

Buckeye Consulting



Marketing Plan for Ohio Trauma System

Patrick Dempsey · Kyle Jacobs · Franco Nicodemo · Kenneth Ng

Allison Roda · William Schneller · Jie Wang · Fiona Zhang

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Executive Summary

Brand Value Proposition:

Who: Ohioans, with specific emphasis on the voting public.

What: Create the Ohio Trauma System brand to communicate value to Ohioans.

Why:

- The Ohio Trauma System brings value to Ohioans by saving lives. This is done in four steps: Injury Prevention, Emergency Transportation, Trauma Care, and Rehabilitation.
- OTS provides a gateway to the network of various organizations all focused on getting the right patient, to the right place, at the right time.
- Ultimately, if a traumatic event happens to you or a loved one, Ohio Trauma System wants you to be able to make the best decisions to expedite your road to recovery.



Strategies:

- Appoint unpaid campus representatives at 5 major colleges across Ohio.
- Create successful social media campaigns, managed by campus reps.
- Select unpaid Web Design and Information Systems Majors to overhaul website
- Implement internal branding: “Cleveland Clinic *a part of the Ohio Trauma System.*”
- Create YouTube videos to advocate for the Ohio Trauma System.
- Implement a “Did You Know” campaign on college campuses and surrounding cities
- Improve Ohio Trauma System monthly meetings to boost communication across segments and improve internal brand awareness.
- Host fundraising and informational events such as a OTS Cook Out, and a 5k Run/Walk

Current Context

Ohio Trauma Systems is an organization responsible for coordinating safety prevention, emergency transportation, trauma centers, and rehabilitation centers in Ohio.

Trauma centers are special hospitals with 24-hour operation abilities and constant full staffing, ensuring that trauma victims will be able to be treated immediately. These centers also have high quality rehabilitation centers. Because Trauma centers have treated such high numbers of traumatic injuries the quality of care is the highest of any other organizations. "If you want your hand fixed, go to the doctor who as fixed the most hands."



A Trauma Victim is defined as anyone who has had an injury to tissue that can cause significant blood loss with the risk of death; also injuries that can cause loss of limb or loss of functionality are considered traumatic injuries.

People Treated in level 1 trauma centers have a 25% greater Chance of Survival. Trauma Centers have 4 levels, with level 1 being the most equipped and level 4 being the least equipped. In Ohio, there are 14 level 1 centers, 13 level 2 centers, and 21 level 3 trauma centers. There are no level 4 trauma centers in Ohio.

Ohio Trauma System is looking to increase political support and funding to help save more lives and increase awareness.

A graphic featuring a red diagonal banner with the text "TRAUMA CENTER" in white, followed by a white arrow pointing to the right. Below the banner, the word "HOSPITAL" is written in white on a dark blue background.

Historical Context

1990:

The National Trauma Care Systems Planning and Development Act of 1990 (PL 101-590) encouraged state governments to develop, implement, and improve trauma systems. States were charged with developing a trauma care plan delivered via a system approach.

1999:

The Ohio Trauma Registry was established within the Division of Emergency Medical Services. Hospitals caring for injured patients who meet defined inclusion criteria are required to submit data to the Ohio Trauma Registry.

2000:

Ohio General Assembly enacted House Bill 138, creating the Post-Critical Trauma Care Commission which required the Director of Health to organize and coordinate a temporary commission “to determine how to improve the accessibility, affordability, quality, and cost effectiveness of post-critical adult and pediatric trauma care.” The commission was required to complete its work by Nov. 3, 2003.

2005:

A trauma rehabilitation registry was established with the Division of Emergency Medical Services as a module of the Ohio Trauma Registry. This registry was the first of its kind in the nation and was developed to track and understand longer-term outcomes of trauma victims.

2007:

The Ohio Department of Health convened the Ohio Injury Prevention Partnership (OIPP) with funding from the Centers for Disease Control and Prevention.

2009:

A work group was formed by the Ohio Trauma Committee to develop a strategic plan for Ohio’s trauma system based on the results of the system assessment. The group first meets.

2010 – Present:

- As of 2010, Ohio has components of an effective trauma system, but lacks a comprehensive system plan that ensures optimal care and communication.
- Ohio now has 17 Level III, 12 Level II, and 14 Level I trauma centers
- Ohio has statewide trauma triage protocols that require EMS providers to transport severely injured patients directly to verified trauma centers.
- Continuing education standards for EMS providers have been updated to place more emphasis on the educational needs for trauma care.



Industry Analysis

Porter's 5 Forces Analysis

Threat of Entry: LOW

Cost of entry is very high and there are many legal boundaries. Customer loyalty is high in the healthcare industry, thus new entrances are unlikely.



Industry Rivals: MODERATE

Legally, trauma patients must go to a trauma center, however non-trauma hospitals are a small threat for patients who refuse. Health awareness campaigns also compete for share of heart from Ohioans.

Power of Suppliers: LOW

No suppliers in this industry.



Power of Buyers: MODERATE

Patients can refuse care from trauma centers, and choose local hospitals. Ohioans can also choose to care more about other health



No direct substitutes, however there are rivals in this industry.

Threat of Substitutes: LOW



Market Analysis

SWOT Analysis

Strengths

- Most experience in treating traumatic injuries
- 24 Hour operation
- Connected to rehabilitation services, which reduces time spent healing
- People are more likely to make full recoveries with this connected system

Weaknesses

- Lack of internal and external branding
- Lack of recognizable brand image
- Lack of awareness of Ohioans and Internal parts of the system
- No budget

Opportunities

- Save more lives
- Large population of Ohioans to educate and glean support, share of heart, and share of mind
- Create internal communication and branding
- Create a strong recognizable brand

Threats

- Other public health initiatives fighting for support and awareness
- Non-trauma hospitals running unnecessary test on trauma patients



Competitor Analysis

There are many public health initiatives that are competing with Ohio Trauma System in terms of garnering emotional, monetary, and political support from Ohioans. Ohio Trauma System is ultimately competing to gain share of heart from its constituents. Non-trauma hospitals also pose a threat from Ohioans who do not understand the benefits of trauma centers.

Ohio Trauma System seeks to gather not only awareness, but also support. There are many public health initiatives and causes that compete for the emotional, monetary, and political support of Ohioans. According to our research, The Susan G. Komen Cancer Foundation, American Heart Association, and the Leukemia and Lymphoma Society, are currently more salient to Ohioans than Ohio Trauma System. The Ohio Department of Health has the *Health Ohio Program* that has many sub-initiatives which receive funding. Presently, there is little mention of trauma centers or the Ohio Trauma System. The Ohio Trauma System needs internal and external support to be understood and considered for funding by such initiatives. Currently, OTS competes with those causes which identify more closely with their current initiatives, but with clearer branding could communicate their value to such organizations.



