Oncology Campaign: Early Lung Cancer Screenings



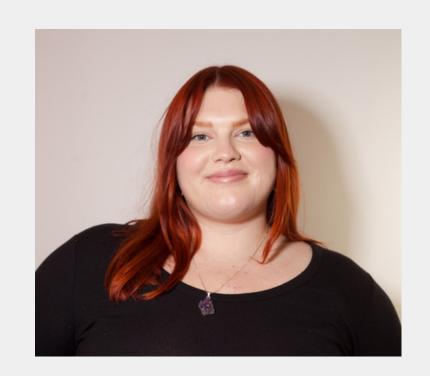


The Team

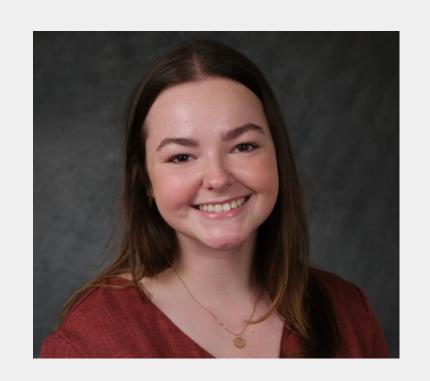
Katarina Davey



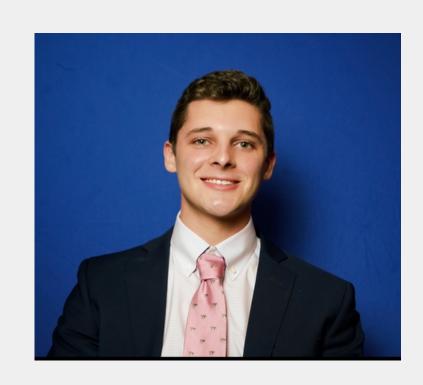
Hannah Gates



Brooke Madigan



Jake Skolnick



PRESENTATION AGENDA

PROBLEM/OPPORTUNITY

ROADMAP

SWOT

AUDIENCE DEMOGRAPHICS

GOALS & OBJECTIVES

STRATEGIES & TACTICS

EVALUATION

KEY MESSAGING

BUDGET

NEXT STEPS

CONCLUSION

QUESTIONS

PROBLEM/OPPORTUNITY

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.



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) | | | | |

S

STRENGTHS:

- Dedicated page on the website for oncology
- Multiple partnerships to support patients and caregivers
- Website contains six "oncology stories" that discuss relevant topics relating to early screening and other cancer diagnoses
- In one "oncology story," lung cancer screening qualifications are stated
- Showcasing current oncology research
- Merck is a global, wellrespected organization and brand
- Technological expertise
- Established public health service record

W

WEAKNESSES:

- Only three articles about lung cancer on entire site
- Nearly all articles they've published on the oncology page are from September 2021, inciting an outdated feeling of less relevance
- There is no information on how the problem especially impacts ethnic and racial minorities
- You have to search extensively to find any information on lung cancer
- Social media lacks engagement and activity
- Past partnership content and educational information is outdated and impersonal



OPPORTUNITIES:

- Expand lung cancer education on website
- Post more helpful articles more frequently
- Publish far more testimonials because of their potential convincing effect
- Diversify website content to be more attention-grabbing and less wordy
- 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 events specifically related to lung cancer

