

Oncology Campaign: Early Lung Cancer Screenings



MERCK



The Team

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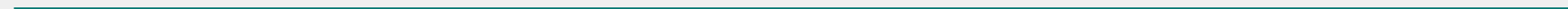
Hannah Gates



Brooke Madigan



Jake Skolnick



PRESENTATION AGENDA

PROBLEM/OPPORTUNITY

ROADMAP

SWOT

AUDIENCE DEMOGRAPHICS

GOALS & OBJECTIVES

STRATEGIES & TACTICS

EVALUATION

KEY MESSAGING

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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, well-respected organization and brand
- Technological expertise
- Established public health service record



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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



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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



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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

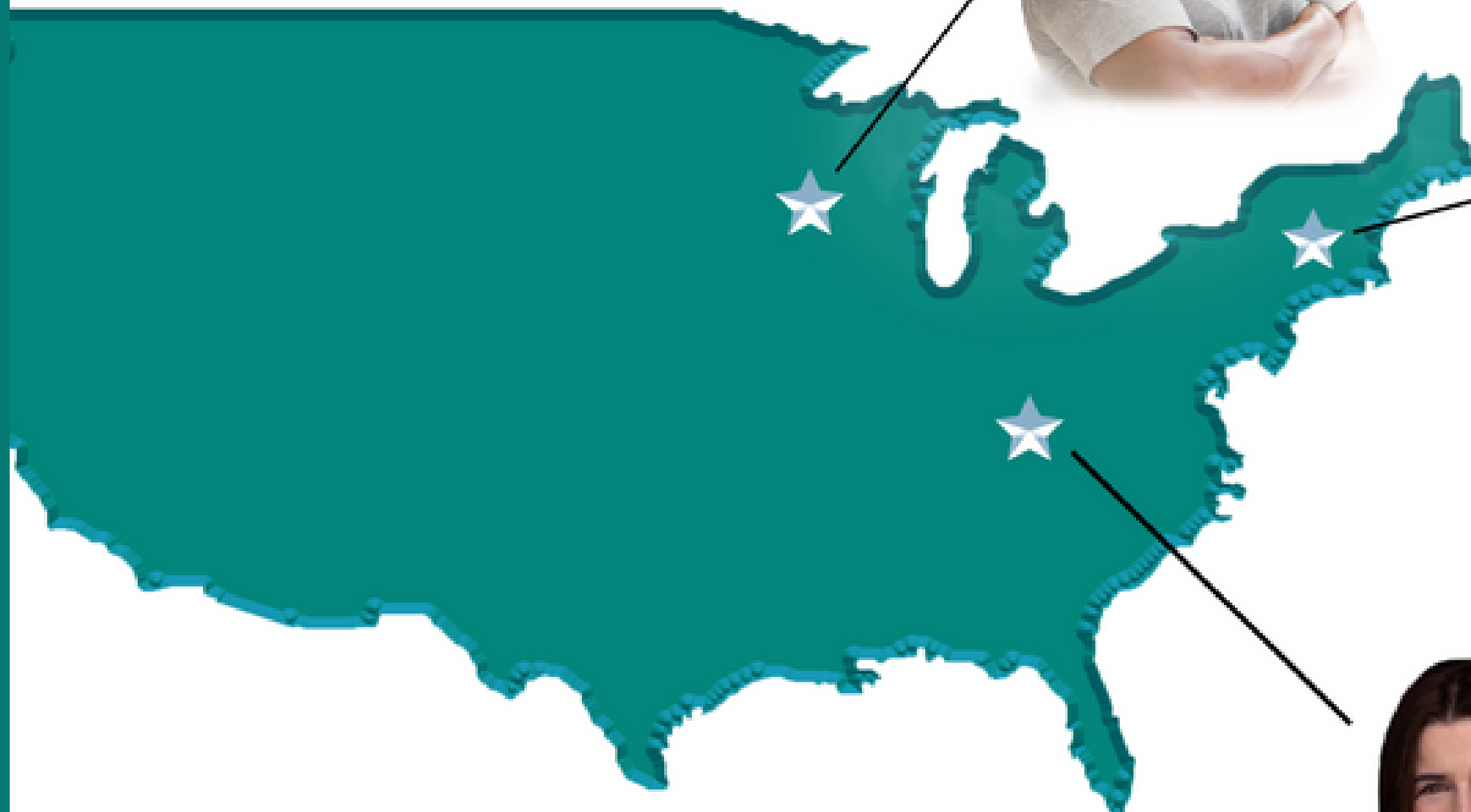
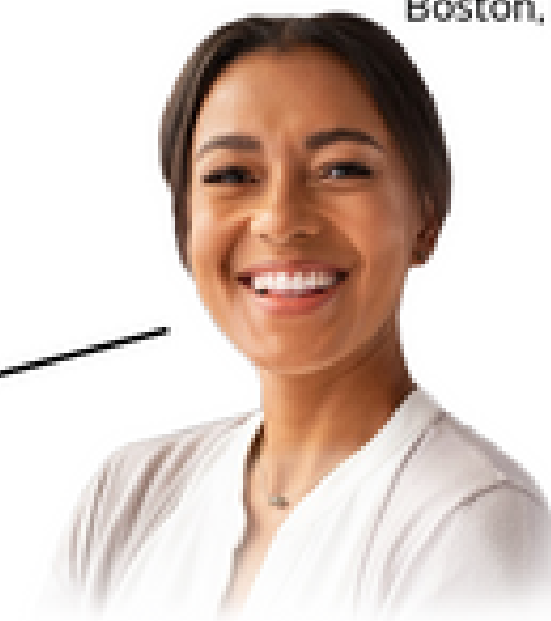


AUDIENCE DEMOGRAPHICS

Jonathan Patterson
Milwaukee, Wisconsin



Jennifer Thompson
Boston, Massachusetts



Kimberly Johnston
Louisville, Kentucky



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-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.