When an Ohioan is traumatically injured, they are instructed by EMT personnel to be taken to a trauma center. By law, they will be sent to the nearest hospital if they refuse. People may choose to go to a local hospital due to fear and unfamiliarity with the benefits of a trauma center. Furthermore, traumatically injured victims might have concerns about being close to home and being less burdensome to family and friends. Non-trauma hospitals have been known to illegally hold trauma patients for unnecessary tests and exams which run up patients' bills and could cause them to miss the golden hour of care without proper treatment, which reduces the chance of a full recovery.



Benchmarks and Measurement Methods

Quantitative benchmarks will be used in order to ensure that proper progress is being made within the given time frame of the campaign.

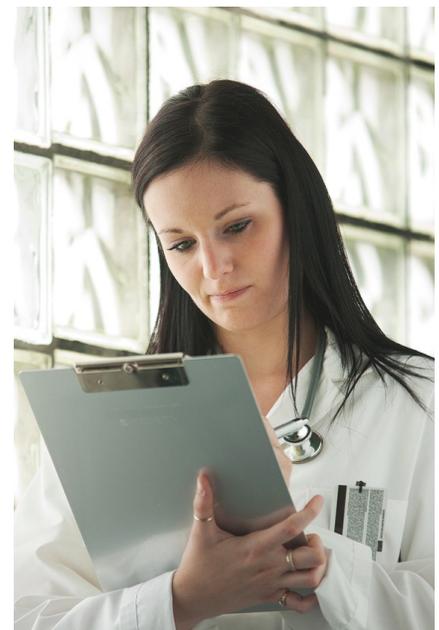
- We will measure public knowledge, perception, and overall awareness of the Ohio Trauma System.
- We would also like to measure the number of lives saved in Ohio through use of the trauma centers.
- We will benchmark the amount of monetary support from federal, state, local, and private funding for the trauma system.
- Effectiveness of internal branding must be measured through how closely people involved in the Ohio Trauma System identify themselves with OTS.

A survey will be distributed at the Ohio State Fair. Surveys will also be distributed at voting polls throughout Ohio in November. This method will effectively capture the attitudes and perceptions of voting constituents. This approach allows us to accurately determine the awareness of the most important target audience: voters.

Tracking the number of people who ask to be taken to a trauma center when they are picked up by Emergency Medical Transportation services is also an important benchmark. The numbers will be documented by Emergency Medical Personnel and turned into the Ohio Trauma System Committee to be stored in a database for analysis.

In order to measure the amount of monetary support from federal, state, local and private funding, all financial donations will be recorded and tracked. Donations will be documented daily and aggregate summaries will be compounded and analyzed on the first of each month.

In order to measure the effectiveness of internal branding, a survey will be distributed to all Ohio Trauma System employees and volunteers. These surveys will include Likert scales to determine how closely people identify themselves with the Ohio Trauma System, as well as knowledge and general awareness of the other segments that the employee or volunteer is not directly involved in.



Criteria for Success

In order for success to be achieved, The Ohio Trauma System brand must be established both internally and externally.

Internally:

A survey will be conducted in May 2014 among all Ohio Trauma System personnel. Results of this survey should show:

- A significant increase between personnel awareness of all segments of the system
- An increase in self-identification among OTS personnel as part of the Ohio Trauma System
- Greater communication between segments of the system



Externally:

- An external survey will be distributed by campus representatives in May 2014. Results should show:
 - A significant increase in awareness of the Ohio Trauma System and all of its segments
 - An increase in the number of traumatically injured public requesting trauma centers
 - An increase in knowledge of injury prevention
- After implementing social media tactics, our goal is to obtain at least:
 - 500 “likes” on Facebook
 - 250 followers on Twitter

Time Frame

The marketing campaign plan will be presented to the client on April 15, 2013. The plan will be implemented starting May 1st. May is a critical month for progress due to the fact that May is National Trauma Awareness Month. Quantitative benchmarking should demonstrate a drastic increase in external and internal brand awareness because May will be our most logical month to spread awareness. Campus representatives will be recruited through online postings on career services websites of universities throughout Ohio starting at the beginning of May. These campus representatives will be hired by May 31, 2013. They will begin training and work in June. Surveys will be distributed at the Ohio State Fair July 24 through August 4, 2013. The initial campaign will come to a finish on May 31, 2014, with enough empirical data collected from the first year to give a clear picture of next-steps for the Ohio Trauma System.



Budget Methods

The Ohio Trauma System is currently operating on a zero budget. OTS should utilize a combination of unpaid interns, campus representatives, volunteers, donation opportunities, and fundraising activities to counteract this lack of funding. These different types of volunteers can create and distribute surveys online and in person, organize events, and create marketing materials. They will also help create and execute the YouTube channel, “Did You Know?” campaign, and social media accounts. Information will also be distributed to EMS personnel by the OTS volunteers. Surveys conducted to benchmark the success of internal and external branding throughout and at the end of the campaign will be distributed by the campus representatives.

Fundraising Activities

- **OTS Cook Out** – This event will be held July 26th, 2013 in 5 different Ohio cities. The main goal is to create a starting budget for future marketing campaigns, while also disseminating useful information and building a relationship with the community. The products used in the cook out will be sourced by the local campus representatives via donations from local businesses or donation funds previously gathered. If absolutely no funds are available this event will shift to a picnic with music and games rather than food being provided.
- **5k Walk/Run for OTS Awareness** – This event will be held around early September. The goal of the walk/run is to engage people in the benefits of the trauma system while educating the public on injury prevention. The cost of entering the race will be \$25 per person. A 50/50 raffle will also be held to generate funds. Proceeds raised from the event will help to fund other marketing endeavors throughout the year. Again, this event will be taking place in 5 different Ohio cities and will be organized by the Campus Reps
- **Donations via Social Media Campaigns** – The OTS social media sites, such as Facebook and Twitter, will have an easy option for people to donate money via PayPal. Once people are informed about what OTS is and why it benefits them, they will be more inclined to support the cause. The option to donate via PayPal will allow Ohioans to do this instantaneously.



Budget Allocations

Amounts

Expected Costs incurred for events

OTS Cookout - \$6,000

Food: \$4,000

Grilling Supplies if not donated: \$1,000

Other Expenses: \$1000

5k Walk/Run for OTS Awareness - \$8,000

T-Shirts: \$5000

Banners and Marketing: \$2000

Other Expenses: \$1000

Total: \$14,000

Amounts

Expected Amounts raised through fundraising

OTS Cookout - \$10,000

5k Walk/Run for OTS Awareness - \$15,000

Donations via Social Media Campaigns - \$5,000

Miscellaneous donations - \$1,000

Total: \$31,000

Total Funds Generated: \$17,000



Budget Justifications

The goal of these fundraisers is to attain enough of a budget to pay for material costs, survey, administration costs, fees, and expenses that may be incurred during the implementation of the various campaigns.

