

GAVIN™

CAMPAIGN YOUR WAY TO BETTER HEALTH

engage and educate your target audiences

MEET THE TEAM

We are a team of go-getters, creative thinkers and problem-solvers working with healthcare and nonprofit organizations to have a greater impact.



WHAT WE DO



BRANDING & STRATEGY



PUBLIC RELATIONS



MARKETING & ADVERTISING



DIGITAL

MANDY



SARAH

WHAT WE'LL COVER

✓ HOW TO BUILD A SMARTER CAMPAIGN

- *Discovery*
- *Development*
- *Implementation*
- *Outcomes*

✓ CHOOSE HEALTHY. CHOOSE WIC.

- *Unpacking A Case Study*

DISCOVERY

setting yourself up for success

SET CAMPAIGN GOALS

- ✓ IDENTIFY SPECIFIC OUTCOMES
- ✓ DEFINE AUDIENCES
- ✓ UNDERSTAND POV
- ✓ ESTABLISH METRICS



TARGET AUDIENCES

- ✓ PSYCHO-DEMOGRAPHICS
- ✓ GEOGRAPHY
- ✓ INFLUENCING FACTORS
- ✓ BEHAVIOR
- ✓ VALUES



PINPOINT AUDIENCES



▶ *Community Progress Council, Poverty Simulation*

DEVELOPMENT

creating engaging content

CRAFT YOUR MESSAGE

- ✓ VOC: VOICE OF THE CONSUMER
- ✓ MAINTAIN BRAND ALIGNMENT
- ✓ SEGMENTED MESSAGE
- ✓ DELIVERING RELEVANT VALUE
- ✓ MOTIVATING ACTION IN SUPPORT OF GOALS

YOUR MESSAGE



- **City of York – Bureau of Health, Million Hearts Campaign**

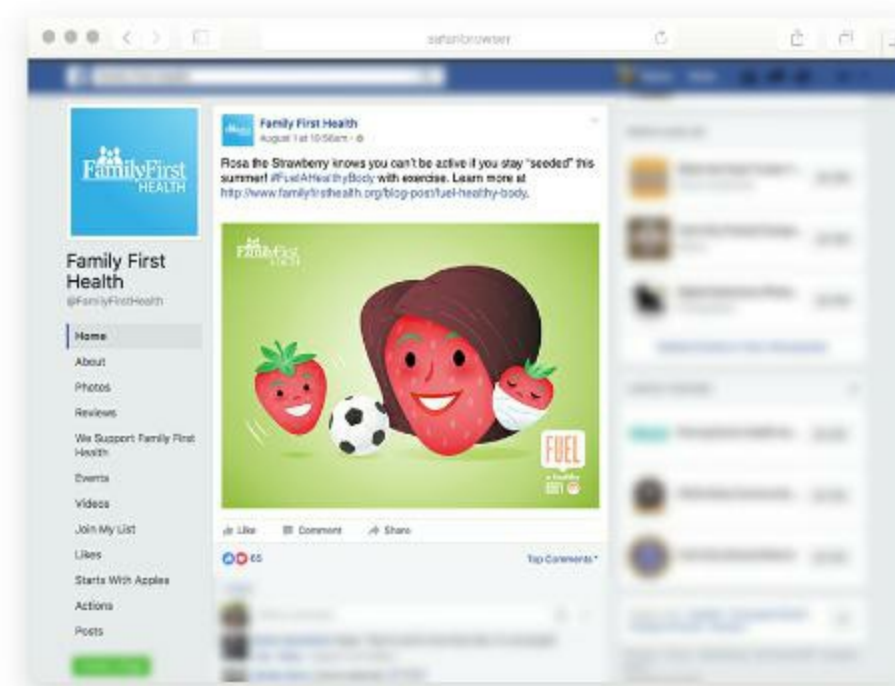
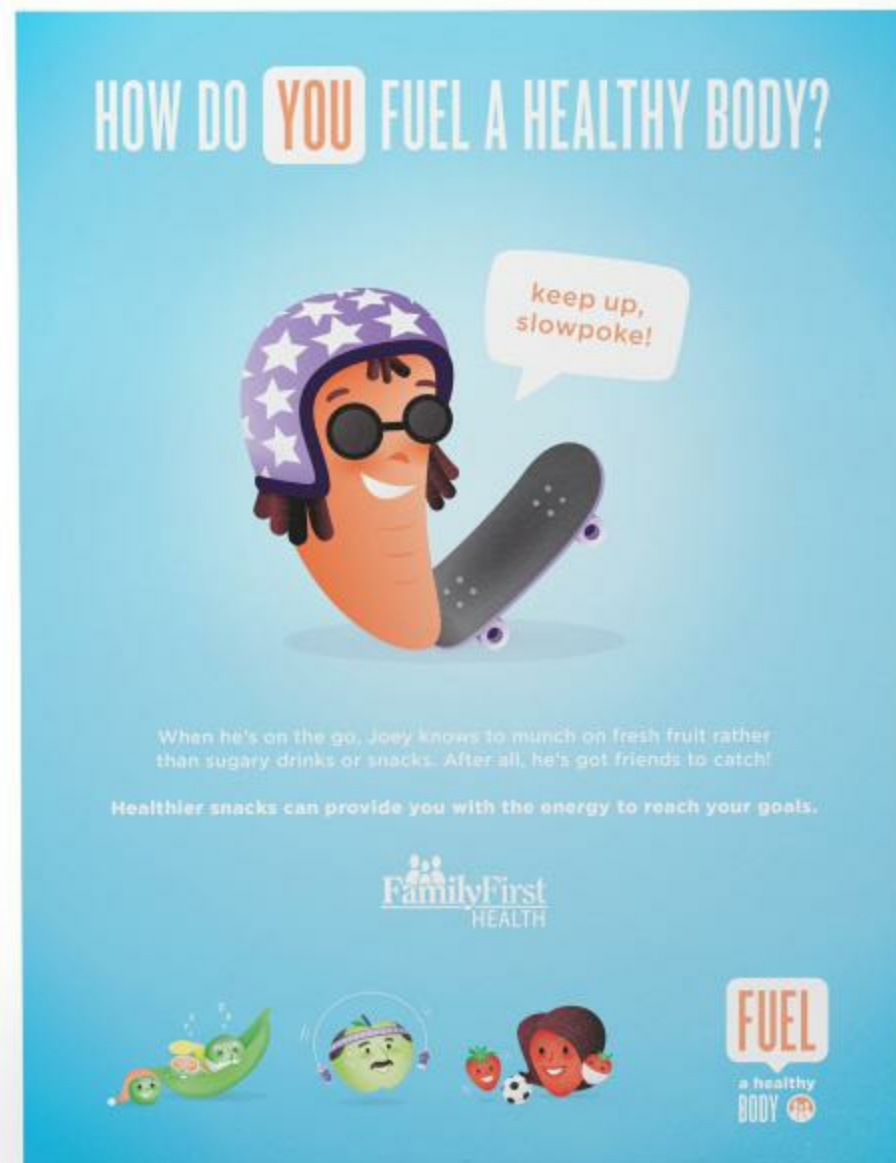
SETTING A STRATEGY