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

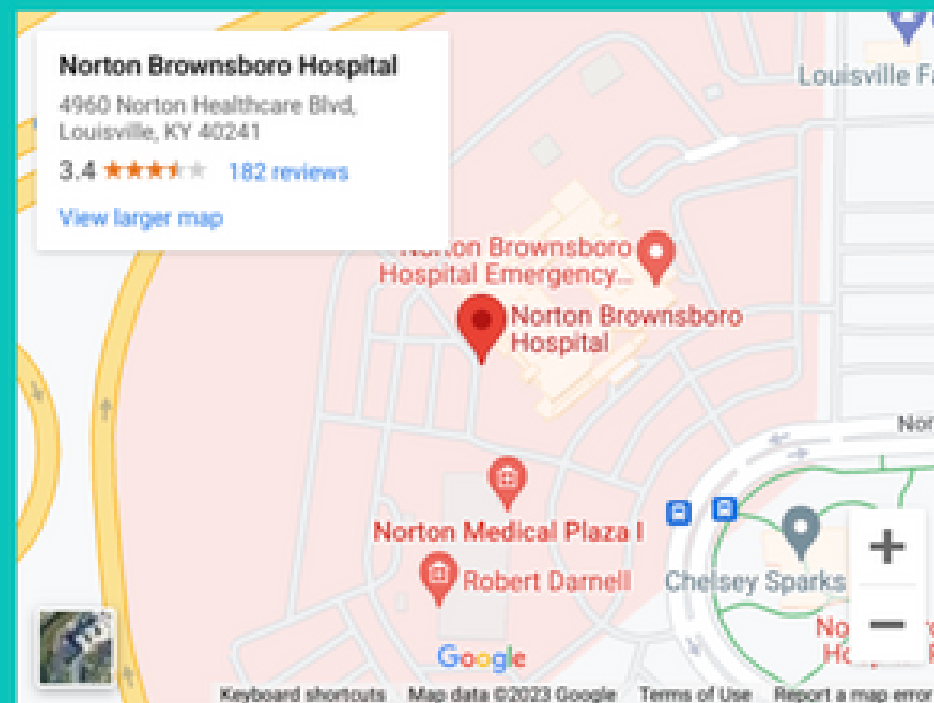
Strategy 2: Increase call-to-action content on Merck website and social media platforms.

Tactic: Paid Social Media

CREATIVE TOOLS WEBSITE & QUIZ

STRATEGY 1 AND 2

Find Your Nearest Location
for a Lung Cancer Screening



Are you eligible for a lung
cancer screening?

Take our
eligibility quiz to
find out.