Although the campaign methods we have chosen to implement are generally no to low cost, some costs may still be incurred, and thus fundraising is an option to allow for higher quality marketing.

A cookout and 5k walk/run will be low cost, but also highly engaging activities. These fundraising events will provide people with a chance to learn about and engage in the brand experience of Ohio Trauma

System. These fundraising events will help to spread positive word-of-mouth marketing about the brand.

Government funds or larger private donations may be an option in the future, however in this first year of implementation, small low-budget fundraising events are the best option.



Strategy

Appoint Unpaid Campus Representatives at 5 Ohio Colleges

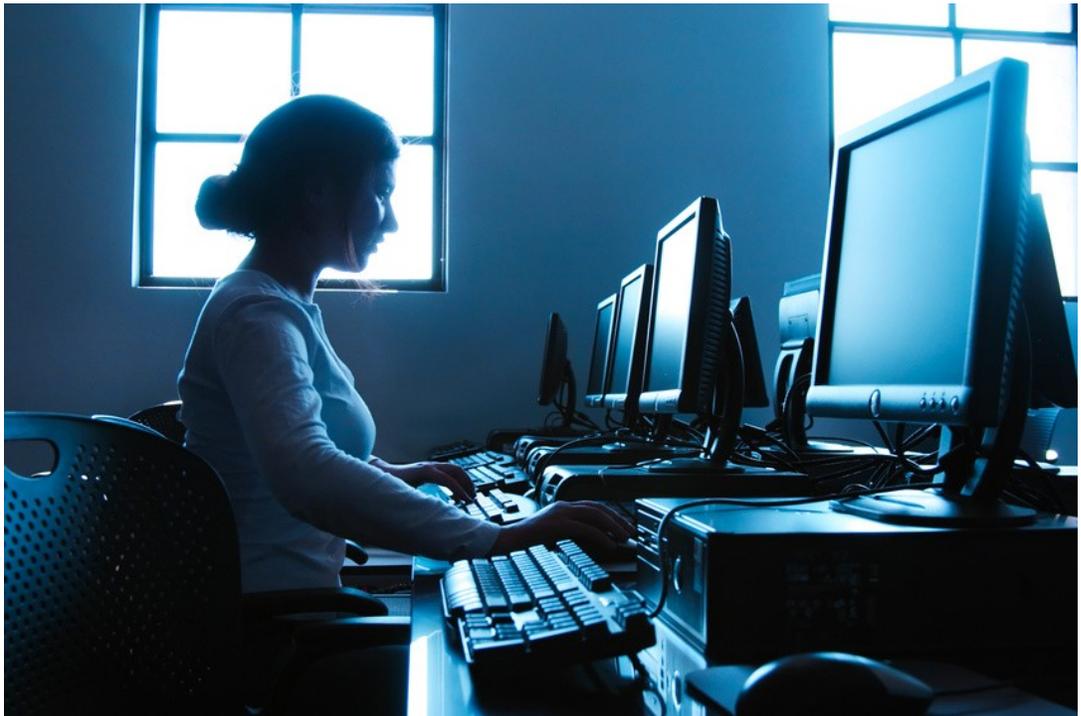
- Post a year long unpaid internship position for 2 Ohio Trauma System Representatives on each of the career and internship sites of University of Cincinnati, University of Dayton, Ohio State University, University of Toledo, and Cleveland State University.
- OTS should search specifically for Marketing, Communications, Journalism, or Logistics majors. Interviews will be held in May of 2013 and a 2-week training will follow shortly after in Columbus, Ohio.
- These reps will spread awareness about Ohio Trauma System not only on campus, but around the city in which their campus is located. They will be charged with reaching out to students, the elderly, and other voting constituents. This tactic will help to accomplish the objective of raising awareness of the Ohio Trauma System to voting constituents and also to educate the public on injury prevention.
- The campus reps will be in charge of managing the OTS social media accounts to promote, educate, and build share of heart with Ohioans. One facebook and twitter account will be created for OTS and all reps will manage the account using HootSuite.com from across the state. Campus reps will also be in charge of posting on LinkedIn discussion boards, as well as health and safety forums. All of these marketing techniques should keep in mind the main goal of creating a successful brand image for Ohio Trauma System.
- Campus Reps will also strategize to create fun, informative, and profitable fund raising events. Two ideas that will be spelled out in this brief later include an OTS Cookout and a Trauma Awareness 5K Walk/Run. These events will happen in each of the 5 major cities on the same date. Campus Reps are charged with organizing successful events, collecting supplies through donations, or through budget collected from previous fundraising events.
- Campus reps should collect email addresses from participants in all activities and keep a list for marketing purposes.
- Follow up with colleges to make sure that students receive any internship credit they are entitled to them after the program ends.



Strategy

Select Unpaid Web Design or Information Systems Interns to Overhaul the Website

- Post an unpaid internship position in the career or internship service sites at either Ohio State University or the Columbus College of Art and Design looking for a web design intern.
- This intern needs to be in Columbus so that he can work closely with Ohio Trauma System personnel to create a more user-friendly website.
- Some important improvements that the website currently needs are:
 1. Being more accessible and less cluttered
More clearly connect segments of the system, such as links to individual websites
Providing quick yet thorough education material on prevention, and the system itself
- Follow up with college to make sure that the student receives any internship credit they is entitled to him/her after the program ends.



Strategy

Improve Internal Branding

- All individual segments of the Ohio Trauma System should now end their brand name with "...a part of the Ohio Trauma System." This change in brand architecture will help with internal branding as well as external branding.
- This change should occur on all marketing materials including websites, business cards, hospital forms, building signage, etc.
- Currently, employees are not aware of all of the segments and services within the Ohio Trauma System. This branding change will make clear what is included in the trauma system and what is not, while also creating a more inclusive environment for trauma system employees.
- It is also important for internal employees to be able to communicate across segments. To reach this goal it is vital that OTS improves their monthly trauma meetings. First the list of people at these meetings should be analyzed to make sure that it is comprehensive, yet efficient. All employees within the Ohio Trauma System should receive an emailed recap of every meeting. Employees should also be made aware who the representative for their position so that they are able to pass along ideas, concerns, or suggestions at these meetings.



