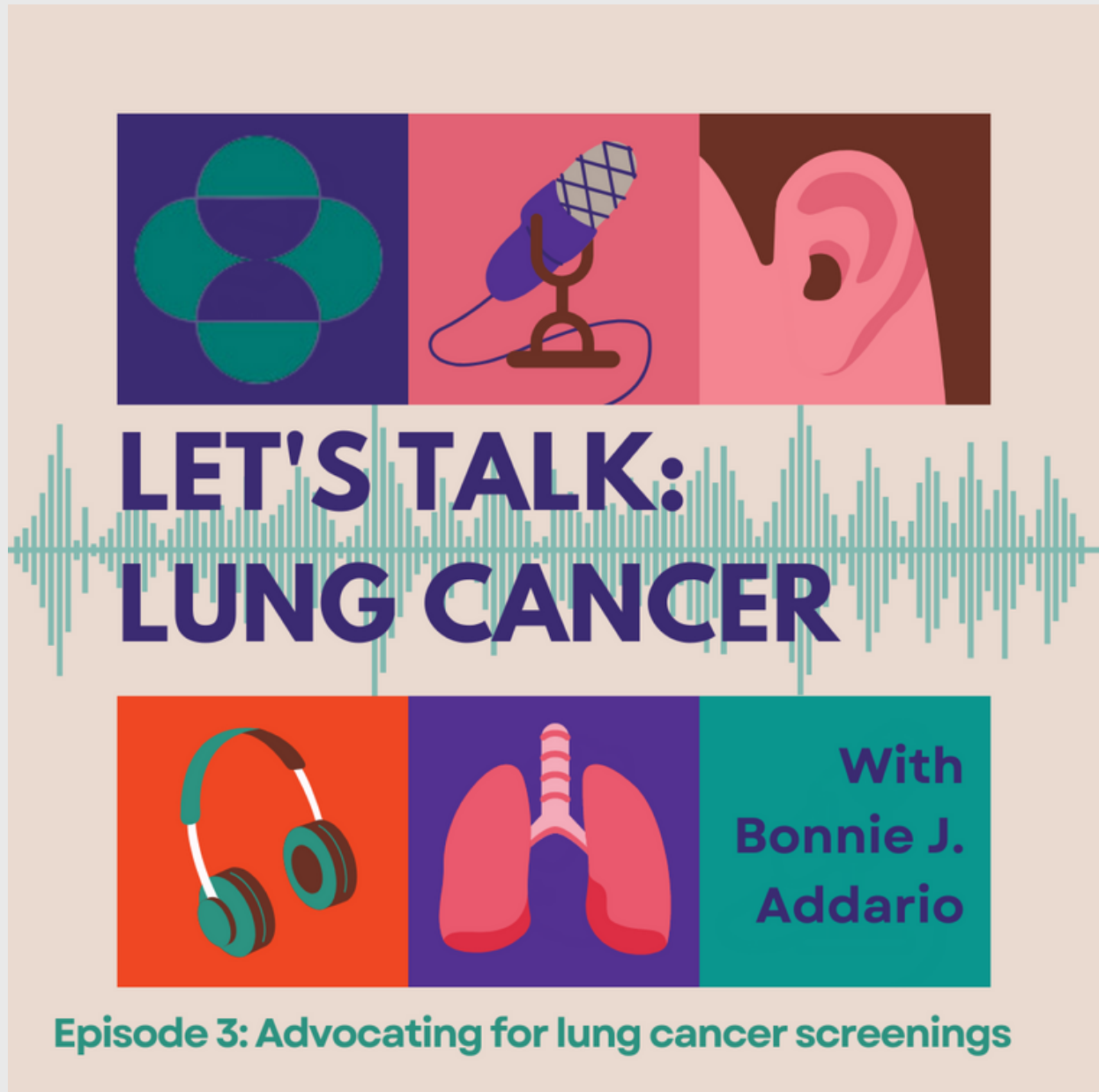
Let's Talk: Lung Cancer - Episode Two - Lung cancer screenings save lives



Appendix H.3

Podcast Episode Cover

Let's Talk: Lung Cancer - Episode Three - Advocating for lung cancer screenings



Appendix H.4

Podcast Episode Cover

Let's Talk: Lung Cancer - Episode Four - What if I got screened earlier?



Appendix H.5

Podcast Episode Cover

Let's Talk: Lung Cancer - Episode Five - Debunking myths and breaking stigmas



Appendix I

Partnership Social Post

Social Media Announcement: Partnership with the Office of Minority Health and the African American Health Coalition



Appendix J.1

Newsletter

Merck Lung Cancer Newsletter: Partnership with the Office of Minority Health and the African American Health Coalition

MAY 2023 | ISSUE 1

LET'S TALK LUNG CANCER

Merck Lung Cancer Newsletter



MERCK PARTNERS WITH THE OFFICE OF MINORITY HEALTH AND THE AFRICAN AMERICAN HEALTH COALITION

by Director James Lopez

Merck is proud to announce a new partnership with the Office of Minority Health (OMH) and the African American Health Coalition (AfAHC). The Office of Minority Health, a part of the U.S. Department of Health and Human Services, was founded in 1986 in direct response to the 1985 Secretary Task Force Report on Black and Minority Health. Its mission is, "to improve the health of racial and ethnic minority populations through the development of health policies and programs that will eliminate the health disparities" (OMH).