Visit www.merck.com/lungcancerquiz

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: Pamphlet

Tactic: Paid Print Media

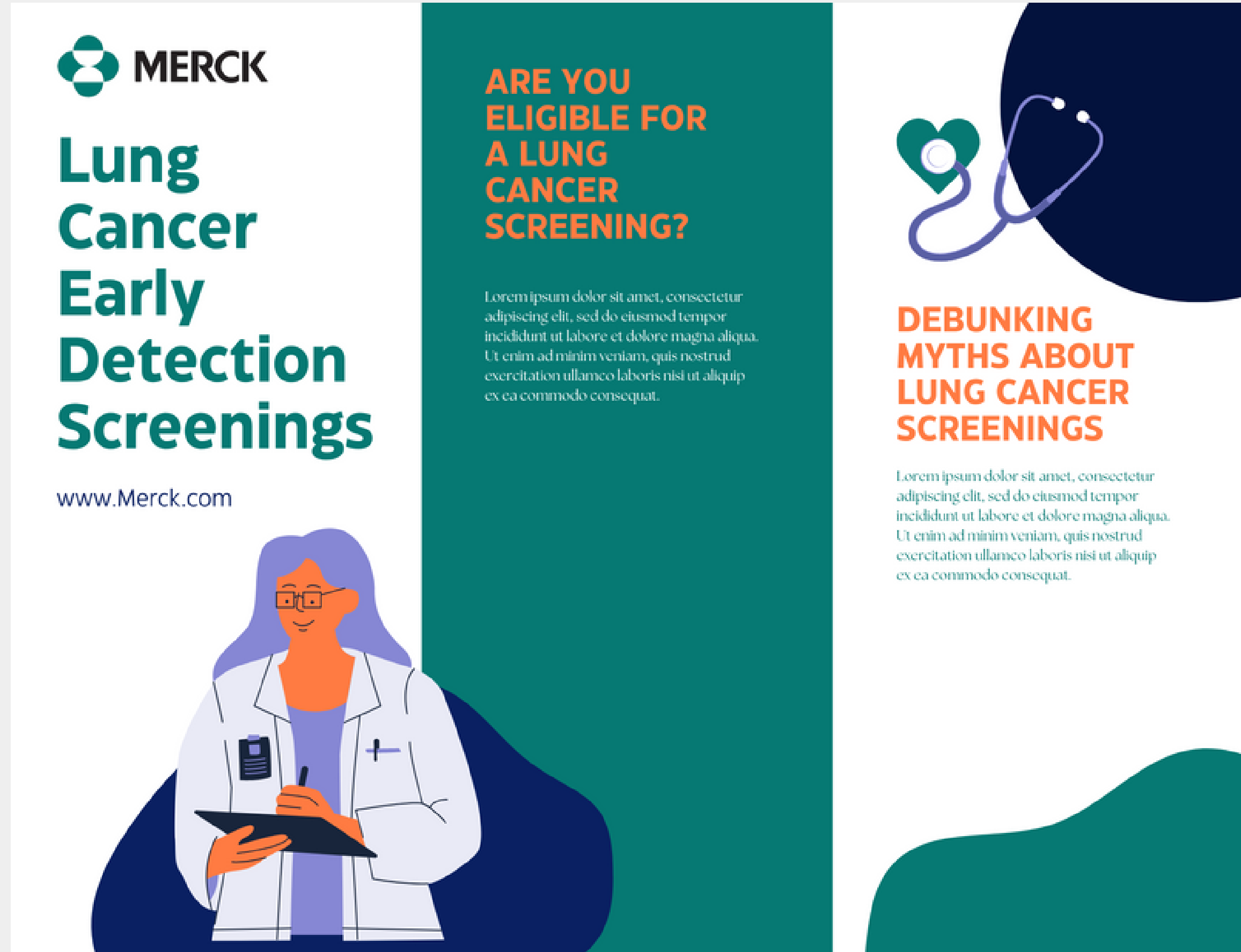
Tactic: "S Word" Campaign

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

Tactic: Podcast

Tactic: Digital Mailing List

STRATEGY 3



CREATIVE TOOLS

"S WORD"

STRATEGY 3

A man in a light blue long-sleeved shirt is running outdoors. On his chest is a large, detailed graphic of human lungs. He is wearing white earbuds and has a determined expression.

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

 **MERCK**

**Say
the
S Word**

#Screeningsaveslives



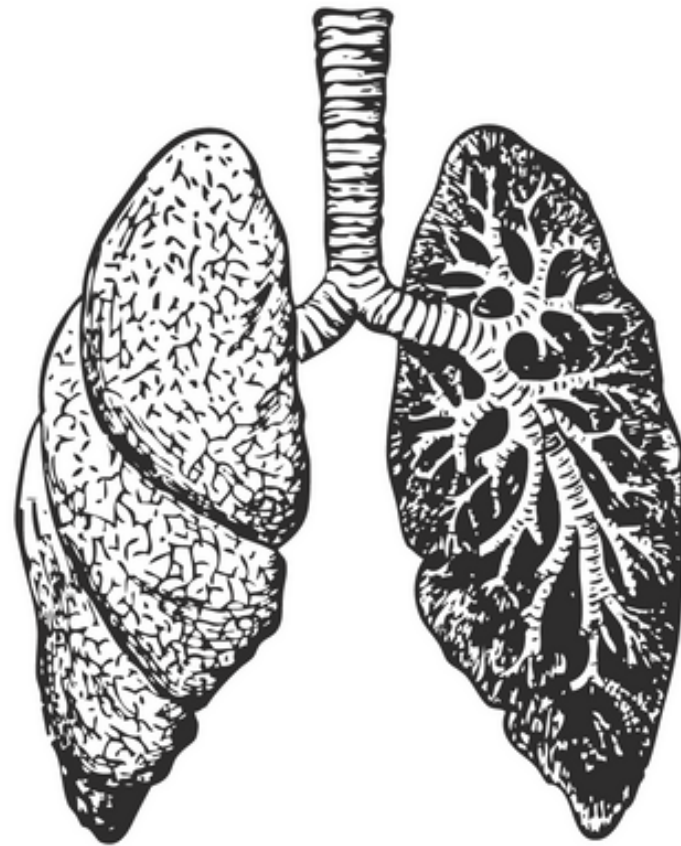
For more information about the
benefits of lung cancer screenings, scan
the QR code.

CREATIVE TOOLS

"S WORD"

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.



Say the S Word

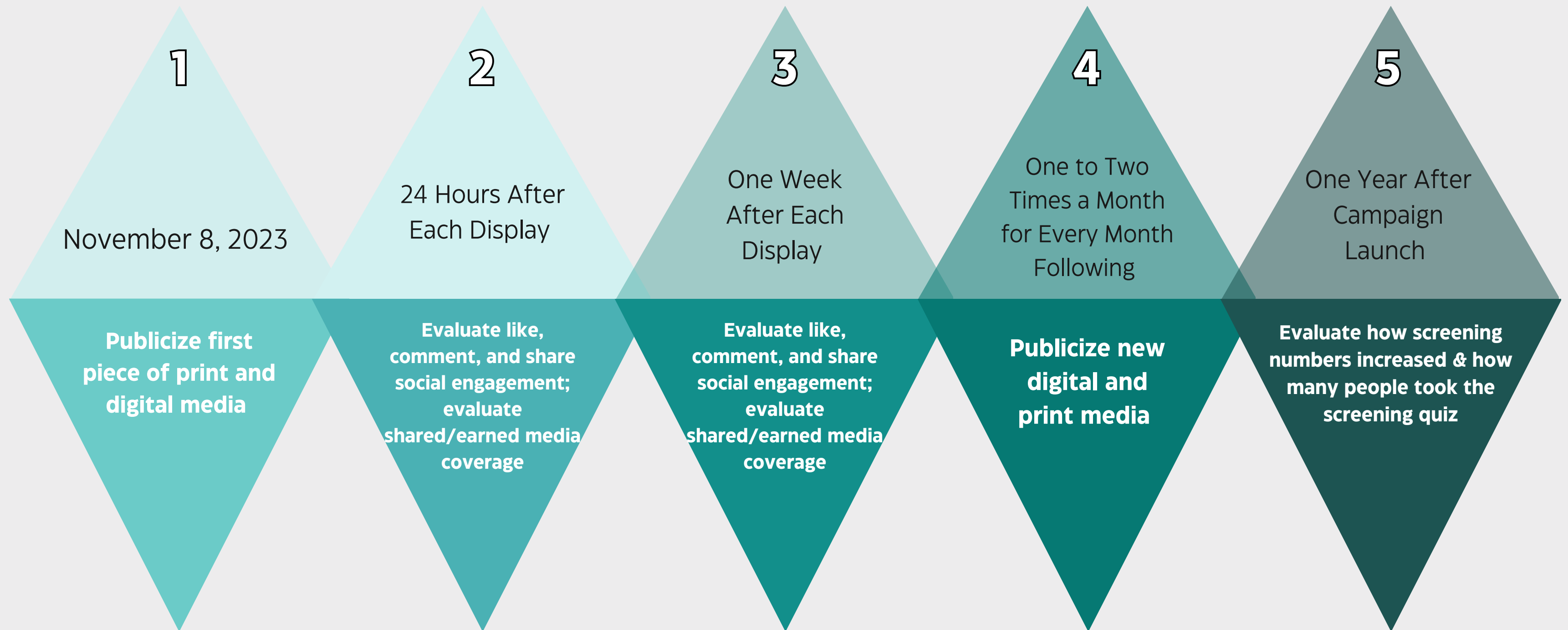
**Don't let the S
word keep
you from a
healthy future**