Strategy

Implement 'Did You Know' Campaign

- The 'Did You Know' Campaign is the informational aspect of our marketing plan.
- This campaign will focus on spreading useful information about ways to stay safe and prevent injuries via flyers, social media, mass emails, and other activities set up by the campus representatives.
- Through our focus group we found that there is a large breakdown in vital information about injury prevention, emergency transportation, trauma centers, and rehabilitation services.
- "Did You Know" will be the theme for disseminating this information, including "Did You Know" facts on twitter. We believe that once Ohioans are made aware of the alarming statistics with respect to trauma they will begin to empathize with our cause and thus build share of heart.
- Campus representatives will hand out and post in local businesses, around campus, in nursing homes, and numerous other places to reach the largest market.



Strategy

Create Youtube Videos to Market for Share of Heart and Share of Mind

- In our focus group we found that people were most affected by television commercials. Since we do not have the budget for this, OTS should start by creating low-budget yet effective Youtube videos.
- In our focus group participants stated that emotional appeals about a person overcoming an injury would be the most affective topic for a commercial. They also pointed out that it is important to pair this emotional piece with facts about why OTS is the best solution. Thus story lines will feature OTS patients who have recovered fully because of the system, and then end with poignant facts about OTS.
- Our group created a story board and script for one commercial idea, but the campus reps will be in charge of creating more videos, recruiting volunteer actors, and editing the footage. Recording equipment can easily and cheaply be checked out of college labs, so these videos can be very high quality, while still being low budget.
- If the quality is being compromised by campus reps who have not dealt in digital media, it may be necessary to bring on media students to create these videos. Just like the other positions, these will be unpaid interns, who should be reimbursed with college credit for their services.
- New videos should be released monthly, starting in August.



Strategy

Implement Successful Social Media Campaign

- Campus reps will work together during training to create a Twitter account, Facebook page, and LinkedIn profile. Use new OTS Logo as the profile pictures on all accounts.
- All accounts will be managed through HootSuite.com so that reps from all over Ohio can coordinate to schedule posts on social media. This site will allow each rep to see what is scheduled for that day/week/month and also provide feedback on the effectiveness of their social media use.
- Reps will also be in charge of managing discussions on LinkedIn as well as other health or safety forums.
- Through all of these media efforts, it is vital that the reps keep in mind the ultimate goal of promoting a very specific brand image of the Ohio Trauma System.



Strategy

Execute 5K Walk/Run and OTS Cookout to raise awareness and fundraiser

- Campus reps will organize events to promote the brand image of OTS while also raising funds to help provide a small marketing budget. Below, are two events that Buckeye Consulting has organized, but these are certainly not the only options. Reps should be realistic about what will work best in their area, while always focusing on the two objectives of these events: to raise awareness of OTS, while also raising funds to supplement marketing efforts.
- Each group of reps will host these events in their city, and must market through numerous different avenues to ensure attendance. Social media, door-to-door campaigns, mass email, print ads, day-of sidewalk chalking, and other marketing techniques are all useful.
- OTS Cookout will be an event where hotdogs, hamburgers, veggieburgers, and beverages are sold to raise money for OTS. These food items will bring in Ohioans, who can then be educated on the importance of OTS. This event should be held in a prominently located park in each of the 5 cities that reps will be working.
- Using the funds generated from the OTS Cookout, the campus reps will put on a large 5K Walk/Run for OTS Awareness. This event will include a 9am race followed by a picnic with music, games, and lots of Ohio Trauma System information. Speakers will be able to communicate to large numbers of Ohioans about the importance of the program, thus building share of heart and share of mind. Participants will pay \$25 to enter the race, and will receive a free OTS T-Shirt, which is an incentive to enroll, while also branding the organization. If the budget allows food and refreshments should be provided, otherwise people should be instructed to bring picnic baskets and enjoy the atmosphere of the event. There will also be a 50/50 raffle drawing at the end of the event.



Ohio Trauma System
5K Walk/Run

Where: Goodale Park Columbus, OH
When: Saturday, August 17th 2013 @ 9am
Why: Learn about the benefits of Ohio Trauma System

Come out to a fun event with your friends and family. 9am race with a picnic to follow. Lots of giveaways and information to help keep Ohioans safe.

- 50/50 raffle
- Post-race refreshments
- Music
- Safety Information

Ohio Trauma System
Ride People * Ride Right * Ride True

FREE T-Shirt

Register at ems.ohio.gov by August 17th for Only \$25!

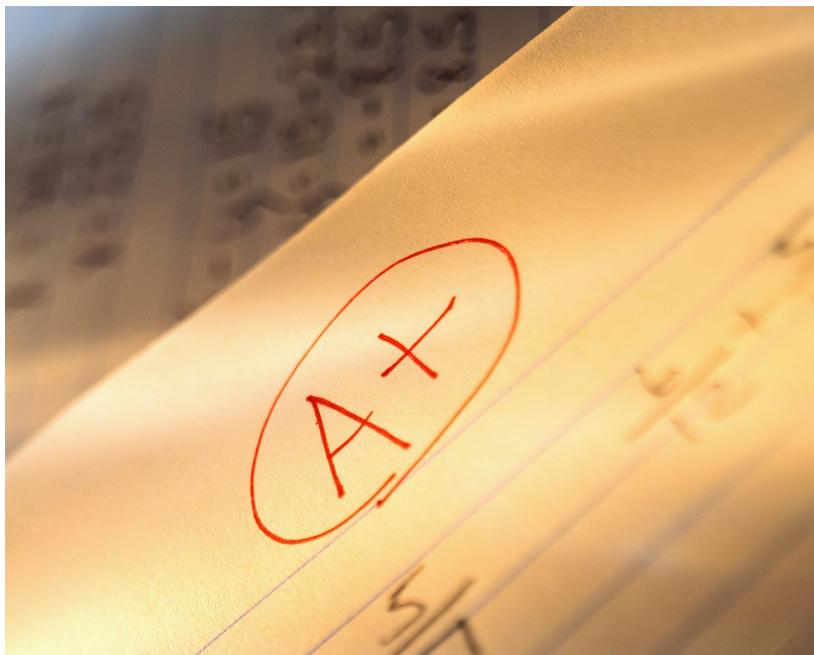
Evaluation Criteria

- All healthcare professionals and organizations, as well as health initiative groups that are tied to the Ohio Trauma System add “a part of the Ohio Trauma System” after their title/group name. in marketing materials such as memos, business cards, merchandise, and facades of buildings.
- YouTube campaigns receive enough publicity to warrant time spent. This may be benchmarked against other Trauma Systems subscriber numbers. Levels of awareness and share of heart and mind are also a sign of effectiveness.
- Campus Reps/Interns will be evaluated on their ability to organize successful events, manage successful social media accounts, and promote OTS in the way the organization wishes. They will also be encouraged to think creatively and create high levels of quality marketing content with little to no budget.
- The Information Systems and Web Design interns will be benchmarked on the quality of the remodeled OTS website. Criteria include:
 1. Being more accessible
 - More clearly to connecting segments of the system
 - Providing quick yet thorough education material
 - Which should ultimately lead to increase in traffic over the website



