

MCKNIGHT BRAIN RESEARCH FOUNDATION

QORVIS

Qorvis Proposal



McKNIGHT BRAIN
RESEARCH FOUNDATION
Preserving memory, enhancing life



To: Valerie Patmintra
RE: Qorvis Proposal for the McKnight Brain Research Foundation

Thank you for the opportunity to help shine a light on the critically important issues of age-related cognitive decline and memory loss.

Qorvis is uniquely positioned to raise public awareness and understanding of brain health and elevate the McKnight Brain Research Foundation as a go-to resource among consumers, primary care providers, and researchers. With decades of experience crafting successful national advocacy and strategic communications campaigns for organizations in the health care space—including campaigns related to brain health and the latest medical advances—we have the resources and talent necessary to help you exceed your objectives and reach your target audiences quickly.

Our plan includes creative strategies with tactics specifically focused on the target audiences. These strategies include:

- Competitor analysis, campaign theme, and message development;
- Curated media lists and media engagement on behalf of MBRF;
- Staff and spokesperson media training;
- Event development, execution, and support;
- MBRF news hub with high-quality, original content created by writers with experience covering healthcare and brain health and wellness;
- MBRF newsletters and social media content and editorial strategy to scale audience;
- Social media training and toolkits for MBRF staff, advocates, and target audiences to share MBRF content; and,
- Online educational resources including webinars and other collateral.

Qorvis plans to distinguish MBRF from other organizations through our deep understanding of how other brain health brands, including the Alzheimer's Association, works. Knowing the competitor landscape will inform the team of what opportunities areas to attack. One example is thought leadership and executive support. MBRF competitors lack strong spokespeople who are ready and willing to speak to media about timely news, and this is an area where MBRF can and should thrive. Throughout the proposal below, you will see tactics that will strengthen MBRF's voice in the field and position MBRF as a leader.

In the following pages, we detail our work plan, team, and relevant experience with case studies showcasing our ability to generate and execute creative, forward-thinking ideas.

We look forward to speaking with you further.

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Rick Silipigni
Chief Development Officer
Qorvis

A handwritten signature in black ink, featuring a cursive style with a prominent 'S' and 'F'.

Samantha Sault
Chief Editorial Officer
Qorvis

About Qorvis

Qorvis is a global advisory and strategic communications firm headquartered in Washington, D.C., with a rich 20-year history of serving the world's most recognizable brands, including global corporations and nonprofits in the health sector.

As a strategic communications consultancy at the core, Qorvis has the reach and resources required to inform, engage, and influence the right audiences at the right time and across the right channels to tackle business-critical competitive and reputational challenges.

We leverage our industry expertise, interdisciplinary experience, and broad network of relationships with the media and key influencers to establish and meet measurable objectives for brand, market, and revenue performance.

If selected to work with the McKnight Brain Research Foundation (MBRF), we'll deploy our **full-spectrum marketing and communications practice** and **brand strategy and marketing positioning expertise** led by a team of executive-level public relations, marketing, digital, and content experts to develop a campaign that will establish MBRF as a national leader in the brain health and cognitive aging space, with significant gains in website visitors, social media followers, media hits, and engagement with your target audiences.

Three-Year Communications Plan

We have outlined a three-year communications plan, beginning July 1, 2023, to achieve your goals and reach your target audiences.