#screeningsaveslives



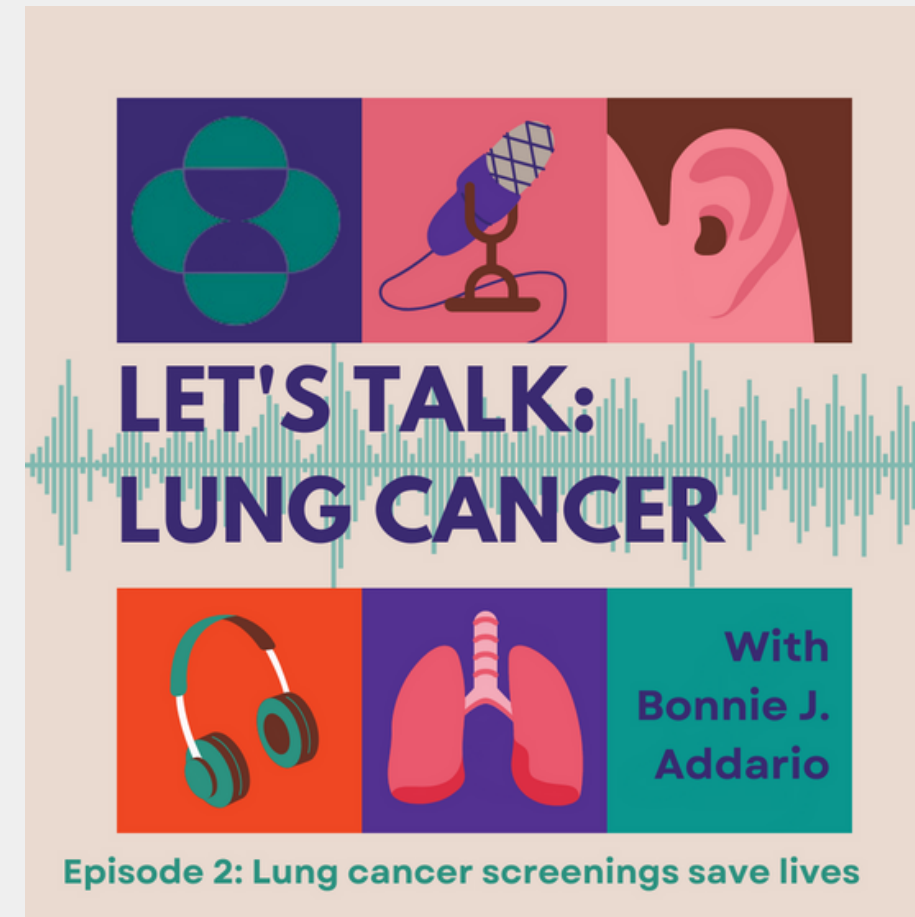
"THE S WORD"

TACTIC EVALUATION



CREATIVE TOOLS PODCAST

STRATEGY 4



PODCAST

TACTIC EVALUATION

1

12/8/23
&
12/12/23

**Publicize podcast
promos across
social channels**

2

24 Hours
After Promo

**Evaluate earned
media coverage of
promo posts**

3

12/15/23

**First podcast
episode debuts**

4

Every
Other
Month

**Release new
episode**

5

24 Hours & One
Week After
Each Episode
Debut

**Evaluate total
episode
listeners**

6

Evaluate As
Needed

**Increase promo
if listener count
becomes
stagnant**

7

One Year
After
Campaign
Launch

**Evaluate how
many people
visited Merck
website from
podcast link**

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.

Tactic: Health Installation

Tactic: Sign-Up Booths

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).