Evaluation Methods

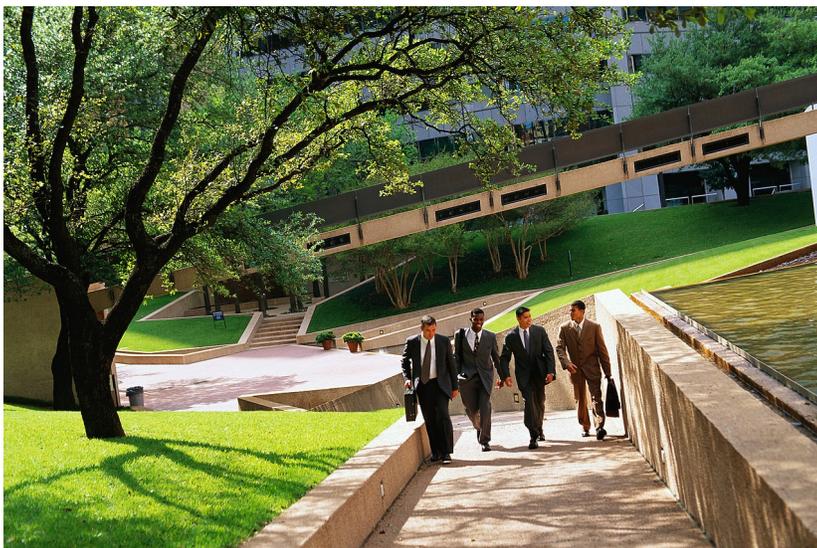
- Audit OTS members who have or should have “a part of the Ohio Trauma System” on their cards, websites, and other branding material.
- Measure views on Youtube Channel and benchmark against other trauma system accounts
- Measure campus representative success through reach of marketing materials, and success of events
- Measure “Did you know Campaign” on campuses through before and after surveys
- Measure Likes, Follows, Shares, Comments, Tweets on social media and benchmark against industry averages
- Measure budget attained and carefully evaluate what are successful means of bringing in funding. Fundraisers, government programs, private funding, or other methods
- Measure Visits, Clicks, and Time Spent on New OTS Website. Set up focus groups with eye tracking technology to continue to measure and improve the website
- Measure overall affect on Ohioans with the annually distributed survey at the Ohio State Fair



Consequences and Contingencies

A few contingencies need to be in place in order to carry out a successful marketing campaign:

- OTS must be able to get into contact with the appropriate career services departments at Ohio State University, University of Cincinnati, Akron University, Cleveland State University, and University of Dayton. OTS must be able to recruit students to fill spots as campus representatives and other unpaid interns from these schools.
- Because we are working with a limited budget, fundraising events, such as the OTS Grill Out, must be held in order to raise funds to host awareness events.
- The number of those needing any of the services provided by the trauma center must be based on past data. Natural disasters and any other large events that cannot be predicted will skew the results of surveys and other evaluations used to measure success.



Creative Brief

Client: Ohio Trauma System.

Assignment: Construct a marketing campaign to raise awareness and create public understanding of the Ohio Trauma System brand.

Brand Value Proposition:

Who: Ohioans, with specific emphasis on the voting public.

What: Create the Ohio Trauma System brand to communicate value to Ohioans.

Why:

- The Ohio Trauma System brings value to Ohioans by saving lives. This is done in four steps: Injury Prevention, Emergency Transportation, Trauma Care, and Rehabilitation.
- OTS provides a gateway to the network of various organizations all focused on getting the right patient, to the right place, at the right time.
- Ultimately, if a traumatic event happens to you or a loved one, Ohio Trauma System wants you to be able to make the best decisions to expedite your road to recovery.

Brand Personality/Voice: The Ohio Trauma System brand will convey a compassionate tone, while at the same time emphasizing our top quality care. Our overall message is that we care about you and your loved ones and have your best interests at heart.

Urban Meyer is a good personality for this brand. His ability to make quick trusted decisions under pressure is in line with our brand personality. He also is able to coordinate a capable staff who bring many different perspectives, creating a desirable outcome. The high respect that Urban Meyer commands in the community is also necessary for our brand image. His work with philanthropies, as well as his controlled demeanor while dealing with media representatives all relate to our brand image.

Brand Image: Currently, there is no official Ohio Trauma System brand per se. The Ohio Trauma System finds itself today as a loose confederation of different organizations with similar goals. They are currently a small section of a complicated website and do not have their own logo.

Creative Brief

Strategic Goal: The underlying marketing goal is to gain “share of heart” and “share of mind” with the Ohio citizens (voters in particular). If we can successfully raise awareness and persuade Ohioans that the Ohio Trauma System adds value to our community, then not only are we saving lives, but also garnering the attention of Ohio legislation to ultimately gain funding for our brand.

Creative Considerations:

Create logo, tagline, and slogan that capture our central message in a brief message.

LinkedIn profile and posts on health and safety forums

OTS Twitter

OTS Facebook page

Develop storyboard for YouTube clips

Sponsor 5K walk/run event.

Category Conventions: We believe that The Ohio Trauma System is unique in that the category is very hard to define. We have determined that The Ohio Trauma System has aspects of both the Public Health and Public Safety category. We have chosen to focus primarily on the Public Health aspects for this marketing campaign.

Other organizations that market awareness of their illnesses include: Breast Cancer Awareness, Autism Awareness, and AIDS Awareness. Some of the marketing tools implemented by these organizations include:

- Hosting 5K run/walks
- Fundraising in a way that also raises awareness
- Promoting colors during sporting events or other public venues
- Having public events during an awareness month.

They also get behind slogans, such as “Save the tatas” or “Autism Speaks” to promote awareness. All of these marketing tools focus on prevention and awareness in a way that appeals to the emotions of the public, while not being too overly depressing. Hope is a huge message of these campaigns.

Key Takeaways: The single most important event that must happen in order to meet our objectives is to raise awareness about the importance of Ohio Trauma System. If we can raise awareness and get Ohioans to realize the value that OTS delivers, we will be able to motivate voters while simultaneously strengthening our brand image.

Creative Brief

Key Takeaways: The single most important event that must happen in order to meet our objectives is to raise awareness about the importance of Ohio Trauma System. If we can raise awareness and get Ohioans to realize the value that OTS delivers, we will be able to motivate voters while simultaneously strengthening our brand image.