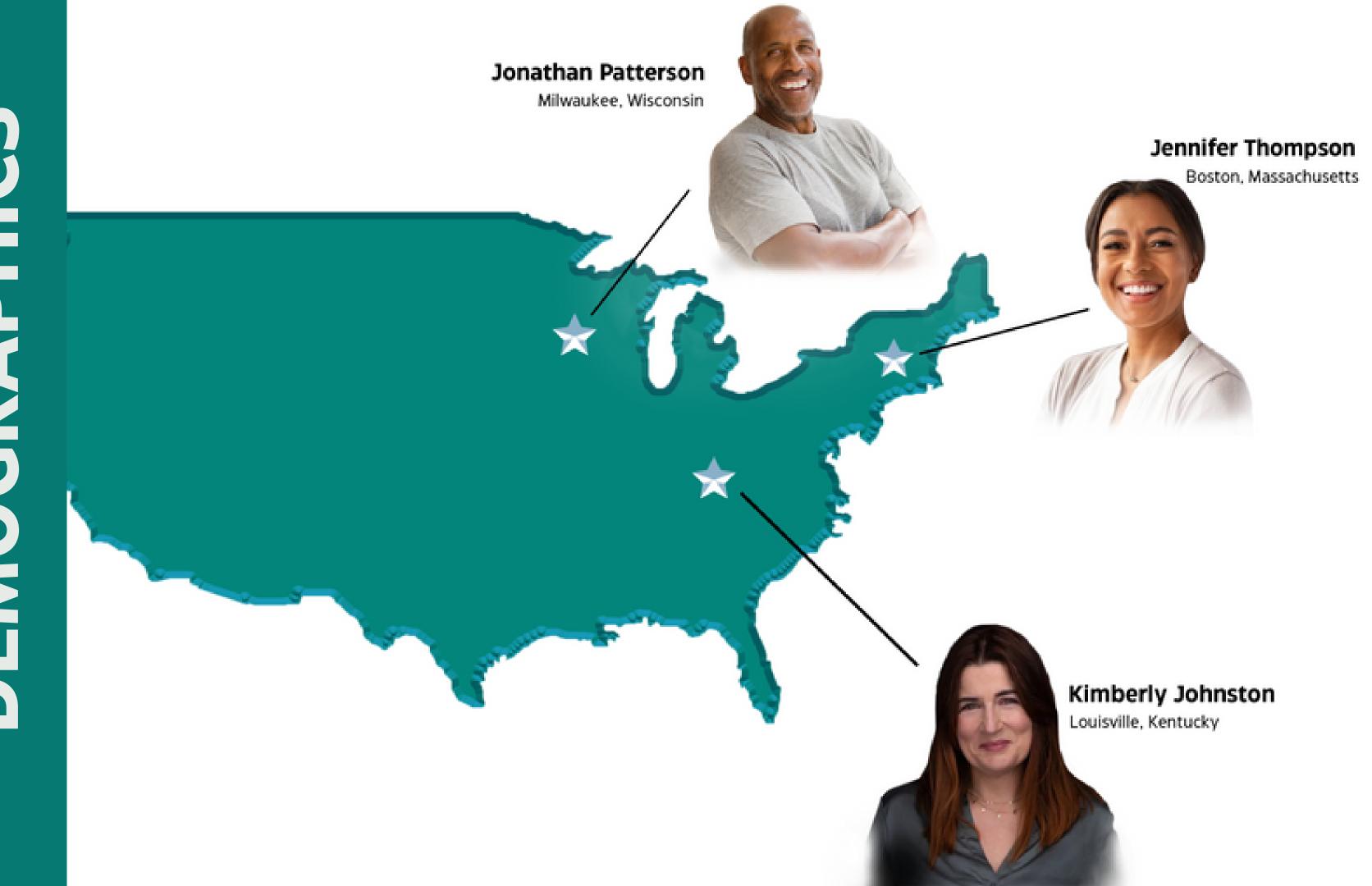


L

THREATS:

- Emergence of vaping; fear of diagnosis among potential screening candidates
- Convincing eligible candidates to get screened who are hesitant out of diagnosis fear
- Pfizer holds seven partnerships with lung cancer patient advocacy organizations
- Eli Lilly and Company partnered with National Minority Quality Forum to ensure high-risk populations have proper health care access
- Immense amount of misinformation out there about who is eligible to get screened and what kind of person gets lung cancer





AUDIENCE DEMOGRAPHICS

RACIAL AND ETHNIC MINORITIES

- Black men have the highest rate of lung cancer
- Way to Reach: Black
 Americans are streaming more audio than other audiences and, through advertisements, have an average 73% brand recall

• FAMILY MEMBERS

- Having a family member or friend that is diagnosed with cancer can introduce lifestyle changes and emotional responses
- Way to Reach: Users aged 25 to 34 account for the largest share of YouTube's advertising audience

INDIVIDUALS WHO MEET THE LUNG CANCER SCREENING

- Approximately 20 percent of women diagnosed with lung cancer today are lifelong non-smokers
- Way to Reach: 73% of
 U.S. adults who use
 Facebook will be between
 50 to 64

GOAL ONE

Increase awareness of the importance of lung cancer screening among qualified individuals (Adults aged 50–80 years who have a 20-packyear 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.

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.

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.

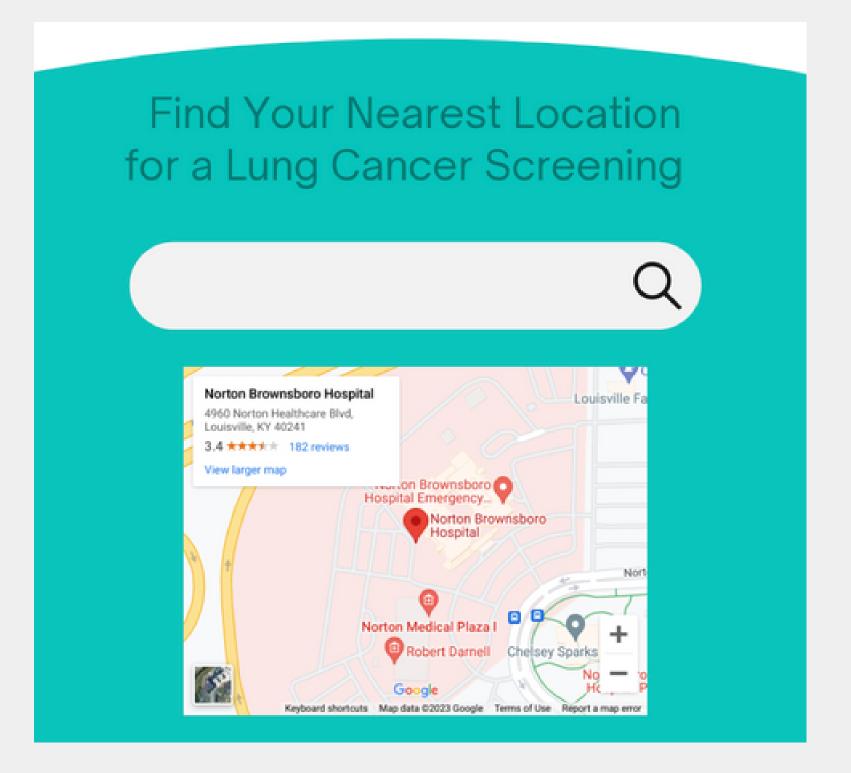
Tactic: Eligibility Quiz

Tactic: Geolocation Bar

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

Tactic: Paid Social Media

STRATEGY 1 AND 2



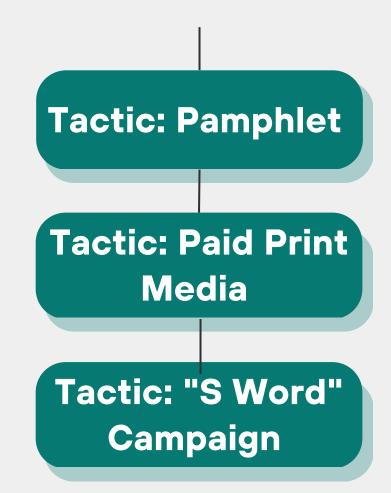


Objective



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.