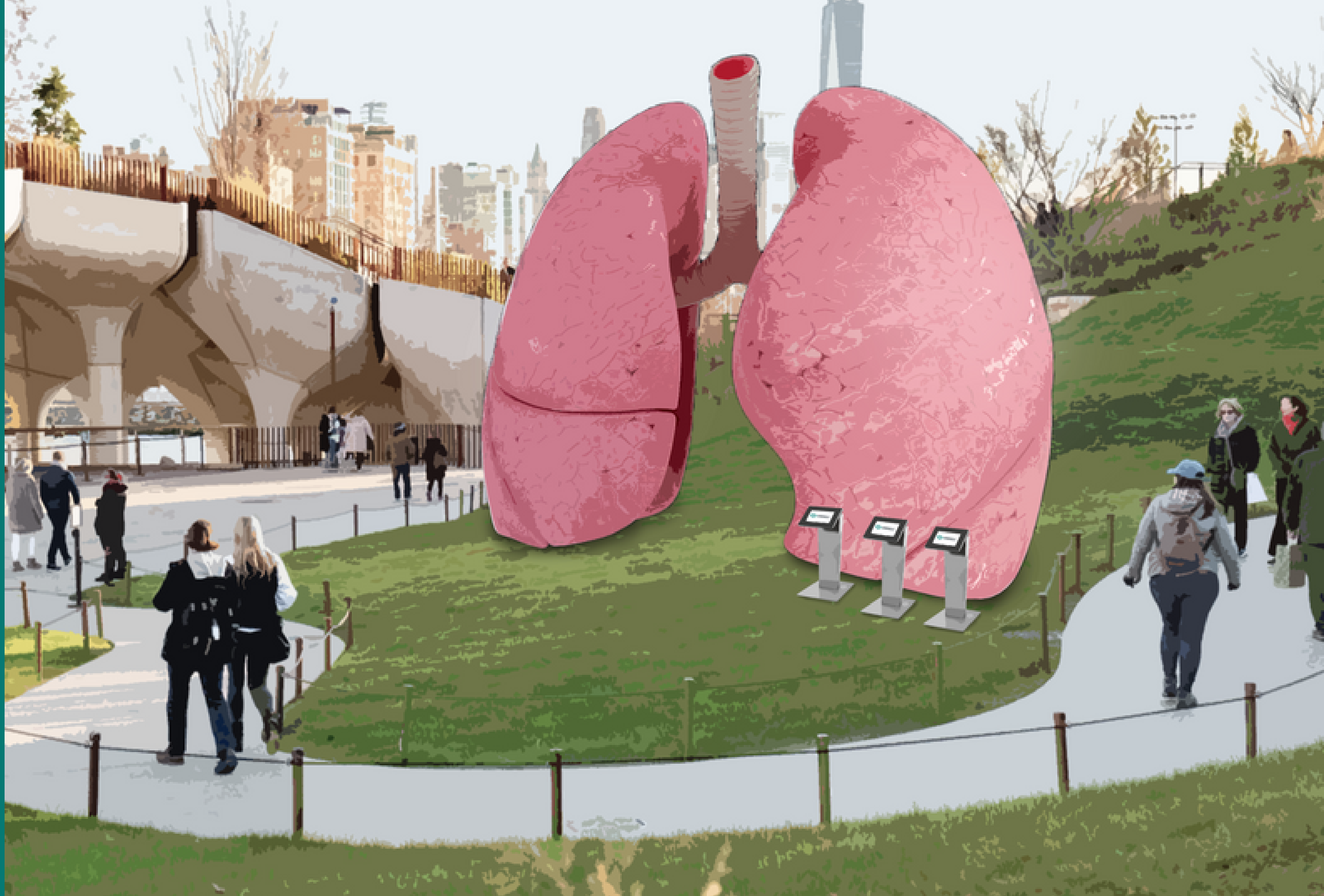
The goal of this partnership is to gain trust within minority groups with regard to lung cancer screening, as well as help these groups access screening as early and easily as possible. A 2022 report from the American Lung Association found significant discrepancies in early lung cancer diagnoses, likelihood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

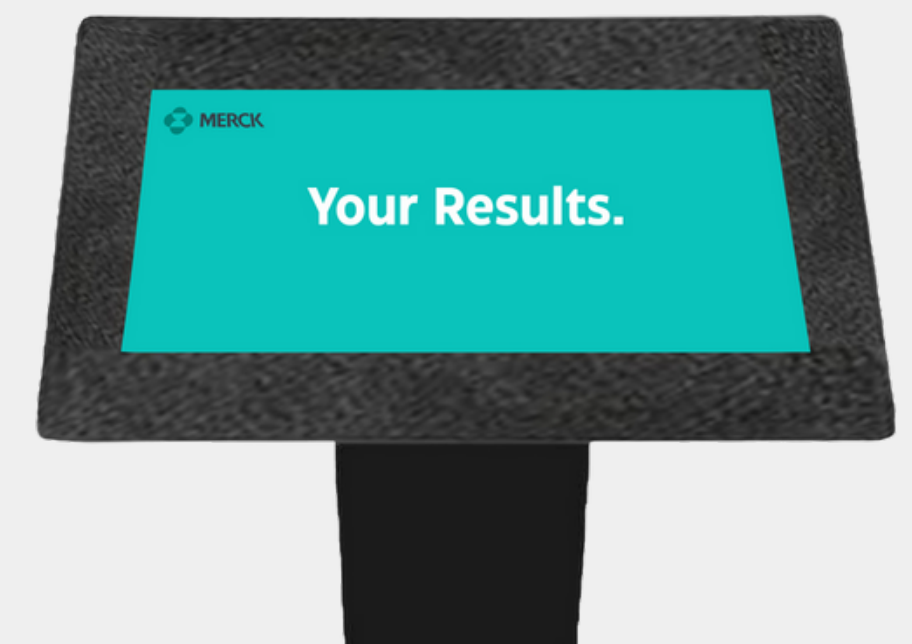
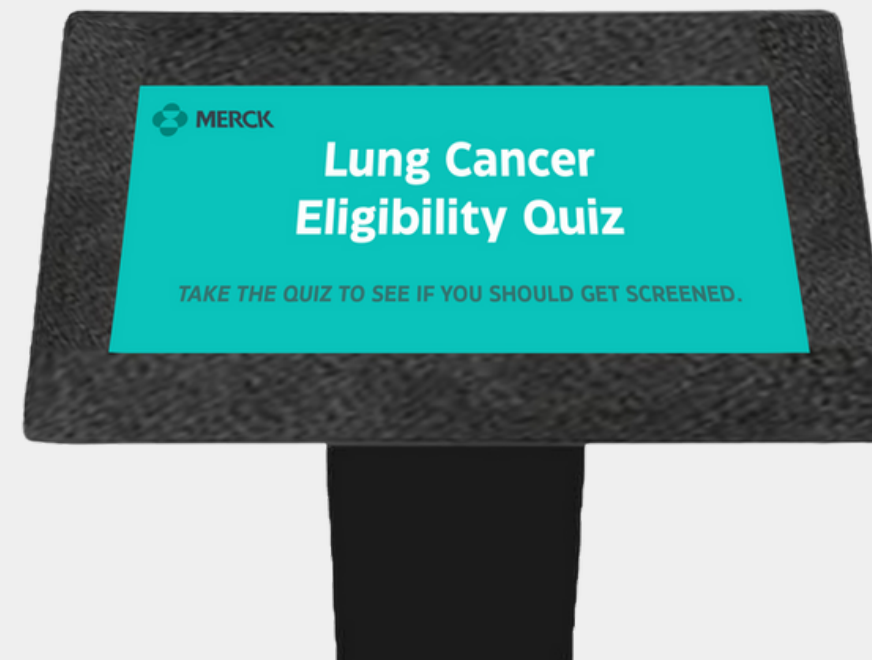