Budget: One of the biggest challenges we will face throughout this marketing campaign will be promoting and developing a completely new brand with no budget. Our strategy is to use our marketing expertise and creativeness to think of new and innovative ways to market a brand, budget free.

Timeline: Our marketing campaign will be taking place by the end of April. The goal is to unveil the campaign prior to the start of the Ohio State Fair and hopefully see an uptick in the awareness on the survey administered at the booth. The entire plan stretches over



Focus Group Transcript

Focus Group: Ohio Trauma System

Participants:

Colleen Flynn: Cincinnati

James Hanauer: Dayton

Rhett Dalton: Columbus

Emily King: Toledo

Stephanie McAllister: Cleveland

Mediator: The Ohio Trauma System is a network that connects trauma hospitals, regular hospitals, rehabilitation centers, and injury prevention services. They do not currently have a strong brand, so they put our group in charge of creating a marketing plan for them to increase public understanding and perception, which would then hopefully increase funding both from the government and private organization.

So we just wanted to ask you all a few questions about different marketing you know or like, different social media methods you find affective, and other information about your marketing wants. If there is ever a question that you find uncomfortable please feel free not to answer.

How do health and safety organizations market to you, currently? Think: campaigns such as breast cancer awareness or live above the influence / drunk-driving prevention.

Dayton: I see a lot on TV. Especially breast cancer awareness during sporting events. A lot of NFL commercials incorporate breast cancer awareness.

Toledo: I would definitely say that billboards are a big marketing tool. Especially in Toledo, we have competing hospitals that will put their achievements on billboards. One hospital came out with something called De Vinci, which is some kind of medical equipment, and they advertised about that heavily through billboards. I also see breast cancer awareness billboards around town.

Cincinnati: Also, getting big names and then allowing those big names to help brand your company. Also, having really successful events, like 5Ks bring out a ton of people. If they are big enough they also bring out news stations and more people see their logos and learn about the company.

Mediator: By big names did you mean celebrity endorsements.

Cincinnati: Yes.

Mediator: Ok, thank you. Anyone else?

Focus Group Transcript

All: No.

Mediator: What are the tones of these messages usually, and does this tone appeal to you. Are they usually happy or more somber and serious. So what tone usually occurs in these types of ads, and does this appeal to you, personally?

Cleveland: I guess probably both. Like a mixture, sometimes they advertise sad things and then happier things like someone getting better.

Mediator: And do you have a preference between these two?

Cleveland: It depends on what effect they are going for.

Cincinnati: I think there is a difference between the breast cancer and alcohol commercials. The above the influence campaigns use more fear tactics, where the breast cancer use more inspiring commercials where someone overcomes adversity or loses a family member and becomes an advocate. I think ads like that are really affective.

Toledo: Yeah, I feel like the really serious ones, with trauma center especially, will be really affective. I don't know if I would prefer it, but it is effective I think.

Cincinnati: The Cincinnati Children's hospital always has short stories in their commercials.

Mediator: what does one of those commercials look like?

Columbus: Inspiring. Uplifting. Inspires you to want to hope and believe with them.

Mediator: Thank you. Ok, so with respect to the trauma system, would you be more affected by hard facts, such as we offer this equipment or we are number 1 in this city, or the emotional appeals such as the stories you talked about before. Or a mixture of the two

Columbus: I think a mixture of the two would be best, but I think the hard hitting facts make the most impact.

Cincinnati: I don't know, I think sometimes though knowing that they are number one is good, but also having someone's story about how the trauma center made someone survive can be really affective. Something like "would not have been able to go to this rehabilitation center if not for the connectedness of this system" would be powerful. To show people the positive side of the facts through an emotional appeal.

Focus Group Transcript

Mediator: In the event you were in a traumatic accident, what qualities of the care system would be most important to you? things like speed, quality of care, friendliness of doctors, the prestige of the hospital, etc.

Cleveland: I want to feel at home. In a traumatic event, that definitely helps with healing. If you are in a terrible event like that you would need things to comfort you.

Dayton: I don't think it is so much feeling at home as the quality of the procedures you are having done. I would rather go to the top hospital in the area than the friendliest. Like who has the number one doctors.

Columbus: I would definitely say speed. I had an instance where I broke my wrist and all I wanted to do was get in and go. But had to sit in a waiting room with a limp wrist. I mean, come on please help. It took nearly two hours before I was even given any pain medication when my bones were nearly showing. So I feel that speed is important. Getting you to the doctor as quick as possible.

Toledo: I think for me it depends on the situation. If it is an emergency situation and you need an ambulance then it would be speed and the quality of the doctors. But if it was an extended stay, and I was able to plan for the surgery then I would pick the one with the highest quality care that also had the friendliest people. A good reputation is important.

Cincinnati: I agree with [Toledo]. In a trauma situation I think speed and accuracy are all good.

Mediator: Ok, thank you. What would be the most effective way for a trauma system to market to you? So if there was only one advertisement, what would be the most effective way to grab your attention?

Dayton: If you wanted to market funny it could be a cool idea to sponsor a zoo. Put information around the dangerous animal cages and make your ads about horrible accidents. So people would know about your company.

Mediator: Ok, thank you [Dayton].

Cincinnati: I think you would want a video commercial over a billboard or print ad because the story is really important and attention grabbing. You could have moving billboards, but I don't think you could portray the story as much.

Toledo: Yeah, I agree with that. A personal story makes you remember more often. As long as they have the facts in there too. Like however long it took to get through the emergency room or things like that.

Mediator: So are there any marketing techniques that would motivate you to research a trauma system on your own before a traumatic incident occurred? Would you ever look for information on safety prevention or rehabilitation just because someone sent you a print ad or you saw commercial?

Focus Group Transcript

Dayton: I think if you just move to a new area it would be important to look up. Especially if you have kids.

Mediator: So that might look like marketing to new residents through realtors or something like that? Yeah, that is really good.

Cincinnati: I think if you are going to an area where people aren't new it might be good to compare your system to other hospitals and communicate why it is better. Because if people have had a bad experience they may be motivated to look into more information about other hospitals. People know the hospitals closest to them, but might need to be taught about better hospitals farther away.

Toledo: For me, I base where I want to go off of where my primary doctor recommends me. Also, if a neighbor or friend recommends me I would trust that more than ads. Reputation is really important.

Mediator: So word of mouth is the most important advertising to you?

Toledo: Yeah, for sure.

Mediator: What are some current health initiatives or causes that are currently marketed to you?

Dayton: Save the Tatas, breast cancer awareness.

Cincinnati: The Susan B. Anthony Cancer Foundation and the American Heart Association.

