







McKnight Brain Research Foundation

Campaign Roadmap

November 27, 2023



Campaign Objectives

-  **Create awareness and educate** the public about what normal brain aging is and what to expect
-  **Reassure** and guide audiences on the topic of brain aging and work to mitigate fear
-  **Reinforce** and elevate the McKnight Brain Research Foundation's brand as the nation's only private foundation dedicated to supporting research specifically on age-related cognitive decline and memory loss
-  **Encourage** HCPs to address and discuss brain aging with their patients

Strategic Approach

1

Reinforce MBRF's position as a leading research organization focused on cognitive aging by.... *utilizing the credibility and voice of its board of experts and MBIs*

2

Reassure and guide adults by.... *demonstrating what normal brain aging is and what to expect*

3

Act as a resource for healthcare providers by...equipping the HCP community *with tools and information about cognitive aging they can share with their patients*

4

Be a convenor and collaborator with other leading aging and brain health organizations by.... *creating a resource hub on the MBRF website to house resources for consumers and HCPs*

5

Reach younger audiences (35 – 50) who are paying attention to their health by....*engaging them with campaign messages and tools where they consume information*

6

Be deliberate and consistent with visibility to build share of voice by...*creating a surround sound to reach audiences multiple times through a variety of mediums*

Campaign Components



CAPTURING CONTENT

- **Consumer Survey:** Public Knowledge / Perceptions on Brain Aging
- **HCP Viewpoint Research:** Experiences with Brain Aging and Patients
- **Utilize Findings:** Content creation and strategic guidance, including for the McKnightBrain.org website



BUILDING BRAIN AGING RESOURCE HUB

- **Online Destination:** Educate and engage audiences
- **Collaborate and Convene:** Create new resources and utilize select existing brain health insights and tools through link sharing
- **Tool Types:** Video vignettes, brain health quizzes and tests, scientific studies, downloadable content



TAPPING CHANNELS FOR VISIBILITY AND SHARE OF VOICE

- **Media Strategy:** Ongoing pitch effort, media tour, syndicated content, public service announcement and mass news distribution
- **Social Media:** Monthly content calendar of campaign posts, graphics, memes and more
- **Thought Leadership:** Conference speaking opportunities and byline articles
- **Power of Partnerships:** Information sharing and reaching niche audiences
- **Influencer voices:** Carry campaign messages on their own platforms

Three-Year Campaign Cadence

The most successful campaigns build over time and components are well prioritized. BRG recommends the following strategic campaign roll-out plan over the course of the next three years.



Campaign Roadmap

A successful campaign builds over time and components are well prioritized from the start. The following is BRG's roadmap through 2024



Pre-Launch
Phase



Launch
Phase



Post-Launch
Phase

Pre-Launch Phase



A crucial element of the pre-launch phase will include building the campaign foundation by mapping opportunities, gathering original research and creating materials

- Creative Concept User Testing
- Terminology Guide Consensus
- Consumer Survey
- Message Framework
- Spokesperson Identification
- Microsite/Resource Hub Mapping
- Conference/ Speaking Opportunities Mapping
- Industry Partner Mapping
- Influencer Mapping
- Materials Development
- Microsite Build
- Social Media Broadcasting Plan
- Spokesperson Training
- Public Service Announcement Development

Launch Phase

The campaign is planned to launch in mid-March and will kickoff with a day of media outreach, including reaching national television and radio audiences through a satellite media tour, and the launch of social activations

Campaign Launch Date (Mid- March 2024)

- Satellite media tour
- Day of launch interviews
- Press release distribution
- Social/ Digital activation
- Influencer activation



Post-Launch Phase



BRG will execute the following activities to continue a steady drumbeat of campaign visibility and media coverage throughout 2024:

- Ongoing Media Outreach
- Influencer Activations
- Public Service Announcement
- Thought Leadership Opportunities
- HCP Survey
- HCP Community targeted push



Anticipated Board Participation

BRG will be working with the Foundation’s strategic communications consultant to develop the following campaign materials. We’ll be looking to the expertise of the MBRF Board of Trustees and Executive Director at key points in time to review and approve the materials as outlined below:

Materials	Assigned Reviewers	Timing
Terminology Guide	Communications and Education Committees	November 2023
Influencer Mapping	Trustees and Executive Director	December 2023-January 2024
Spokesperson Identification	Communications Committee and Trustees	December 2023-January 2024
Conference/ Speaking Opportunities	Executive Director	December 2023 and ongoing
Industry Partner Mapping	Executive Director	December 2023 and ongoing
Message Framework	Communications Chair and Committee	January 2024
Materials	Communications Chair and Committee	January 2024
Partner Resource Mapping (for Microsite) and Microsite/Resource Hub Mapping	Education Committee	January 2024
Final Microsite	Education Committee and Trustees	January-February 2024
Partnership Opportunities and Activations	Executive Director	Ongoing based on opportunity timing



Measuring Success

DRIVE AWARENESS & EDUCATION	REASSURE & GUIDE AUDIENCES	REINFORCE & ELEVATE BRAND	ENCOURAGE HCPs to DISCUSS w/PATIENTS
<ul style="list-style-type: none"> • Media reach / impressions • Social media reach, engagement and website traffic • Digital influencer engagement • Thought leadership opportunities 	<ul style="list-style-type: none"> • Resource downloads • Audience engagement with campaign tools • Message mentions around normal vs disease state • Partnership outcomes 	<ul style="list-style-type: none"> • McKnight Brain Research Foundation's brand mentions in media • Expert voices quoted • Share of Voice • Speaking opportunities for MBRF Board and MBIs • Collaborative placements and activations 	<ul style="list-style-type: none"> • HCP partner / sponsorship visibility and education • Thought leadership at HCP-focused conferences • Tools delivered through HCP community and environments to key audiences



Thank you



McKNIGHT BRAIN
RESEARCH FOUNDATION
Preserving memory, enhancing life