Through Merck's partnership with OMH and the African American Health Coalition, the goal is to close these gaps. The partnership between the three organizations will highlight these race-based disparities and bring them to the attention of these demographics, the general population, and other health 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.



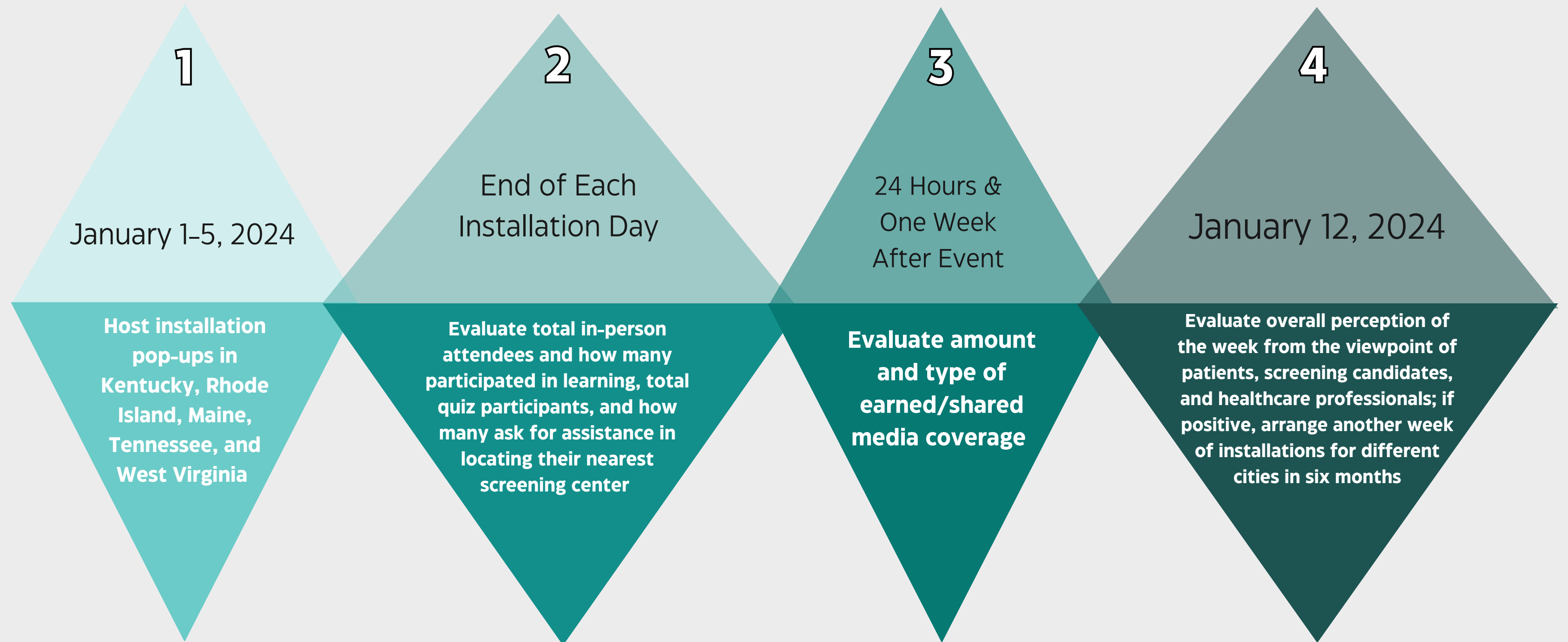
CREATIVE TOOLS INSTALLATION





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.