Topline Ideas & Creative Strategies

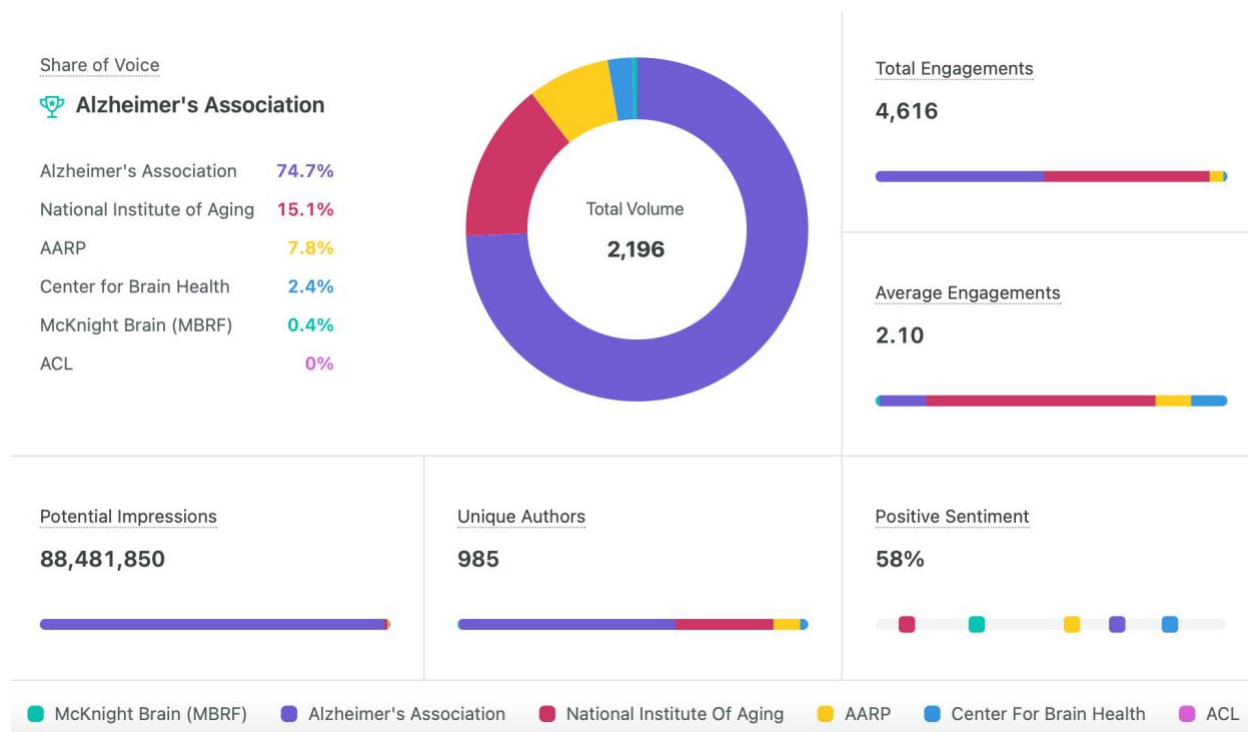
We'll begin our collaboration with a series of discovery meetings with key staff and stakeholders to plan the initial year and three-year campaign, including developing campaign themes and messages. We will frequently engage with MBRF staff and stakeholders via:

- Weekly meetings with the core team;
- Monthly planning sessions;
- Quarterly progress presentations; and,
- Annual planning and reviews of achievements.

Competitor Analysis & Monthly Share of Voice Analytics

Qorvis will conduct a competitor analysis of MBRF's top competitors. This analysis includes a comparison of digital, owned, earned, and social media, an executive overview and strategy, and a Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis. This allows the team to evaluate MBRF's standing compared to competitors and areas of opportunity. By exploring top competitors thoroughly, Qorvis can assess the best way to move forward effectively. It is also a good way to establish a starting place at the beginning of work.

Additionally, Qorvis can provide a monthly report on share of voice, including volume by competitor, potential impressions, engagements, and sentiment. Example below:



As you can see from this quick snapshot, there is significant opportunity for MBRF to grow its share of voice and engagement.

Building Brand Recognition & Increasing National Recognition for MBRF

Qorvis branding and media relations experts will work with MBRF to identify core messages and target audiences, then tap into our media networks to target the right media outlets and get in front of your target audiences. Quality media hits can strengthen MBRF's credibility and recognition among consumers and healthcare providers.

Build Curated MBRF Media Database

As a first step, Qorvis would build media databases with target outlets and reporters to ensure MBRF and the Qorvis team are prepared to react to news and amplify campaigns. We will craft databases and lists to ensure the right audience sees accurate information from a trusted source—MBRF.

Qorvis would maintain databases appropriate to potential MBRF audiences, with the ability to curate lists depending on the announcement or timely news at hand. The database is ever evolving to hit desired targets.

Media targets would include (but would not be limited to):

National: We'll target national media outlets with reporters who understand key issues in brain health and healthcare to reach potential and current consumers. These include reporters from outlets such as CNN, Fox News, Wall Street Journal, Bloomberg, New York Times, USA Today, Reuters, and more.