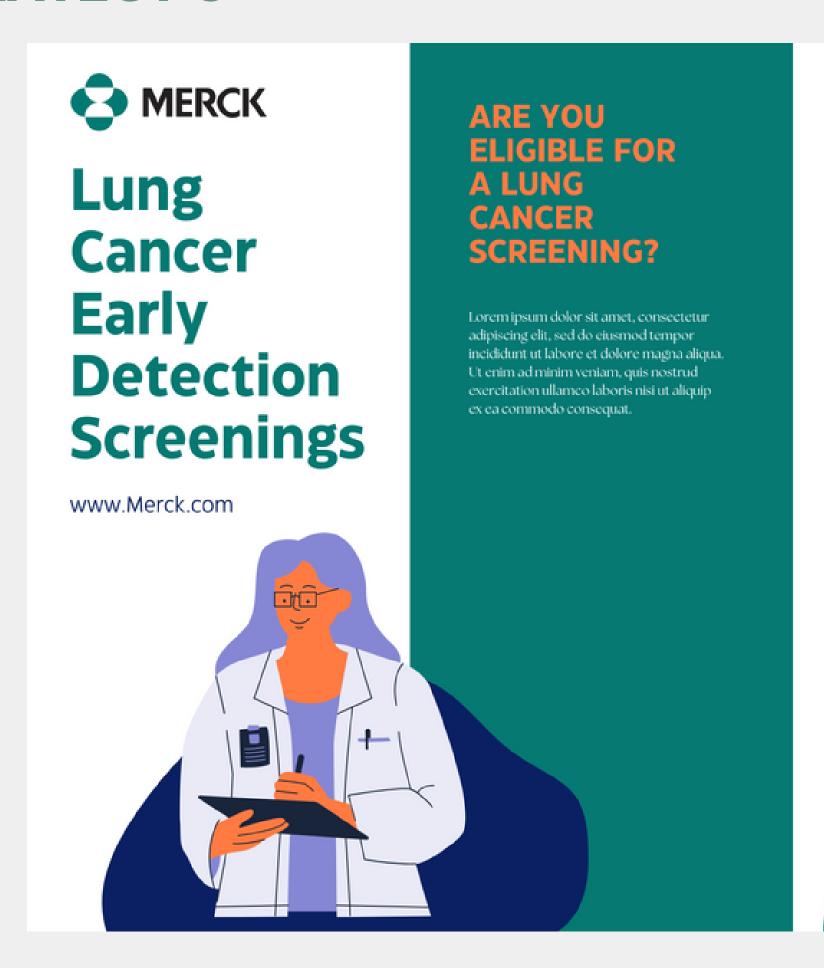
Strategy 3: Increase media engagement with older audiences and minority audiences.

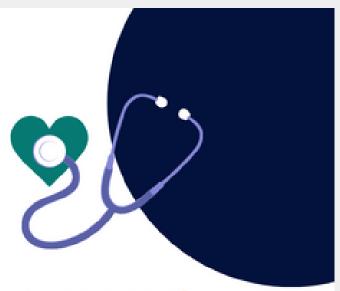


Strategy 4: Create owned media to place on the Merck website to educate targeted audiences about why they should get screened.



STRATEGY 3





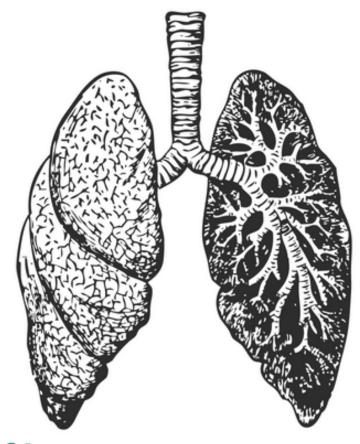
DEBUNKING MYTHS ABOUT LUNG CANCER SCREENINGS

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STRATEGY 3

Say the S Word



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



#screeningsaveslives

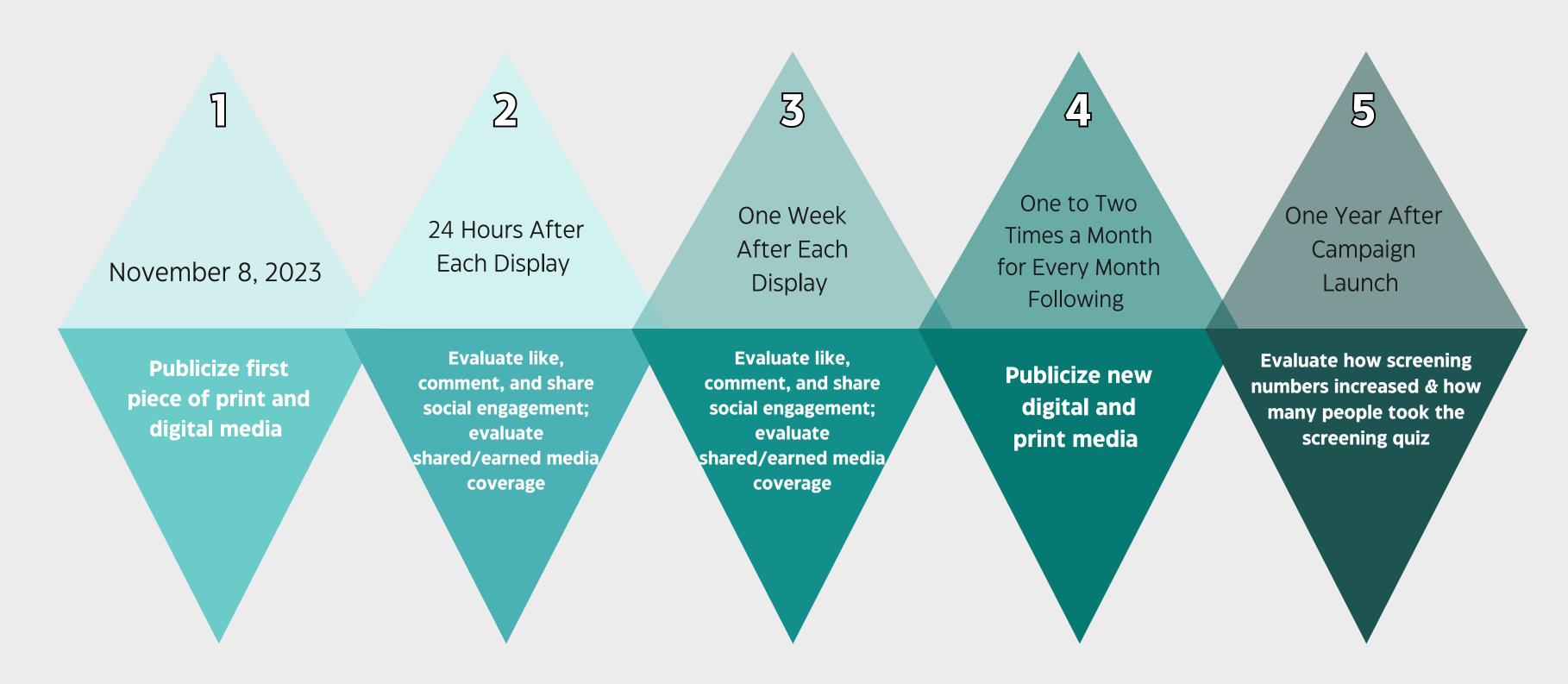
For more information about getting screened, scan the QR code.