Cleveland: Leukemia and Lymphoma Society.

Mediator: Ok. So with the trauma system in mind, what characters of a YouTube video would make you want to share it with your friends? I forgot to say earlier that we aren't working with a big budget... well any budget, so we would start on YouTube with our commercials. So what aspects would make you share a video like this?

Dayton: Trauma is a little bit more vulgar than a breast cancer success story. Well not vulgar, but gruesome.

Mediator: So how do you get around grossing people out, or do you capitalize on that?

Dayton: You would have to make light of it. Not make a joke of it, but make light of it. Keeping a lighter mood throughout.

Mediator: Does anyone agree or disagree with that?

Focus Group Transcript

All: Agree

Mediator: Cool. Would you be willing to participate in an event to raise awareness for an Ohio trauma system? Something such as a 5k or other event?

All: Yes.

Mediator: What public figures in Ohio do you see as prominent and relevant to the Ohio Trauma System?

Columbus: Urban Meyer. Everybody loves him and he is serious.

Cleveland: Gordon Gee. Gotta love the bow tie.

Mediator: About how much free time do you have per day? Rough estimates or averages are fine.

Cincinnati: it varies from 2 to 4 hours per week.

Dayton: That sounds about right. Maybe more like 3-5

Columbus: 4-6

Cleveland: 3-5

Toledo: Yeah, in that range

Mediator: What are the best ways to reach you? What mediums are you most effected by? Social Media, YouTube, print ads, etc.

Dayton: Social Media

Columbus: Mhm, social media. Twitter. Retweets. Facebook events.

Mediator: So it is social media for all of you?
guys so much for helping out.

Focus Group Transcript

All: Yes.

Mediator: On average how much time do you spend reading print media. Newspaper, magazines, etc.

Dayton: Probably about a half hour. I try to read the newspaper a lot.

Columbus: Less than that.

Cincinnati: Less than that for sure.

Toledo: Yeah, less than that.

Cleveland: Less.

Mediator: How much time do you spend on twitter per day. [Toledo] doesn't have a twitter, so none for her.

Cincinnati: #TwitterlessEmily I spend about an hour

Dayton: At least a half hour.

Columbus: Like 5 minutes.

Dayton: Oh, Ok... [Columbus] spends 5 minutes. Yeah right..

Cleveland: I'd say I spend an hour

Mediator: How much time do you spend on Facebook?

All: 20-30 minutes

Mediator: How much time do you spend on YouTube per day?

Focus Group Transcript

Cleveland: I never get on YouTube.

Columbus: I only watch YouTube videos if someone else posts them.

Cincinnati: Yeah, if it is posted on another social media I will watch it.

Mediator: Ok, that is all I have. Thank you guys so much for helping out.

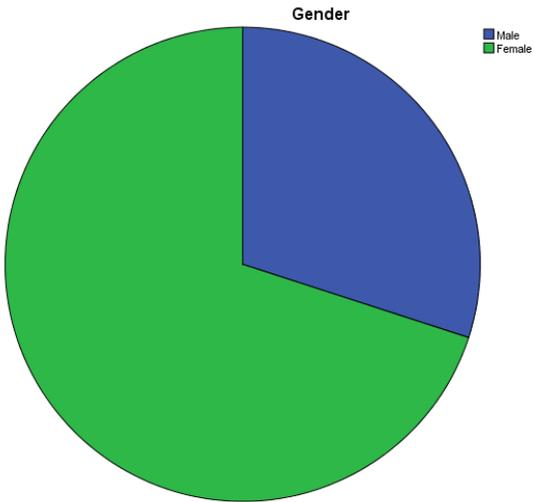
Customer Journey Map

Moments of Truth	Hot Spots	Customer Experience at Each Step	Problem Areas	Purple Cows	Verification Activities
Website	EMS arrival	Prevention awareness- make consumer aware of how to avoid injury and what level of care is appropriate	Website, hard to navigate, need more prevention awareness	Top care in trauma center	Surveys at Ohio State fair
EMs Arrival - arrival at any point in the system	Decision to take to traumacenter	Overall OTS awareness- make consumer aware of all of the services OTS offers	Lack of OTS awareness	Ease of which patient is transitioned throughout system	Surveys distributed to OTS personnel
Any treatment	Speedy care during "Golden Hour"	Website- ems.ohio.org, unorganized, hard to navigate, low usability	OTS employees need to become more united		
Awareness/ fundraising events	Rehab	Trauma transition, injured person must be transported to a trauma or non-trauma hospital, EMT makes recommendations	No brand personality		
Rehab treatment	Transitioning between stages of care	Non-trauma hospital, must be able to assess whether patient needs to go to a trauma center within the "Golden Hour"	Need funding		
Ohio State fair	Checking up on patients	Trauma center providing top quality care 24/7 of highly-skilled surgeons			
All OTS employees	Referral to specialized doctors	Rehab: work to get patient back to full functionality			

Survey-Demographics

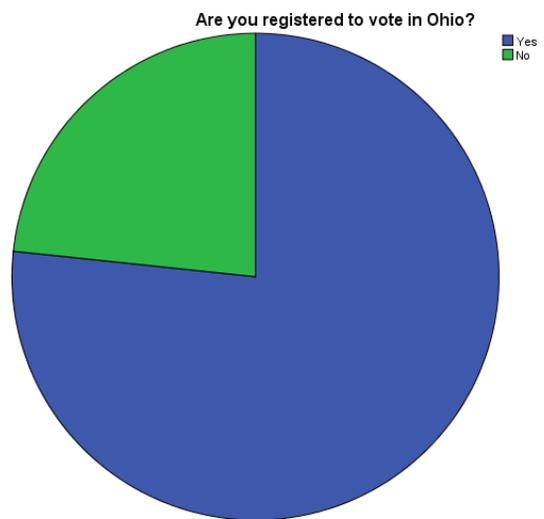
Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	9	30.0	30.0	30.0
	Female	21	70.0	70.0	100.0
Total		30	100.0	100.0	

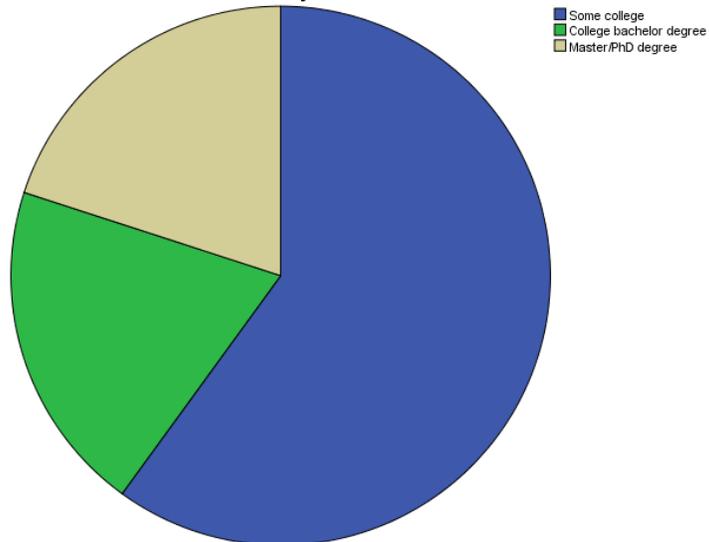


Are you registered to vote in Ohio?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	23	76.7	76.7	76.7
	No	7	23.3	23.3	100.0
Total		30	100.0	100.0	



What is your educational level?