Qorvis has successfully positioned our clients as thought leaders in national media outlets. See examples below:

In October 2022, Qorvis prepared Saudi Ambassador Princess Reema bint Bandar for her interview with CNN's Becky Anderson.



Qorvis secured a piece in CBS Sports for FC Shaktar and positioned SCM shareholder and FC Shaktar owner, Rinat Akhmetov strategically, as a way to get him mentioned in the article for his work to help Ukraine.

- CBS Soccer - [Champions League: Shakhtar Donetsk 'playing for Ukraine' as Mykhaylo Mudryk eyes possible Arsenal move](#)
"We have been working on showing solidarity to the people of Ukraine for several months and the charity games are a part of that," said Srna. "It really all starts with our president, Rinat Akhmetov, who loves to help people. He chose to stay in Ukraine during the war to be with his people. And he donated around €2 million euros to help the Ukrainian Premier League survive. I am so proud to be working with him."

Qorvis positioned Dr. Michelle McMurry-Heath, former President and CEO of the Biotechnology Innovation Organization (BIO), as a thought leader on diversity and equity in health care in many national print and television outlets.

- Fortune article, ['Diverse needs,' not just 'diverse patients': How health care leaders can make care more equitable](#)

Qorvis pitched and educated reporters on the positive environmental impact regarding LNG gas-to-power infrastructure projects, securing SOCAR trading hits in Bloomberg, Reuters and WSJ.

- Bloomberg - [Socar Trading Eyes Major Push Into LNG Gas-to-Power Projects](#)
- Reuters - [Azerbaijan's SOCAR halts Russian crude supplies to Turkish refinery](#)

Trade: The trade list would include media outlets targeting healthcare-specific readers or readers pertaining to a particular campaign. Trade lists are also important in getting timely news in front of influencers, experts, and stakeholders. This list may include outlets like Healthline, Verywell Health, Modern Healthcare, Medscape, Neuroscience News, STAT News, and more.

Qorvis has extensive experience placing our clients and their thought leadership in relevant trade publications to reach niche target audiences.

Qorvis wrote, and reviewed Help Heal Vets CEO's op-ed on how craft therapy can provide a therapeutic activity for those with concussions. Qorvis got the op-ed placed in [Stars and Stripes](#).



Local: Local news is vital to keeping individuals in a community up to date on resources, news, and tips. With McKnight Brain Institutes in Alabama, Arizona, and Florida, keeping people in and around those communities abreast of MBRF's essential work is crucial. Qorvis would also curate local lists based on national events or news pertinent to any particular community.

Qorvis has placed our clients in local media outlets to promote their work in specific communities. A few recent examples include the Children's Health Fund expanding its work in New York ([CBS New York](#)) and an op-ed signed by the Biotechnology Innovation Organization (BIO) in the [San Diego Union-Tribune](#) ahead of the 2022 BIO International Convention in San Diego.



Engaging MBRF Media Database

After curating our media database, Qorvis would engage with target outlets and reporters to ensure they and their readers see MBRF as a trusted source of information. From reactive statements to proactive outreach, announcements, and brain health awareness opportunities, we'll work to make MBRF a recognized name in brain wellness communities, with consumers and physicians, and in the wider healthcare and medical community.

Reactive Media Outreach: It is smart to be prepared to react to current events, negative narratives, and inquiries from reporters. Qorvis would monitor the news to ensure MBRF is plugged into current events and prepared to answer any inquiry that may come our way. Having trusted reporters and relationships with appropriate news outlets is the best way to ensure that MBRF continues to be viewed positively.

Timely News Media Outreach: MBRF has the opportunity to engage with media as subject-matter experts when timely news may arise. Staying on top of current conversations and hot topics allows Qorvis to pitch spokespeople from MBRF on appropriate newsworthy topics.

Proactive Media Outreach: Qorvis can provide counsel and an overarching communication strategy for MBRF. The strategy would include opportunities for MBRF to

engage with appropriate media, as well as developing and executing long-term campaigns. Qorvis recommends utilizing newswire services, in coordination with MBRF, on major announcements to garner wider traction and improve SEO metrics.