"THE S WORD"

TACTIC EVALUATION



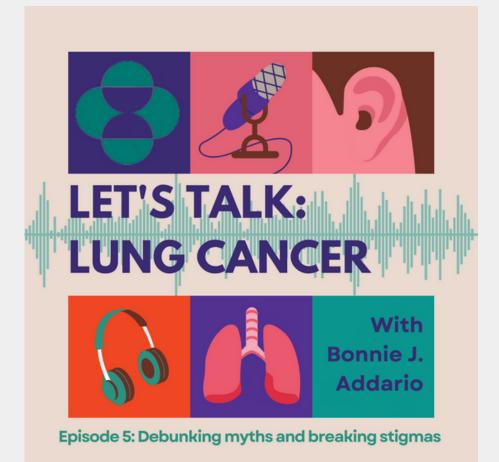
STRATEGY 4





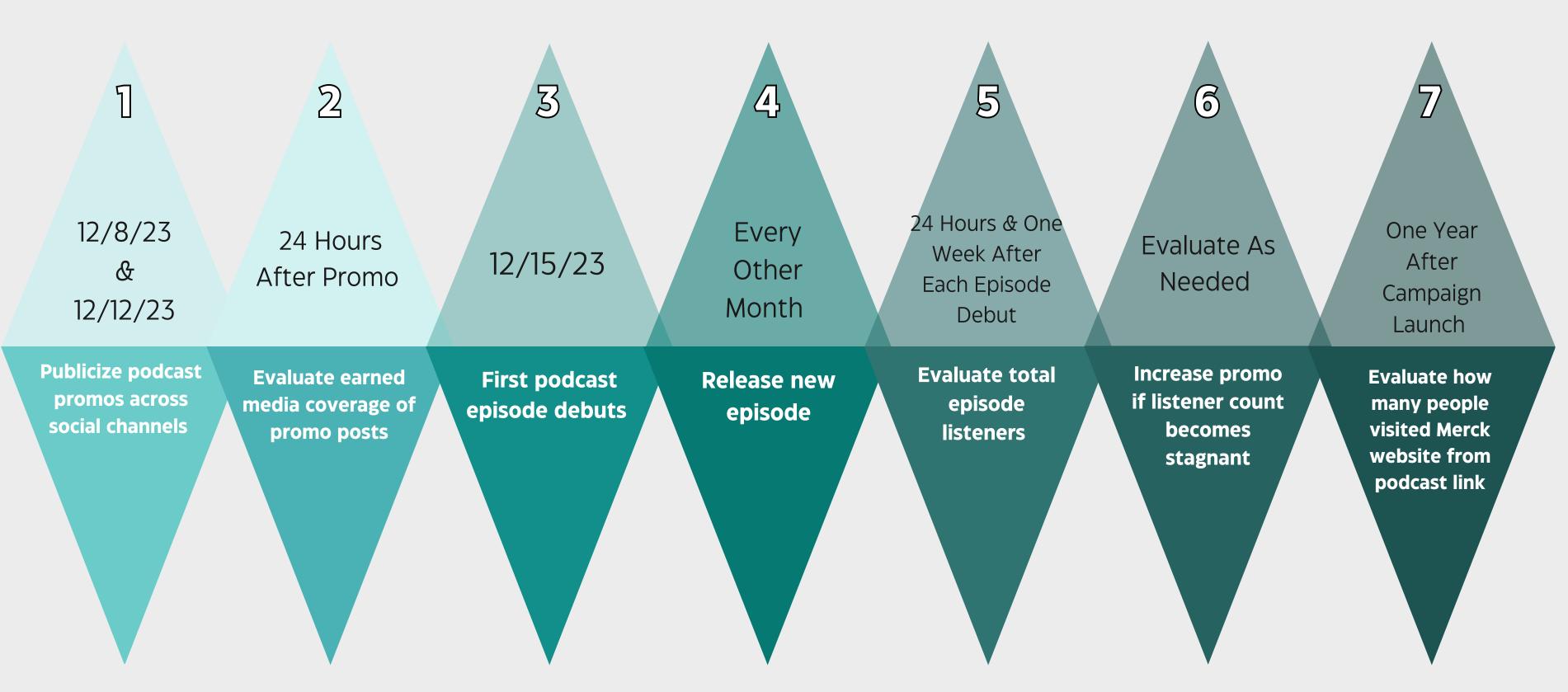






PODCAST

TACTIC EVALUATION



GOAL TWO

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.

OBJECTIVE

Educate **7,500 health organizations**(hospitals, clinics, black health organizations) on the factors limiting lung cancer screening for minority groups in the first year after the campaign is launched.

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: AfAHC/OMH
Partnership

Strategy 6: Target cities where lung cancer rates are highest during the first week in January with interactive media.



STRATEGY 5

MERCK PARTNERS WITH THE OFFICE OF MINORITY **HEALTH AND** 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.

