

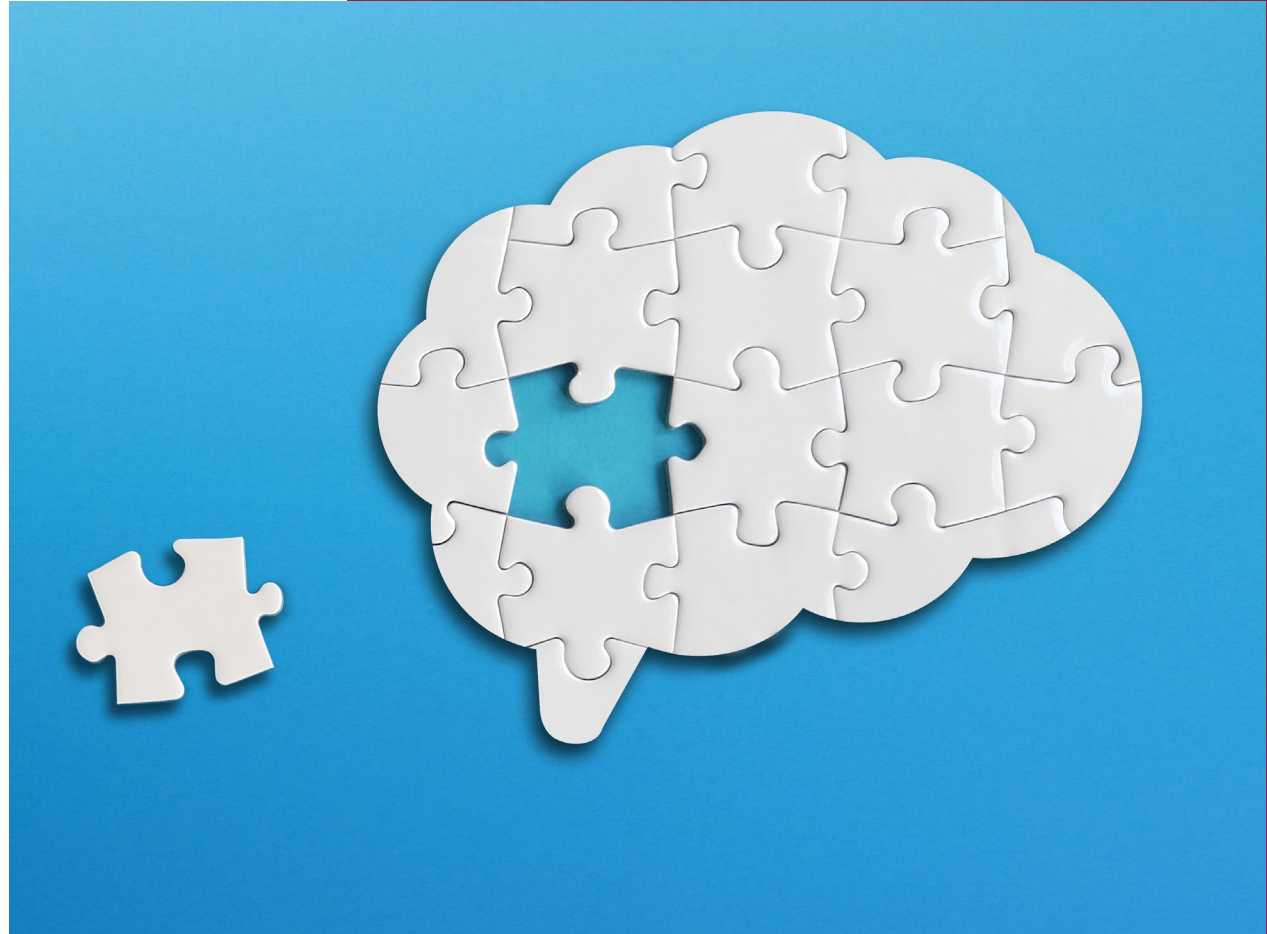


# McKnight Brain Research Foundation

*Campaign Direction*



*October 23, 2023*



# Landscape Assessment Overview

- Conducted a landscape assessment to gather and glean information to help inform strategic communications program development.
- Audited and analyzed internal stakeholder feedback and external landscape on brain health and cognitive aging.
- Identified opportunities for strategic campaign/organization positioning, subject-matter white-space, influential voices, and like-minded existing campaigns.



**Stakeholder Survey**



**Media and Digital Influencer Audit**



**Stakeholder Interviews**



**Review of Brain Health Campaigns**

# McKnight Brain Research Foundation's Unique Opportunity

## **McKnight Brain Research Foundation has the opportunity to...**

- *Own the unique position as the only organization solely dedicated to research in age related cognitive decline and memory loss*
- *Fill the void of public education about what is normal brain aging and what to expect*
- *Reassure and guide younger to mid-life adults vs generating fear about brain health and the aging brain*
- *Be a credible expert resource on brain aging for media and through social media*

### LIKE-MINDED ORGANIZATIONS

- Organizations researched focus on a variety of aspects of brain health but not on cognitive aging specifically
- Voices from each organization were vast and varied – from experts to staff to celebrity voices
- Majority of organizations had a specific call-to-action or tool to engage the public

### ESTABLISHED CAMPAIGNS

- Most campaigns focus on disease states – many rely on building concerns/fear
- The number of campaigns about brain health show that this is a cluttered space
- There is little information in the landscape from campaigns about what is normal healthy cognitive aging

### AUDIENCES

- Existing campaigns primarily targeting older adults + care-givers
- Few campaigns targeting younger / middle-age consumers
- Campaign audience gap in targeting greater HCP community (PAs, nurses, etc)

### CALL-TO-ACTIONS (CTAs)





- CTAs vary from engage, give, converse, take a stand and buy
- CTAs asking audience for something in return

### MEDIA COVERAGE

- Share of voice is scattered and undefined
- Cognitive aging only utilized in media as a scientific term vs consumer-friendly
- Brain health widely used as a “catch-all” term in media
- Robust media appetite for brain health, but limited media coverage of organizational campaigns



# Campaign Objectives

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

# Strategic Approach

1

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

2

Reassure and guide adults by... *demonstrating what is normal brain aging 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) that 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



## BUILDING BRAIN AGING RESOURCE HUB

- **Online Destination:** Educate and engage audiences
- **Collaborate and Convene:** Create new resources and utilize select existing brain health insight 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



# Campaign Creative Options

Campaign thematic and creative concepting is critical to the success of every campaign to reach and resonate with target audiences and ultimately drive action. For MBRF, we want to ensure we create thematic campaign name, look and feel that...

**Catches the attention** of the target audience and evokes action to learn more

**Pulls through the campaign** focus on brain aging

**Ties cohesively** with McKnight Brain Research Foundation's current brand

**Delivers on credibility** of the organization

**Stands out** in the brain health campaign space as its own entity



# Campaign Creative Option #1

- Campaign will **educate** on how the brain functions as it ages.
- Campaign will offer a **resource hub** of all the quality information and tools available to the key audiences to learn about cognitive aging and taking a proactive approach to expand your brain span.



# Campaign Creative Option #1



Opt. 01



Opt. 02



Opt. 03





# Campaign Creative Option #2

- Campaign's primary objective is **raising awareness** around what is normal brain aging so key audiences know what to anticipate.
- Through this awareness, the campaign will **reassure audiences** that they are not necessarily going to deal with brain disease and instead enlighten them to appreciate how the brain contributes to a healthy life.

# Campaign Creative Option #2



Opt. 01



Opt. 02



Opt. 03



# Campaign Creative Options



# 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.



# Measuring Success

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