**Tactic: Extend
LUNgevity
Partnership**

**Tactic: Bryant
Gumbel Partnership**

**Tactic: HOPE Summit
Q&A**

STRATEGY 7

Survival Story



Bryant Gumbel

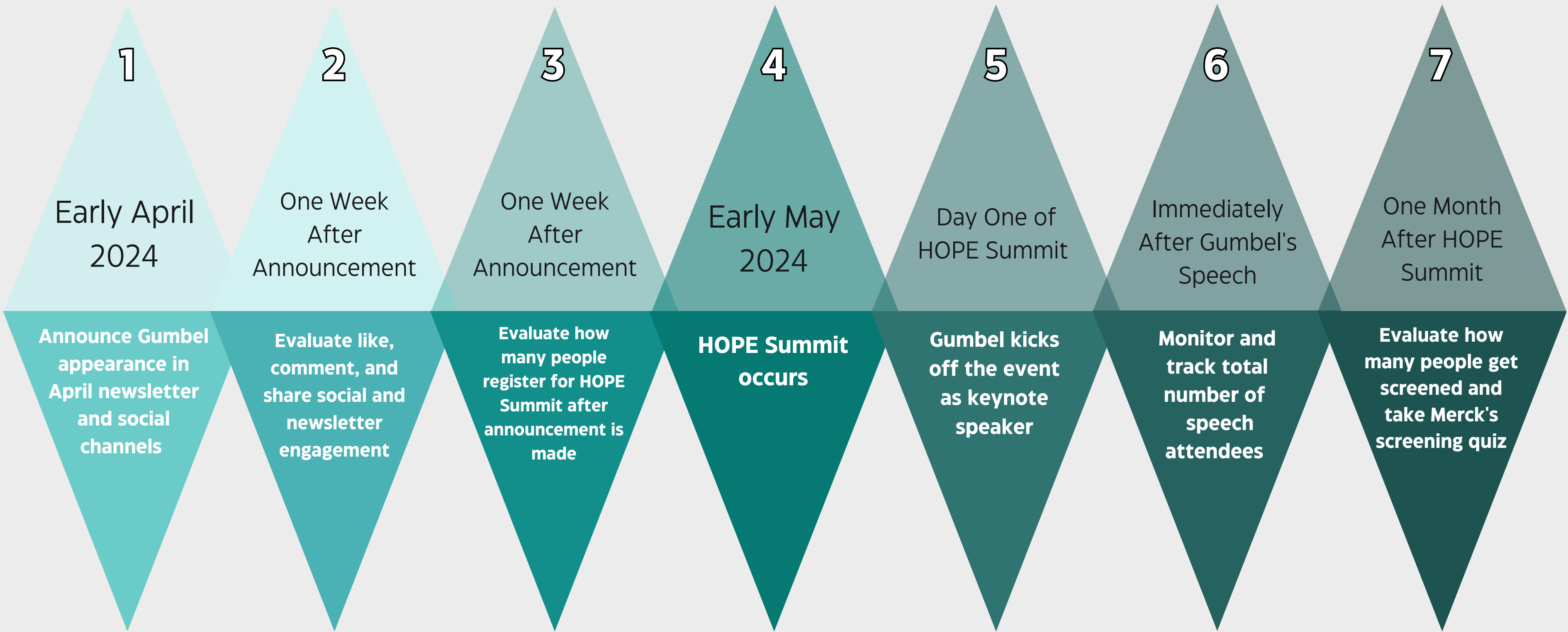
American television journalist and sportscaster