- ✓ UNDERSTAND HOW YOUR AUDIENCE CONSUMES CONTENT
- ✓ ALIGN MEDIA CHANNELS WITH YOUR GOALS
- ✓ DON'T UNDERESTIMATE MOBILE
- ✓ SUPPORT CALLS TO ACTION
- ✓ PLAN FOR LONG-TERM ENGAGEMENT

COMPELLING CREATIVE

- ✓ THINK ABOUT VISUAL DISRUPTION
- ✓ LEFT-BRAIN CONTENT V. RIGHT-BRAIN CONTENT
- ✓ CONSIDER USE ON DIFFERENT PLATFORMS.
DIGITAL, MOBILE, PAID, SOCIAL, PRINT, ETC.
- ✓ RESPECTING & STRETCHING YOUR BRAND

COMPELLING CREATIVE



► **Family First Health, Fuel A Healthy Body Campaign**

IMPLEMENTATION

coordinating the launch

IT'S GO TIME!

- ✓ CAMPAIGN PLAN AND TIMELINE
- ✓ DEVIL IS IN THE DETAILS
- ✓ REINFORCING THE MESSAGE,
INTERNALLY AND EXTERNALLY
- ✓ CONSISTENCY ACROSS ALL TOUCH POINTS

OUTCOMES

how to measure success

TRACKING OUTCOMES

- ✓ GOOGLE ANALYTICS
- ✓ SOCIAL ENGAGEMENT
- ✓ EMAIL METRICS
- ✓ EVENT ATTENDANCE
- ✓ TRACKED INQUIRIES/ACTIONS
- ✓ MEDIA PLACEMENTS & VALUE
- ✓ TOTAL IMPRESSIONS
- ✓ PERCEPTION/BEHAVIOR SHIFT

SAMPLE: REPORT

Galvin™ Advertising
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Family Health Council of Central PA – WIC Social Media Report March 2016

Facebook Results

- 363 Page Likes Total (+185 from February)
- 188 Reactions, Comments & Shares (+179 from February)
- 18,239 Reach (+17,734 from February)
- Referred 28 direct pageviews to Tapestry of Health site

Date	Post	Type	Reach	Engagement
03/29/2016 1:37 pm	Tapestry of Health WIC Program shared Text4baby's post.		15	0
03/28/2016 9:02 am	We're Hiring! :-) Nutritionist Cum berlandPerry Tapestry of Health		2	0
03/25/2016 9:29 am	To learn more about the benefits of fish, what fish is safe and wha		12	0
03/24/2016 7:15 am	¿Por qué dar pecho? La salud d e tu bebé depende de ello. La le		1.8K	25
03/22/2016 11:24 am	Tapestry of Health WIC Program shared American Diabetes Asso		10	0
03/21/2016 4:02 pm	Tapestry of Health WIC Program shared Eat Right Nutrition's pos		34	0
03/21/2016 2:17 pm	Why breastfeed? Your baby's he alth depends on it. Breast milk c		3.7K	56
03/17/2016 4:06 pm	Bumble Bee tuna has been recal led.. Please read the article to fin		11	0
03/17/2016 4:05 pm	Chicken of the Sea tuna has bee n recalled.. This is a WIC allowe		56	3
03/15/2016 2:29 pm	Are you looking to make a differ ence? Have you breastfed your		64	4
03/15/2016 1:40 pm	Tapestry of Health WIC Program shared Kids Eat Right's post.		19	0