- **Announcements:** Qorvis will build out campaigns, including media outreach, on announcements to ensure not only that a larger pool of people are seeing MBRF activities, but also that the right people are reading and watching this news.
- **Brain Awareness Weeks/Months:** Brain awareness weeks and months are a strong anchor for announcements and media pitching the right spokespeople, and Qorvis will maintain a list of key events and develop strategies around them.

Staff and Spokesperson Media Training

Comfortability when speaking with media is vital to effectively tell MBRF's story and feel confident in those interactions. Media training with Qorvis experts—who have experience as press secretaries, producers, and reporters—will help prepare MBRF's spokespeople with the skills needed to speak confidently to the media and positively further MBRF's brand recognition.

Depending on the budget, media training can be provided as a workshop or webinar for relevant staff, and/or one-on-one media training with executives.

Case Study: Media Training for the CDC

Qorvis has conducted media training and message development for top subject-area experts, physicians, and researchers at the Centers for Disease Control (CDC). As part of this work, Qorvis trained potential spokespeople and worked closely with them on issues such as vaccine safety and foodborne illness.

Most recently, the Qorvis team worked with the CDC to prepare subject-matter experts to respond to the COVID-19 pandemic, Monkeypox, and Zika virus.

Executive Support

Qorvis has directly supported dozens of CEOs and other c-suite executives for clients in industries including health care, energy, and banking, as well as heads of state, high-level government officials, and ambassadors.

Qorvis can support MBRF executives to ensure you're ready for every opportunity that comes your way. In addition to media training, executive support could include:

- Panel recommendations and opportunities for PR or awards;
- Panel or media preparation including talking points;
- Support with social media accounts; and,
- Developing and pitching op-eds.

Event Development, Execution, and Support

Qorvis has extensive experience helping corporations, non-profits, and embassies plan, execute, and publicize events of all sizes, from large-scale public events to VIP salon dinners.

For MBRF's events, such as your research award ceremonies, seminars, or town halls, Qorvis can help with:

- **Event Development**, including helping you conceptualize the communications strategy around the event and provide support with pre-event and post-event media relations and digital content.
- **Event Execution**, including planning, logistics, invitations/registration, and PR.
- **Event Support**, including on-site registration and media relations as well as coverage of events for digital products.

Utilizing our entire creative team and network, Qorvis can help MBRF strategize new events to bring more awareness to the organization and its mission. As one example, we could develop brain health events or "tailgates" at the four universities home to McKnight Brain Institutes to bring awareness to brain health and wellness at every phase of life, from protecting your brain from injury while playing sports, to lifelong diet, exercise, and wellness habits to mitigate cognitive decline and memory loss. The events could bring together MBRF researchers and influencers, university students, and game-goers, allowing you to reach target audiences in a fun and interactive way.

Case Study: The Nicholson Foundation

Qorvis was tasked with promoting The Nicholson Foundation's book, "Changing Systems, Changing Lives: Reflecting on 20 Years." We identified the ARNOVA Conference as a valuable opportunity to promote the book and secured a panel discussion featuring the client. Qorvis interviewed potential subject-matter experts for the panel discussion, identified the participants, and coordinated their participation. The team worked together to create the panel slides and any other materials and assets needed.



Once the panel was in place, coordinated and purchased the placement of advertisements on the conference's platforms.

For the conference, Qorvis designed and executed the booth for The Nicholson Foundation and created content to be pushed out throughout the event on social media.

Expand Web and Social Media Traction

To drive traffic to the MBRF website, increase search engine rankings for relevant keywords, and expand MBRF's social media presence and traction, we propose the following strategies:

MBRF News Hub

Qorvis can make the MBRF website a one-stop-shop for news and information about brain health and wellness by building out a news hub highlighting MBRF news, research, and experts as well as general news about brain health, cognitive aging, memory loss, and related topics.

