

Draft Creative Brief

February 20, 2013

Project	Self-Management Education (SME) Promotion
<p>Project Objectives</p> <p><i>What are your communications goals and objectives?</i></p>	<ul style="list-style-type: none"> • CDC is exploring the feasibility of developing a communication campaign that markets the concept of SME as a way to manage chronic disease, rather than promoting disease-specific, individual programs. • The communication goal is to increase overall awareness of SME and thus increase receptiveness when individuals are exposed to specific SME programs. • Objectives are to: <ul style="list-style-type: none"> ↑ Knowledge that SME programs exist ↑ Knowledge that non-medical behaviors are important ↑ Knowledge that they have a role to play in managing how they live ↑ Awareness that SME has health benefits ↑ Recognition that people like them participate in SME programs ↑ Recognition that HCPs think SME is important and effective
<p>Target Audience</p> <p><i>Who are you trying to reach? Where are they located?</i></p>	<ul style="list-style-type: none"> • People living with chronic disease(s) • Target age: 45-70 years old (more likely to have 2 or more chronic diseases) • National audience, all races/ethnicities (but materials will only be in English) • Needs to resonate with lower SES groups and African Americans (increased likelihood of chronic disease); also with women (more likely to attend SME programs) • Possible secondary audience: Health care providers
<p>Product Description</p> <p><i>What are its features? What is it that is unique or different? Are there other marketing efforts?</i></p>	<ul style="list-style-type: none"> • SME refers to educational interventions designed to enhance patient self-management. The programs vary in mode of delivery, but have the same goal of helping people develop the skills to live healthier lives. • The product we are promoting is chronic disease self-management education itself – not a particular program. • Others are working to promote individual programs for specific conditions. The idea is that this campaign helps prime the audience to be more receptive to further outreach.

<p>Customer/User Benefit</p> <p><i>How will user be better off? What are the strongest benefits?</i></p>	<ul style="list-style-type: none"> • Empowerment • Self-efficacy • Independence • Less pain • Healthier future • Social support • Manage disease severity • Strategies and techniques • Less life interruption/ability to do things you want • Less fear/less stress about health problems • More energy/less fatigue
<p>Competition</p> <p><i>What similar products and services are available?</i></p>	<ul style="list-style-type: none"> • Medication • Not doing anything
<p>Creative Considerations</p> <p><i>What limitations or constraints should be considered? Does the budget dictate creative direction?</i></p>	<ul style="list-style-type: none"> • Campaign would likely have small budget – focus on print and online • Want to test: <ul style="list-style-type: none"> ○ Various tones – positive, hopeful, fear/severity ○ Importance of physician support of SME ○ Messenger that is like viewer ○ General messages vs. diseases mentioned ○ Different calls to action – visit URL to find program, talk to a health provider, call a phone number ○ Address barriers – lots of different SME programs, find the one that fits your life ○ Different terms for self-management ○ Different channels
<p>Single Most Important Point</p> <p><i>The bottom line. If the customer remembers only one thing, what should it be?</i></p>	<ul style="list-style-type: none"> • SME can help you develop the skills you need to manage your chronic condition and live the life you want to live.
<p>Other Considerations</p>	<ul style="list-style-type: none"> • Concepts are for testing at this stage and will be refined – want to test multiple angles (different concepts, tone, imagery, etc.) • Will there be logos or organizational identifiers? Test CDC or generic/local • CDC will need to decide on call to action