Survey-Awareness

Respond to each statement by indicating how much you agree or disagree.-I am aware of all the services the trauma center has to offer.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	11	36.7	36.7	36.7
Somewhat Disagree	11	36.7	36.7	73.3
Slightly Disagree	3	10.0	10.0	83.3
Neither Agree Nor Disagree	3	10.0	10.0	93.3
Slightly Agree	2	6.7	6.7	100.0
Total	30	100.0	100.0	

Respond to each statement by indicating how much you agree or disagree.-Trauma safety awareness is important to me.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	1	3.3	3.3	3.3
Somewhat Disagree	1	3.3	3.3	6.7
Slightly Disagree	1	3.3	3.3	10.0
Neither Agree Nor Disagree	4	13.3	13.3	23.3
Slightly Agree	7	23.3	23.3	46.7
Somewhat Agree	5	16.7	16.7	63.3
Strongly Agree	11	36.7	36.7	100.0
Total	30	100.0	100.0	

Respond to each statement by indicating how much you agree or disagree.-I understand the differences between a trauma center hospital and a non-trauma center hospital.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	8	26.7	26.7	26.7
Somewhat Disagree	11	36.7	36.7	63.3
Slightly Disagree	2	6.7	6.7	70.0
Neither Agree Nor Disagree	1	3.3	3.3	73.3
Slightly Agree	3	10.0	10.0	83.3
Somewhat Agree	4	13.3	13.3	96.7
Strongly Agree	1	3.3	3.3	100.0
Total	30	100.0	100.0	

Survey-Speed, Trust, and Credibility

Respond to each statement by indicating how much you agree or disagree.-I am satisfied with emergency transportation speed.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	1	3.3	3.3	3.3
Slightly Disagree	1	3.3	3.3	6.7
Neither Agree Nor Disagree	12	40.0	40.0	46.7
Slightly Agree	5	16.7	16.7	63.3
Somewhat Agree	6	20.0	20.0	83.3
Strongly Agree	5	16.7	16.7	100.0
Total	30	100.0	100.0	

Respond to each statement by indicating how much you agree or disagree.-I trust the opinions of Emergency Medical Transportation volunteers.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	2	6.7	6.7	6.7
Slightly Disagree	1	3.3	3.3	10.0
Neither Agree Nor Disagree	4	13.3	13.3	23.3
Slightly Agree	6	20.0	20.0	43.3
Somewhat Agree	9	30.0	30.0	73.3
Strongly Agree	8	26.7	26.7	100.0
Total	30	100.0	100.0	

Respond to each statement by indicating how much you agree or disagree.-I would trust an EMT volunteer's recommendation of a care center location if I was severely injured.

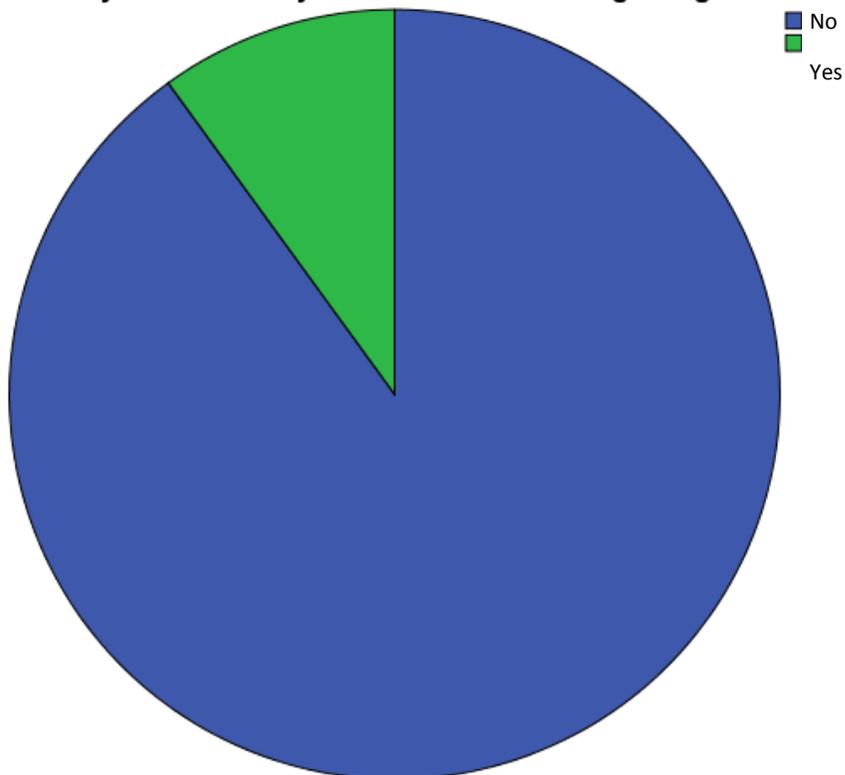
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	1	3.3	3.3	3.3
Somewhat Disagree	1	3.3	3.3	6.7
Slightly Disagree	2	6.7	6.7	13.3
Neither Agree Nor Disagree	1	3.3	3.3	16.7
Slightly Agree	4	13.3	13.3	30.0
Somewhat Agree	8	26.7	26.7	56.7
Strongly Agree	13	43.3	43.3	100.0
Total	30	100.0	100.0	

Survey-Value and Current Knowledge

Respond to each statement by indicating how much you agree or disagree.-The trauma center does not offer much value for myself or my close relative.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	5	16.7	16.7	16.7
Somewhat Disagree	4	13.3	13.3	30.0
Slightly Disagree	7	23.3	23.3	53.3
Neither Agree Nor Disagree	12	40.0	40.0	93.3
Slightly Agree	1	3.3	3.3	96.7
Strongly Agree	1	3.3	3.3	100.0
Total	30	100.0	100.0	

Have you ever directly received information regarding the trauma svstem?-No



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