LET'S TALK Q&A



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

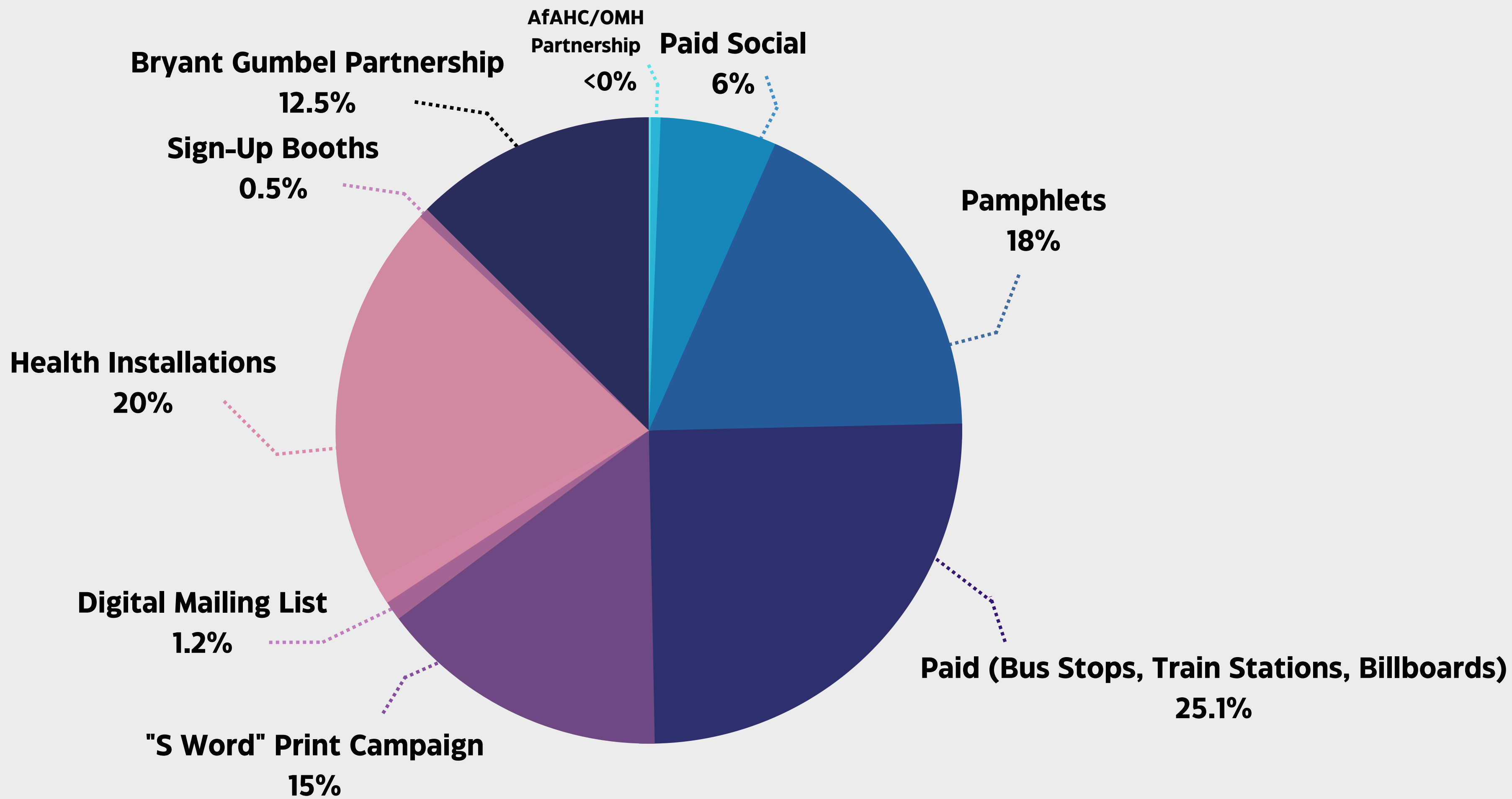
BUDGET

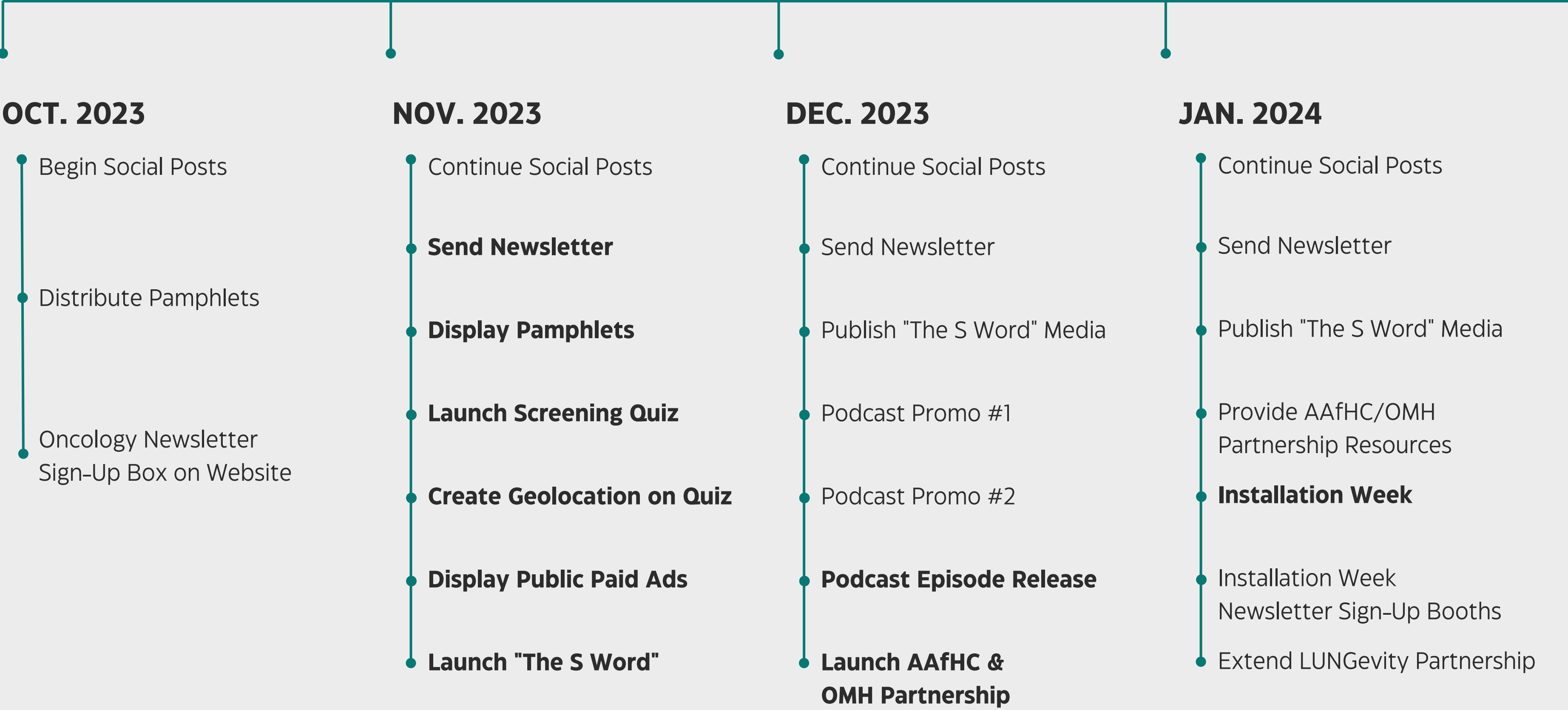
Merck x Summit PR BUDGET

TOTAL NEEDED :

\$998,000.00

TACTIC	Budgeted Amount (\$)
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





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

- Continue Social Posts
- Distribute New Pamphlets
- Send Newsletter
- Publish "The S Word" Media
- Podcast Episode Release
- Provide AAFHC/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)

AUG. 2024

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

SEP. 2024

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

FOR THE FUTURE



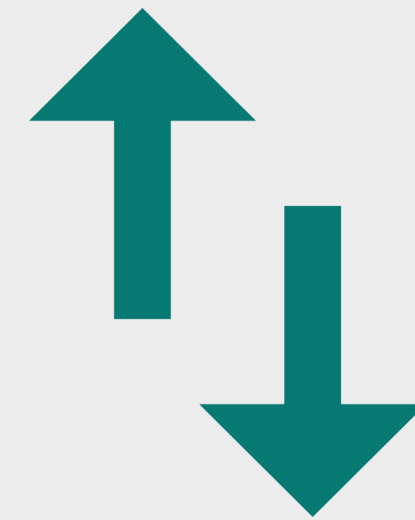
Expand Podcast

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

