

Changing the Conversation: From Research to Action

Coordinated Outreach Campaigns An Overview

Stakeholders' Workshop
November 30 - December 1, 2010

Changing the Conversation

- Review of research on coordinated outreach campaigns
- A look at case studies

Changing the Conversation

A definition –

*Any communication/advocacy/marketing/
branding/promotional effort involving more than a
single entity working cooperatively and with a
unified message to achieve a single goal
or to serve a shared interest.*

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- Very little research on the broader concept of coordinated campaigns
- Almost exclusively on Generic Product Promotion industry campaigns

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Purpose of Coordinated Outreach Campaigns

- Economic
- Legislative/regulatory
- Workforce/pipeline
- General image building
- Industry unification
- Crisis
- Public service

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Campaigns can focus on –

- Organizations
- Products or output
- Profession/discipline – the people

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Three levels of involvement or commitment –

- I. Short-term to solve a specific problem or deal with unexpected situation
- II. Umbrella marketing campaigns
- III. New identity

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Planning the Coordinated Outreach Campaign

- Who will be involved
- Control
- Competition
- Funding

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Implementing the Campaign

- Budgeting
- Consistency
- Coordination
- Measuring effectiveness

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Examples

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Got Milk?

- 1993
- Generic product promotion
- California milk processors voluntary alliance
- Initial budget of \$23 million
- Effective in increasing consumption
- Licensed nationally and for specific marketers

[Got Milk?](#)

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The Century Council

- 1991
- Public service/corporate social responsibility
- Not-for-profit organization established by distillers to promote responsible drinking
- Lobbying and education
- Total investment since 1991 - \$175 million
- But advertising budget may be much smaller
- Impact measures suggest success

[The Century Council](#)

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Johnson & Johnson Campaign for Nursing's Future

- 2002
- Pipeline and corporate social responsibility
- Originally a public-private partnership with J&J, US Department of Health and Human Services and leading nursing associations
- J&J is most visible
- \$50 million initiative
- Some signs that it's working – increase in applications to nursing school

[Discover Nursing](#) [Campaign for Nursing](#)

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Framework for Success

- The message
- Consistency/frequency
- Mechanism for coordination and control

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Suggestions for Changing the Conversation

- Opinion leaders/influentials
- Communicate benefits
- Communicate results
- Harness technology *

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