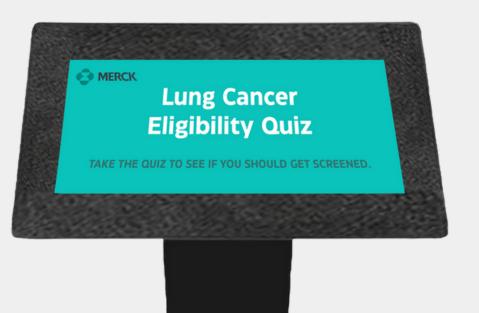






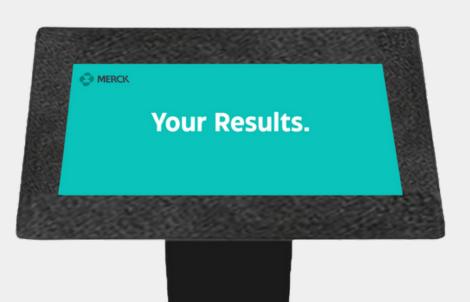
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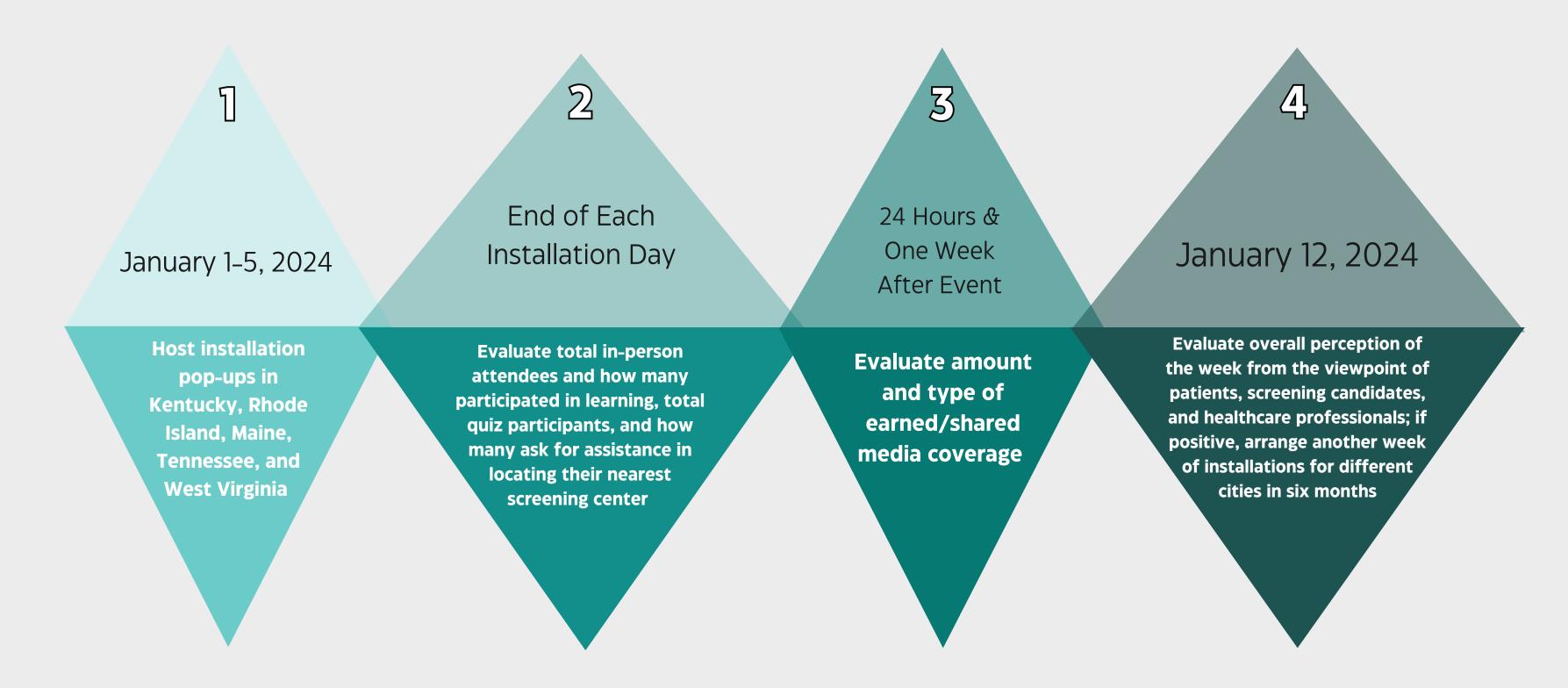






INSTALLATION WEEK

TACTIC EVALUATION



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.