Appendix J.2

Newsletter

Merck Lung Cancer Newsletter: Partnership with the Office of Minority Health and the African American Health Coalition

MAY 2023 | ISSUE 1

The African American Health Coalition is a community-based non-profit based in Houston, Texas, the United States' fourth most populous city. The coalition "promotes healthy lifestyles and healthy communities for people of African American descent, but welcomes members, partners and support from all races and ethnic backgrounds" (AfAHC).



The goal of this partnership is to gain trust within minority groups with regard to lung cancer screening, as well as help these groups access screening as early and easily as possible. A 2022 report from the American Lung Association found significant discrepancies in early lung cancer diagnoses, likelihood of general and surgical treatment, and five year survival rates between minority and white Americans.

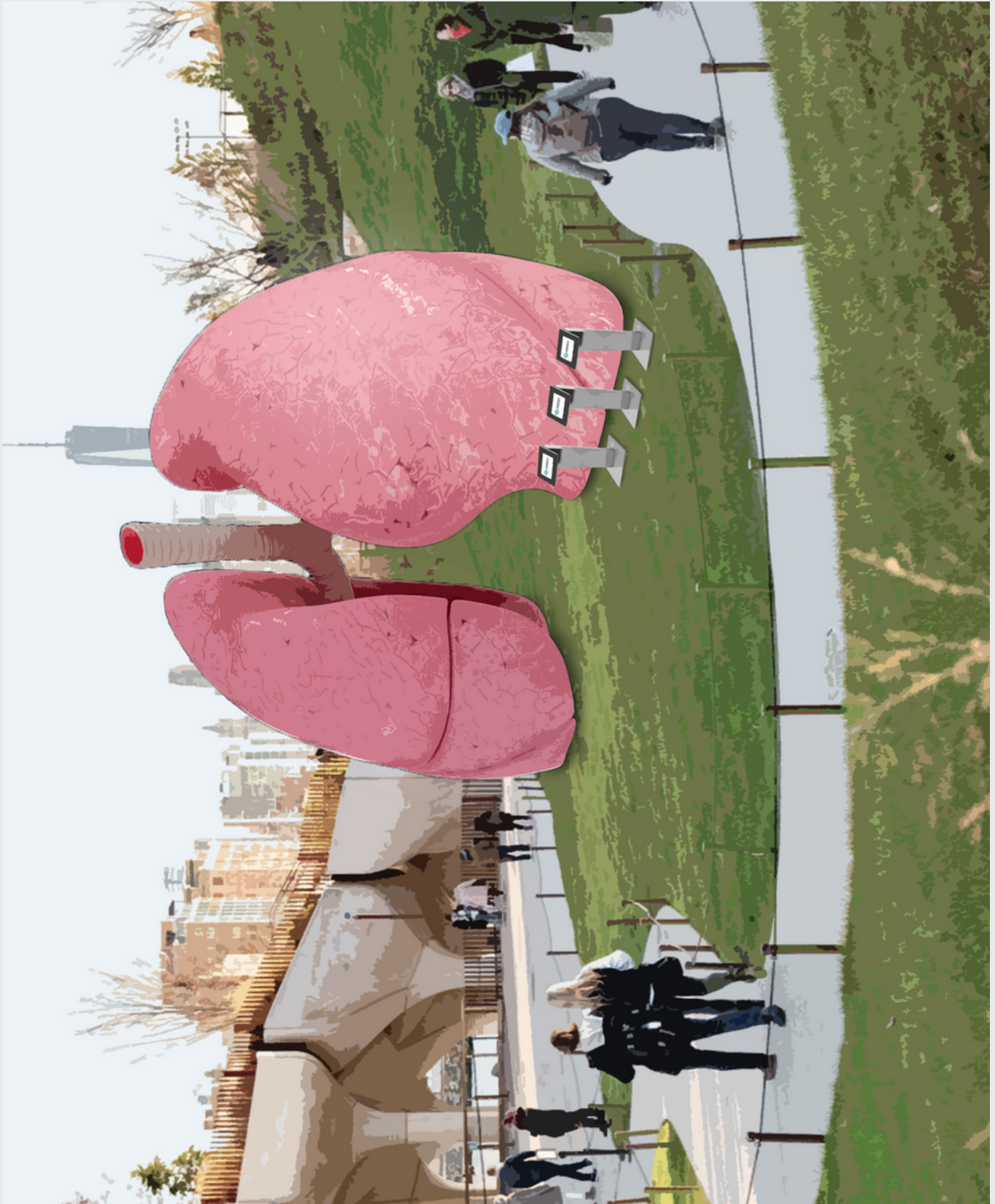
Through Merck's partnership with OMH and the African American Health Coalition, the goal is to close these gaps. The partnership between the three organizations will highlight these race-based disparities and bring them to the attention of these demographics, the general population, and other health organizations across the country. Merck, OMH, and AfAHC all want to start conversations surrounding unequal screening and care for lung cancer and amplify these to a broader audience. None of these organizations will rest until statistics prove to be even among all ethnic backgrounds.