Qorvis will create original, newsworthy content with our team of healthcare journalists and editors, including writers with experience covering brain health and wellness to:

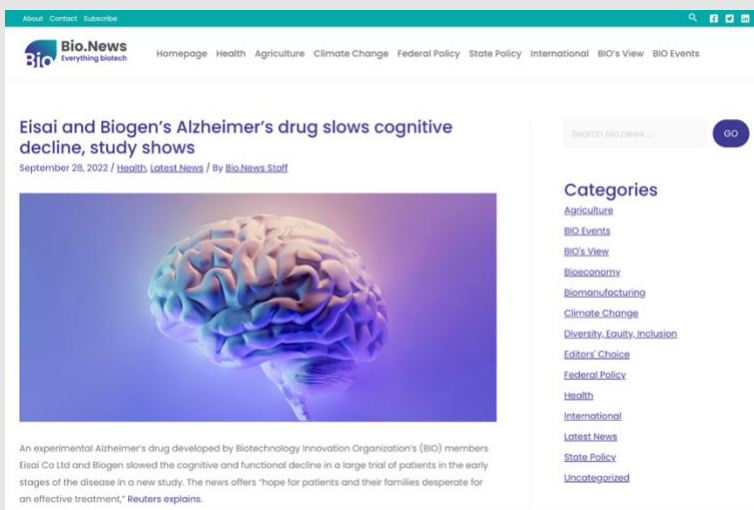
- Produce and publish shareable, search engine optimized, **original news stories**.
- **Amplify MBRF news, research, and experts**, including campaign content.
- Scale MBRF content to **capture more real estate for MBRF in the internet search space** and ensure MBRF is a key resource for information among target audiences.

Our process:

1. We develop **clear, comprehensive editorial guidelines**, so our writers and editors understand MBRF's priorities/messages and off-limits topics.
2. Our writers aggregate **bite-sized, shareable news stories** from wires, governments, companies, etc. as well as MBRF properties, always linking and citing original sources.
3. **A dedicated editor** reviews draft stories, makes edits, and posts or flags for review.
4. We continue to advise you on how we can **grow traffic and promote posts**.

Case Study: Launching Bio.News

In 2022, we worked with the Biotechnology Innovation Organization (BIO) to develop and launch Bio.News, the organization's owned news platform with daily, original content focused on BIO's messages and members produced by independent health care writers and editors. In less than one year, the website welcomed over 64K unique viewers, the majority from the U.S., with original reporting and thought leadership garnering the most clicks and views. (See our full case study in the addendum.)



Newsletter & Collateral Support

Qorvis can help revamp and oversee MBRF's digital and physical collateral, including brochures and the Mind Your Memory newsletter, or help you develop new newsletters and materials to promote MBRF news, research, scholarship opportunities, and content.

Qorvis has proven experience helping clients develop engaging, news-driven newsletters that have helped clients grow their audiences and gain recognition. We can:

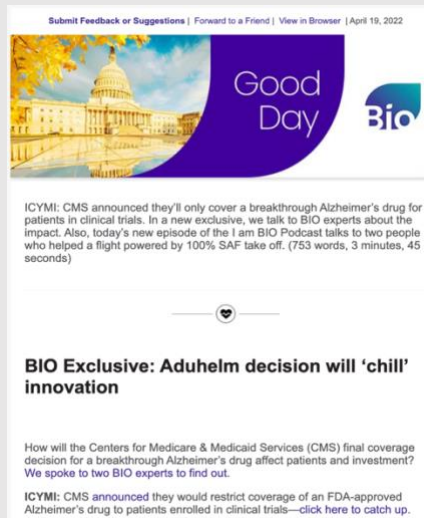
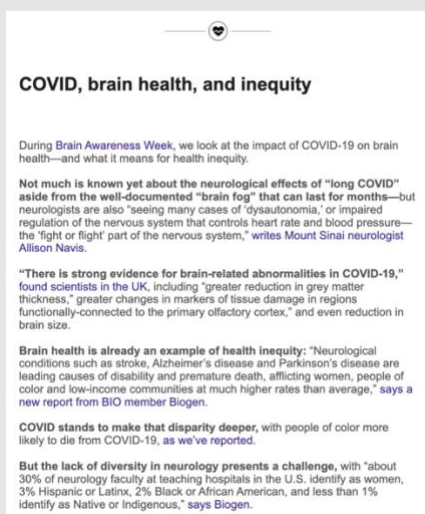
- Develop an **editorial strategy and calendar**, with newsletters tied to news hooks or key MBRF events and activities;
- Lead regular **editorial calendar planning meetings with key MBRF staff and stakeholders**, to ensure we're aware of everything happening within your organization;
- **Write and format the newsletter**; and,
- Advise on **sponsored or contributed content and advertising**, if relevant, including creating content guidelines and liaising with relevant MBRF teams.