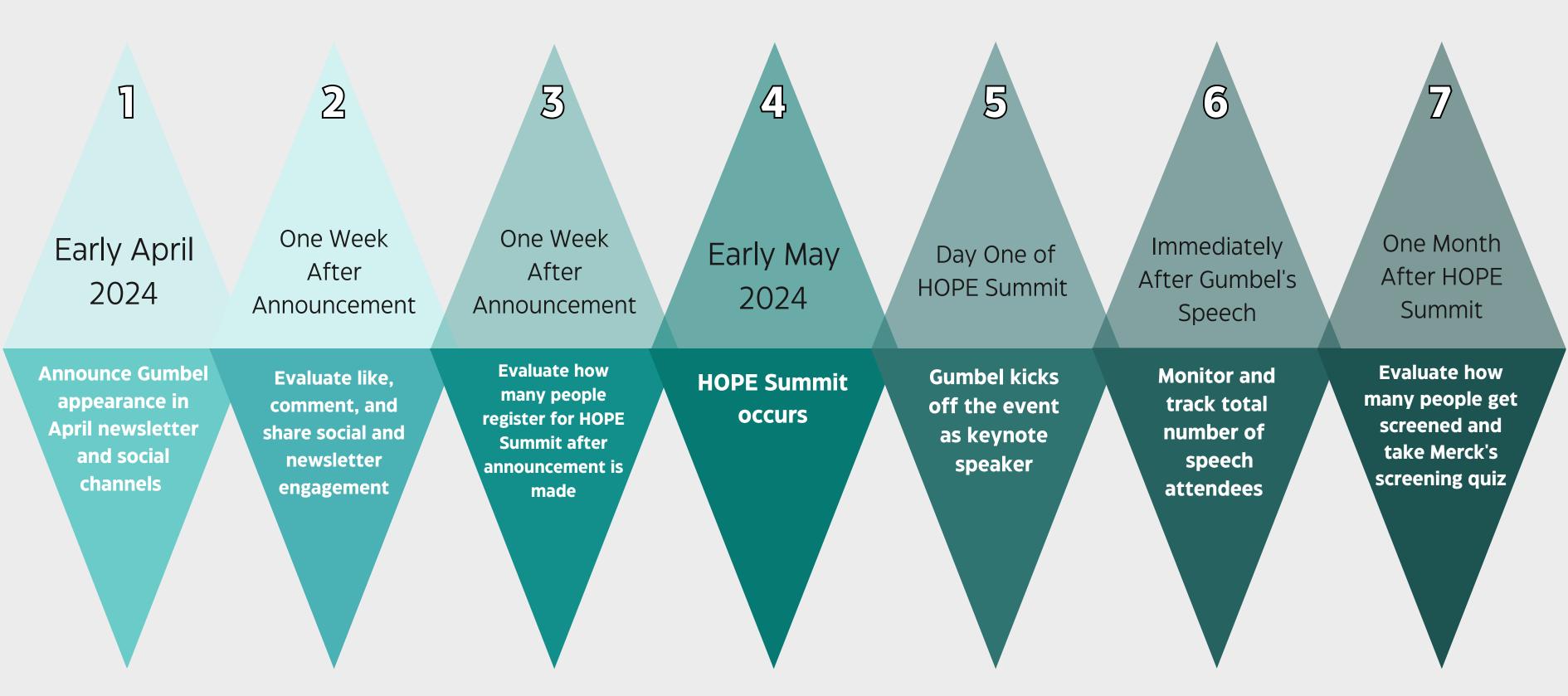






BRYANT GUMBEL HOPE SUMMIT

TACTIC EVALUATION



KEY MESSAGES

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

- 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.
- 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.
- Cigarette smoking is linked to about 80% 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

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

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.

- Nearly 70% of Black Americans feel that they are mistreated by the U.S. healthcare system and 55% 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.
- 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.

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

BUDGET

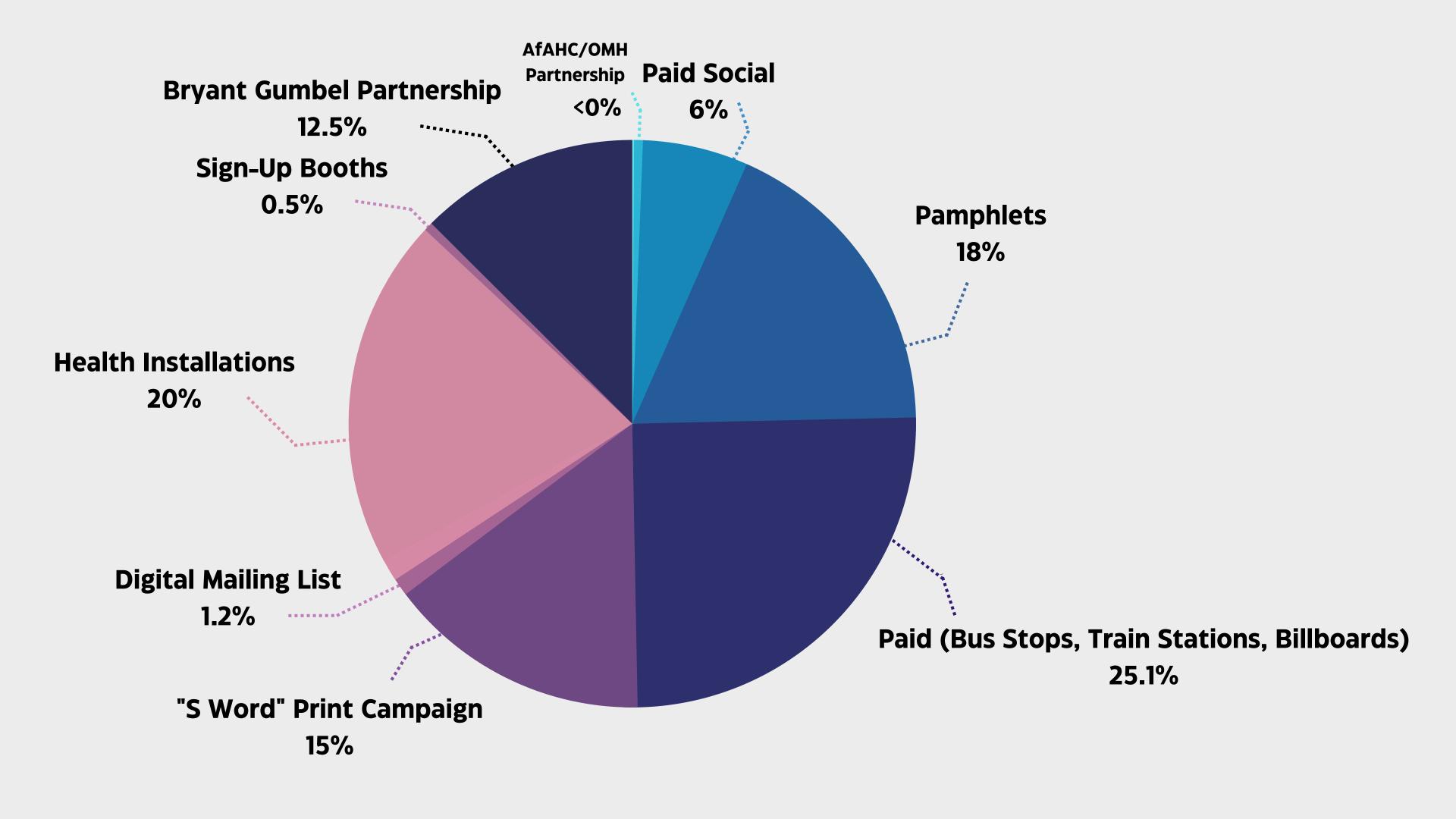
Merck x Summit PR

BUDGET

TOTAL NEEDED:

\$998,000.00

| TACTIC | Budgeted Amount (5) |
|--|---------------------|
| Create a lung cancer screening quiz on Merck's website | 1,000 |
| Create a geolocation search bar at the end of the search quiz | 5,000 |
| Use paid media on social platforms | 60,000 |
| Partner with health organizations to put pamphlets in health care spaces | 180,000 |
| Place paid media ads at bus stops, train stations, and billboards | 250,000 |
| Create a print and social media campaign called the "S-word" | 150,000 |
| Create a podcast with health care professionals and surviving cancer patients | 10,000 |
| Create a new mailing list with news related to oncology and research and development that Merck is involved in | 12,000 |
| Partner with the African American Coalition and the Office of Minority Health | 0 |
| Create interactive health installations* | 200,000 |
| Have sign-up booths at the health installations | 5,000 |
| Partner with LUNGevity | 0 |
| Sponsor Bryant Gumbel at LUNGevity's annual HOPE Summit that is live streamed on Merck's website and promoted on socials | 125,000 |



OCT. 2023

Begin Social Posts

Distribute Pamphlets

Oncology Newsletter Sign-Up Box on Website

NOV. 2023

Continue Social Posts

Send Newsletter

Display Pamphlets

Launch Screening Quiz

Create Geolocation on Quiz

Display Public Paid Ads

Launch "The S Word"

DEC. 2023

Continue Social Posts

Send Newsletter

Publish "The S Word" Media

Podcast Promo #1

Podcast Promo #2

Podcast Episode Release

Launch AAfHC &OMH Partnership

JAN. 2024

Continue Social Posts

Send Newsletter

Publish "The S Word" Media

Provide AAfHC/OMH
Partnership Resources

Installation Week

Installation Week Newsletter Sign-Up Booths

Extend LUNGevity Partnership

FEB. 2024

Continue Social Posts

Distribute New Pamphlets

Send Newsletter

Publish "The S Word" Media

Podcast Episode Release

Provide AAfHC/OMH
Partnership Resources

MAR. 2024

Continue Social Posts

Send Newsletter

Publish "The S Word" Media

♣ Provide AAfHC/OMH Partnership Resources **APR. 2024**

Continue Social Posts

Send Newsletter

Publish "The S Word" Media

Podcast Episode Release

Provide AAfHC/OMH Partnership Resources

Bryant Gumbel HOPE Summit Announcement

HOPE Summit Q&A
 Announcement

MAY 2024

Continue Social Posts

Send Newsletter

Publish "The S Word" Media

Provide AAfHC/OMH
Partnership Resources

Bryant Gumbel Speech at HOPE Summit Day One

Livestream Q&A at HOPE Summit Day Two

| JUN. 2024 | JUL. 2024 | AUG. 2024 | SEP. 2024 |
|---|---|---|---|
| Continue Social Posts | Continue Social Posts | Continue Social Posts | Continue Social Posts |
| Distribute New Pamphlets | Send Newsletter | Send Newsletter | Send Newsletter |
| Send Newsletter | Publish "The S Word" Media | | |
| Publish "The S Word" Media | Provide AAfHC/OMH Partnership Resources | Publish "The S Word" Media | Publish "The S Word" Media |
| Podcast Episode Release | Installation Week (Tentative) | Podcast Episode Release | Provide AAfHC/OMH Partnership Resources |
| Provide AAfHC/OMH Partnership Resources | Installation Week Newsletter Sign-Up Booths (Tentative) | Provide AAfHC/OMH Partnership Resources | |

TACTIC EVALUATION TIMELINE

October 2023

Social Media Posts

- Besin postine 50/38
- Evaluate total viewer. like comment, and share count.
- 24 hours & one week after post evaluate total redirection from the post to the quir

Pamphlet Distribution

- Begin rollout 10/18
- Evaluate every four. maked by book manufolism the healthcare spaces recorder partighlets tosignal how many patients are actually taking them.

Oncology Newsletter Sign-Up

- Add ancology-specific newsletter sign-up box in multiple locations on Marck website starting. 100,000
- Evaluate total number of sign-says in the twoweeks leading up to official comparign faunch

November 2023

Social Media Posts

- Continue 15/1. Same evaluation as in:
 - Oct. to monitor prowth

Newsletter 1

 Send newsletter 15/1. Evaluate total monthly sign-upsc how many.

people soroll through

the entire newsletter:

rate: quie participants.

from Association Int.

Pamphiet Display

Same evoluption as Oct.

· Healthcare centers.

every month.

monthly email open-

· Some evaluation as in-

"The 5 Word"

- Same evaluation as in. Now, to monitor growth-

- begin displaying pamphints \$1/4.
 - Evoluate total named coverage in 24 hours.

Screening Quiz

- Quit live on Montk. medicales 11/7.
- Evaluate number of participants monthly

Quiz Geolocation

- Uses on soils 15/1. Evaluate total users of
- feature and most popular locations Public Paid Ads

. Display 11/1 for six weeks

 After six weeks, evaluate if adi drove traffic to website. and wedlets.

"The 5 Word"

- Launchen 15/8
- Evaluate the following: year's total screenings.

December 2023

Social Media Posts

- Continue 1-2s monthly
- Same evaluation as in: Oct. to monitor growth

Newsletter 2

- Continue 12/3
- New to monitor growth

Continue 5-2x monthly

Podcast Promo 1

Laureches 12/8.

Pedcast Promo 2

- Launches 12/12
 - Evoluate total samed coverage in 24 hours.

Podcast Episode 1

- Belosses 12/15
- Evaluate total listeners. one week after podcast molecular references, and total shared coverage

AfAHC + OMH Accessoros partmenhio.

- and first set of resources \$2/\$.
- Evaluate how many: people get screened monthly as a result of the resources this. partmenship provides

Social Media Posts

January

2024

 Continue 1-2x monthly. Same evaluation as in.

Oct. to monitor growth Newsletter 3

- Continue \$75.
- · Same evaluation as in Nov. to monitor growth

"The 5 Word" Continue 5-Dx monthly

- Same evaluation as in
- Nov. to monitor growth

AMAHC + OMH

- · Continue distributing resources monthly
- Explaints Novembers people get screened monthly as a result of the resources this partnership provides

Installation Week

- Takes place 1/1-1/5
- Evaluate total participants, how many people take the quiz at the installation and let us know they want to find their rearest. screening center, and total named media coverage 24 hours + one week after pop-up

IW Sign-Up Booths

- Taken place 1/1-1/5.
 - · Evaluate how many people stem can have the mounded to a at each installation, as well as within 34 hours after

LUNGevity Extension

- Accounts 1/1.
- Evaluate response from followers through like. quemment, and share count on socials, as well an number of clicks and reads on omali newsletter

February 2024

Social Media Posts

 Continue 1-2s monthly Some evaluation as in:

Oct. to monitor growth

Newsletter 4

- Continue 2/3.
- · Same evaluation as in-Nov. to monitor growth

"The 5 Wood"

- Continue 5-3x monthly Same evaluation as in:
- Now, to monitor growth.