Default Channel Grouping	Acquisition			Behavior	
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?
	1,445 % of Total: 100.00% (1,445)	73.70% Avg for View: 73.70% (0.00%)	1,065 % of Total: 100.00% (1,065)	86.51% Avg for View: 86.51% (0.00%)	1.26 Avg for View: 1.26 (0.00%)
<input type="checkbox"/> 1. Direct	674 (46.64%)	67.95%	458 (43.00%)	83.38%	1.33
<input type="checkbox"/> 2. Social	507 (35.09%)	72.19%	366 (34.37%)	89.94%	1.17
<input type="checkbox"/> 3. Organic Search	137 (9.48%)	84.67%	116 (10.89%)	79.56%	1.41
<input type="checkbox"/> 4. Referral	127 (8.79%)	98.43%	125 (11.74%)	96.85%	1.10

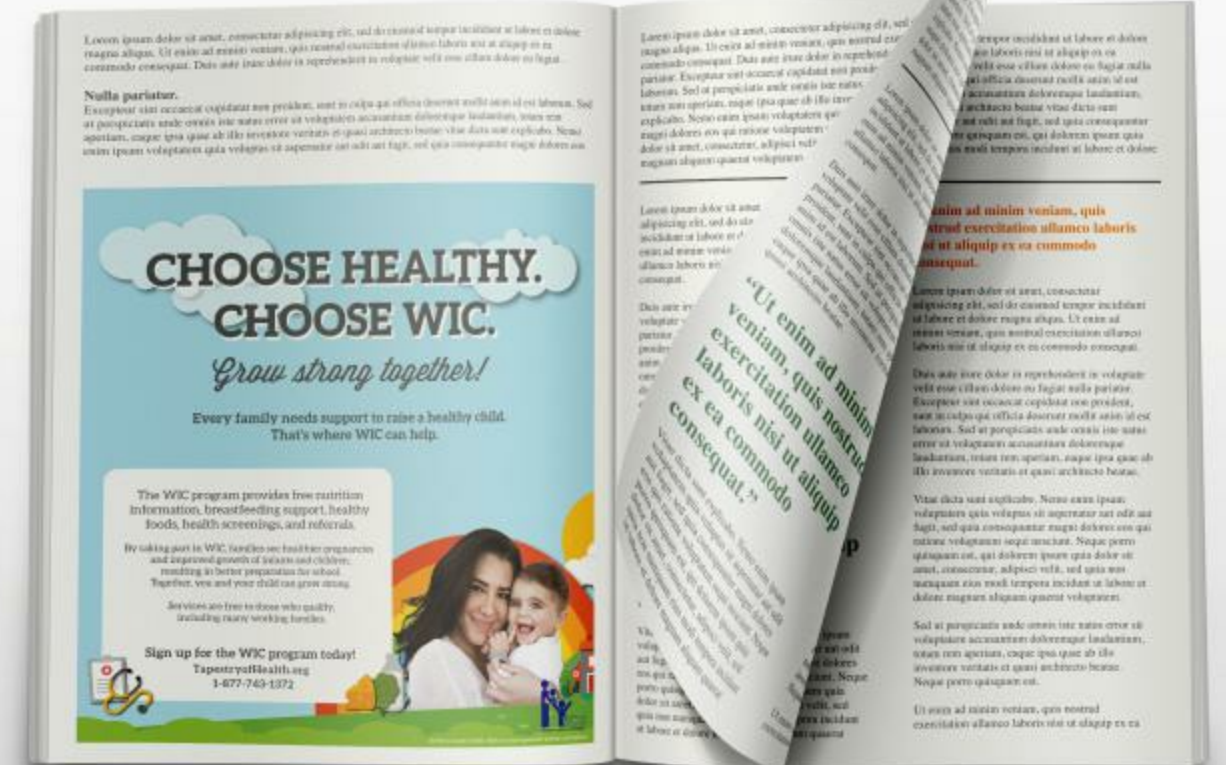
**CHOOSE HEALTHY.
CHOOSE WIC.**

unpacking a case study

WIC: CHALLENGE/PROBLEM

- ✓ EDUCATE AUDIENCES
- ✓ WIC IS MORE THAN "THE FORMULA PLACE"
- ✓ SHOWCASE BREASTFEEDING SUPPORT, HEALTH SCREENINGS, NUTRITION INFORMATION, REFERRALS
- ✓ DRIVE NEW CLIENT INQUIRIES

WIC: WHAT WE DID



WIC: OUTCOMES

500K+

MEDIA AND SOCIAL IMPRESSIONS

168%

INCREASE IN FACEBOOK LIKES

64%

INCREASE IN ORGANIC WEB SEARCHES

QUESTIONS?

GAVIN™