Depending on your budget and goals, we would advise a twice-monthly newsletter, though we have experience delivering exceptional newsletters at many intervals, including daily.

We can also provide writing and editing support for other collateral and projects.

Case Study: Launching and Overseeing Good Day BIO

Since 2019, we have overseen the development and launch of Good Day BIO, the Biotechnology Innovation Organization's daily morning newsletter, which provides the day's top biotech stories in a snappy, easy-to-read format, in 5 minutes or less. The newsletter currently has more than 40K subscribers, with 15% YOY subscriber growth and a healthy open rate of more than 25% on average. (See our full case study in the addendum.)



<https://www.bio.org/goooddaybio-archive/good-day-bio-speak-science-brain-awareness-week>
<https://www.bio.org/goooddaybio-archive/good-day-bio-exclusive-look-impact-aduhelm-decision>

Revamp Social Media & Develop Editorial Calendars

A revamp of MBRF's social media can include Qorvis drafting copy, creating content calendars, developing graphics, community management, engaging with relevant accounts in your network, and incorporating various paid campaigns, as needed, to increase followers, engagements, and impressions.



Specific ideas for engaging shareable content include:

- Brain facts of the day/week;
- Graphics and infographics highlighting brain facts and research;
- Video vignettes about brain health, interviews with researchers and patients, and reactions from MBRF experts on brain health news;
- Promotion of brain games and apps backed by science; and,
- Interactive campaigns to engage the audience and raise awareness. For example, we could create a challenge encouraging people to complete daily brain exercises or

complete a mental health activity, share their progress, and challenge their friends to join. This type of campaign can increase engagement and reach a wider audience.

Influencer Collaborations

Collaborating with influencers in the health and wellness space can increase the reach and impact of social media campaigns and MBRF materials. Qorvis can identify influencers—including physicians and others passionate about health and wellness—and partner with them to create content highlighting brain health, studies, and MBRF materials. This could include sponsored content, social media takeovers, and other collaborative efforts.

Social Media Toolkits

The most effective advocates for MBRF are those who work there daily. Qorvis can equip MBRF staff and target audiences like consumers and physicians with toolkits for events or awareness days, including example posts, graphics, hashtags, and background information needed to amplify MBRF's messages and content.

In addition, Qorvis has effectively trained social media staff to help those who wish to advocate on their personal channels do so meaningfully.

Online Educational Resources for Target Audiences

Our creative strategies—from media relations to content and social media—will focus on reaching MBRF's primary audience (consumers) and secondary audiences (primary care providers and researchers). In addition, we can help update existing MBRF online educational resources and develop additional ones, such as virtual brochures and explainers on new research.

Educational Webinar Series

Qorvis has been successful in coordinating and producing webinar series to engage stakeholders and target audiences. By inviting potential partners and influencers to participate as speakers, we can reach their networks and expand MBRF's brand and image. In addition to engaging wider audiences, the webinar series will help to bolster MBRF as a thought leader and important educational resource for the brain health community.

Qorvis would work with MBRF to identify key areas of interest to stakeholders and consumers to craft a series of webinars. The series would be heavily advertised via email outreach, social media, and word of mouth to target audience members and would be branded to support MBRF's image as an educational resource.

Targets and topics could include:

- **Health-Conscious Individuals & Young Adults:**
 - strategies for keeping your brain healthy at every stage of life
 - strategies to mitigate the risk of age-related cognitive decline
 - brain-food cooking classes or mental health workshops
- **Caregivers:**
 - mental health advice for caregivers
 - information about brain-related clinical trials
 - how to partner with your loved one's physician for the best possible care
- **Primary Care Providers:**

- how to talk to patients about age-related cognitive decline
- how to talk to patients' families about age-related cognitive decline
- new R&D in the brain health space
- **Researchers:**
 - how to engage with the MBRF
 - how to apply for MBRF scholarships and grant opportunities
 - how to engage with patient advocacy groups

Case Study: Children's Health Fund Webinars

Qorvis organized webinars for Children's Health Fund titled, "Children's Health in Focus," engaging key targets within the client's audience and stakeholder community. Topics ranged from mental healthcare and dental hygiene to children's health care related to immigration. We invited subject-matter experts (and target stakeholders) to participate in the webinars as panelists, allowing us to tap into their audiences and work with them to advertise the webinar series on their platforms.