Podcast Episode 2

- Releases 2/15
- Evaluate total listoners. one week after podcast episode releases and total shared coverage

AfAHC + OMH

- Continue distributing resources monthly
- Evaluate how many people get screened monthly as a result of the resources this. partnership provides

Pamphlet Distribution

- Distribute new pumphiet to healthcare cambon 2718
- Same evaluation as Oct. and evaluate patient response from previous pamphist.

Social Media Posts

March

2024

 Continue 1-2x monthly Same evoluation as in:

Oct. to monitor growth-Newsletter 5

- Constitute 9/1.
- · Same evaluation as in New, to morrisor growth

"The S Word"

 Continue 1-2x monthly Same evaluation as in:

Nov. to monitor growth AfAHC + OMH

- Continue distributing
- resources monthly Evaluate how many perople get screened monthly as a result of the resources this partnership provides

Social Media Posts

April

2024

 Continue 1-2s monthly . Same evaluation as in

Oct. to monitor growth Newsletter 6

- Continue 4/3
- · Same evaluation as in New, to monitor growth

"The 5 Word"

 Continue 1-2x monthly Same evaluation as in:

Now, to monitor growth Podcast Episode 3

- Reference 4/15.
- Evaluate total listeners one week after podcast replande releases and tistal shared coverage

AfAHC + OMH

- Continue distributing renounces monthly
- Evaluate hose many people get screened monthly as a result of the resources this. partnership provides

Bryant Gumbel Announcement

- Armounced 4/1.
- Evolupte social lives. comments, and shares as well as how many additional people sign year floor tiles arrange affine Ns announcement

HOPE Q&A Announcement

- Amounced-6/1.
- Evaluate social likes comments, and shares as well as how many additional people sign rup for the event after QSA announcement

Mary

2024

Social Media Posts

Oct. to monitor growth

 Continue 5-2x monthly Same evoluation as in:

Newsletter 7

- Continue 5/1.
- · Same evaluation as in-Nov. to monitor growth

"The S Word"

- Continue 1-2s monthly
- · Same evaluation as in Nov. to monitor growth

Afahc + OMH

- · Continue distributing nesources monthly
- Evoluate hour many people put screened monthly as a result of the resources this partnership-provides

Bryant Gumbel at HOPE Summit

 Occurs early May Evaluate total attendees of his speech, how many people get screened or take the March satisfaction during date

QSA at **HOPE Summit**

2024

June

Continue 1-2x monthly

- Continue 675.
- · Same evaluation as in-Now he monitor growth

Same evaluation as in.

- Evaluate total listeners one week after podcast epitodie references and total shared coverage

- · Continue distributing
- monthly as a result of the resources this partnership provides

month after event.

- . Occurs early May
- Evaluate total in person attendees of Q&A, total Q&A viowers on Merck weeksite and on Instagram, and evaluate intersection/summentcount during livestream

Social Media Posts

- Same evoluation as in:
- Oct. to monitor prowth Newsletter 8

- "The 5 Word"
- Continue 1-2x monthly Nov. to monitor growth

Podcast Episode 4

Belowees 6/15

AIAHC + OMH

resources monthly Evoluate hose many people pet screened

Pamphlet Distribution

- Distribute now. pumphist to healthcare continue 6/28
- Same evaluation as Oct. and evidents maked response from previous pomphist.

August 2024

July

2024

Social Media Posts

Continue 1-2s monthly

Same evoluation as in:

Same evaluation as in:

Continue 2-2x monthly

· Same evaluation as in

AfAHC + OMH

· Continue distributing

resources monthly

people get screened.

the resources this

monthly as a result of

partnership provides

Installation Week

Evaluate success of first:

shedde whether or not

to book a second week

IW Sign-Up Booths

Evolupte success of first

different locations.

involutionium ments to decide

rencored week of prop-ups in

whether or not to heat a

of pop-ups in different.

installation week to

Tontative

Incations

· Textation

Evaluate how many

Nov. to monitor growth.

Now to monitor growth

Newsletter 9

"The 5 Word"

Continue 275.

Oct. to monitor growth

Social Media Posts

Nov. to monitor growth.

Continue 5-2x monthly

· Continue 5/1.

"The S Word"

Same evaluation as in

Podcast Episode 5

Explusive total listeners.

epitotole references and

total shared coverage

AfAHC + OMH

· Continue distributing

resources manifoly

people get screened

the resources this

partnership provides

monthly as a result of

Evoluate hose many

one week after podcast.

Behaves 8/35.

Nov. to monitor growth

 Same evolvation as in. Same evaluation as in-Oct. to monitor growth Oct. to monitor growth

Newsletter 10 Newsletter 11

- · Same evaluation as in-· Same evaluation as in
- "The S Word" · Continue 1-2x monthly

Constitute 975.

 Continue 1-2s monthly Same evaluation as in: New to monitor growth

september

2024

Social Media Posts

Continue 5-2x monthly

Nov. to monitor growth

AfAHC + OMH

- · Continue distributing produces as manufold Explicate how many
- perceive gott screenwed monthly as a result of the resources this partnership provides

EOY Evaluation

. Prepare to evaluate cumulative campaign parellocation of the same after initial campaign. launch by assessing all prophilippin 1079 management and profit overal audience sentiment.

FOR THE FUTURE



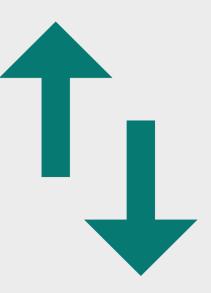
Expand Podcast

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



Global Reach

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



Monitor

Continuously monitor how screening numbers increase or change.

MERCK