Appendix K.1

Installation

Lung Installation where patients can learn more about risk factors for lung cancer and learn about why they may be at risk.



Appendix K.2

Installation

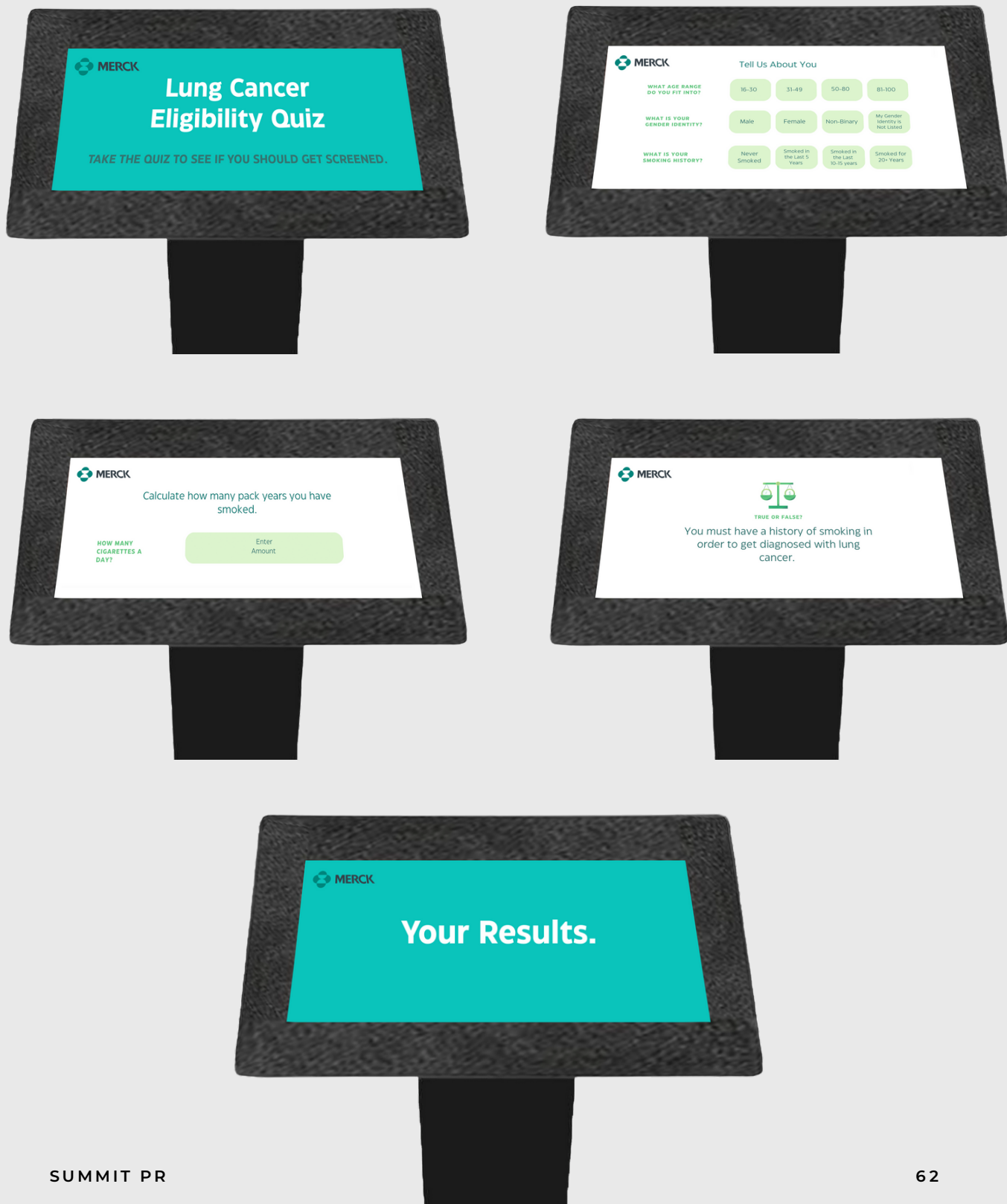
Inside the lung Installation where patients can learn more about risk factors for lung cancer and learn about why they may be at risk.



Appendix K.3

Installation

Tablets at lung installation can take Merck's screening quiz



Appendix L

Bryant Gumbel Social Post

Social Media: Bryant Gumbel survival story announcement



Appendix M.1

Hope Summit Q&A Social Post

Social Media: Q&A event with Merck and LUNgevity



Appendix M.2

Hope Summit Q & A Livestream Home Screen

Livestream: Q&A event with Merck and LUNgevity

LET'S TALK

Merck hosts this Q&A event with LUNgevity at the HOPE Summit to bring awareness to Lung Cancer.

SUBSCRIBE



@Merck



MERCK



LUNGEVITY

Find it. Treat it. Live.

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THANK YOU