<https://www.youtube.com/watch?v=0mWn0wX51Wo>

Primary Care Provider Outreach

Qorvis will work with MBRF to empower primary care providers to communicate proactively with patients and educate them about brain health using evidence-based practice. These tactics could include:

- Educational resources geared toward primary care providers, including science-based resources about the latest research, clinical trials, and interventions.
- Social media strategy and content focused on growing MBRF's primary care provider audience with targeted infographics, videos, and blog posts, as well as toolkits they can use to communicate with their own followers.
- Infographics and materials for distribution to physicians' offices or associations.

Researcher Outreach

Qorvis will work with MBRF to engage more researchers, particularly those who would be eligible for scholarship or grant opportunities. These tactics could include:

- Educational resources geared toward researchers, including how to engage with MBRF and how to get people involved in their studies;
- Social media strategy and content focused on growing MBRF's researcher audience with targeted infographics, videos, and blog posts, as well as toolkits they can use to communicate with their own followers.
- Outreach to universities and research institutions (and related media) about MBRF grant and scholarship opportunities; and,

- Interviews with researchers who are conducting interesting research on brain health and wellness for the news hub and digital media properties.

How the Initiative Could Build Year to Year

Qorvis will develop a long-term strategy with monthly, quarterly, and annual goals and targets, which will be measured by clearly defined metrics, such as audience growth, website views, media hits, resource downloads, or webinar registrations, to name a few.

A monthly report on share of voice can be provided, including volume by competitors, potential impressions, engagements, and sentiment as MBRF compares to its competitors.

Key to our strategy is staying in regular contact with the client, with a dedicated team who will create ample opportunities for MBRF to provide feedback and review analytics so we can evolve or adapt as needed and incorporate new ideas or tactics.

The focus over the course of three years could follow this outline:

Year 1: Build awareness and improve traction

- Develop a comprehensive plan with clear target audiences, messages, tactics, and monthly, quarterly, and annual goals.
- Build relationships with journalists, influencers, primary care providers, and researchers and get them engaged with MBRF.
- Monitor and measure the success of the strategy to determine what works best for MBRF's goals and content.

Year 2: Engage and grow the audience

- Expand relationships with the target audiences and media for deeper engagement, including new collaborations with influencers, physicians, or other partners.
- Increase the frequency and quality of content across all channels.
- Analyze data and adjust the strategy based on insights gained from the metrics.

Year 3: Refine and expand the strategy

- Evaluate the success of the strategy and identify areas for improvement.
- Explore new channels or platforms to reach new audiences.
- Continue to measure and refine the strategy to optimize results.

Qorvis stays up to date on changes in the media landscape, social and digital media trends, and shifting behaviors among the target audiences. This allows us to adjust tactics and strategy as necessary to stay relevant and effective.

Budget

We propose the following three budget tiers:

Budget A: \$30,000 per month, which includes:

- Discovery meetings with key MBRF staff and stakeholders to plan the campaign, goals, themes, and messages
- Competitor analysis/discovery
- Curated media lists
- Reactive earned media support to ensure MBRF can react to current events, negative narratives, and inquiries from reporters
- Develop blog posts, thought leadership, or educational collateral (2-3/month)
- Revamp/manage MBRF newsletter
- Revamp/manage MBRF social media and develop editorial calendars and content
- Social media training webinar for staff
- Social media kits for target staff and target audiences to coincide with campaigns

Budget B: \$42,500 per month, which includes:

- All items outlined in Budget A plus:
- Competitor analysis including monthly share of voice analytics and review
- Full-spectrum earned media support including reactive engagement as well as timely news and proactive engagement, including announcements, brain awareness weeks/months, and event promotion
- Media training webinar/workshop for key staff
- Executive support, including talking points, media pitching, and panel recommendations
- Support with graphics/infographics for MBRF digital platforms
- Webinar series development and support

Budget C: \$55,000 per month, including:

- All items outlined in Budgets A and B plus:
- One-on-one media training for MBRF executive
- Executive support including support with social media and thought leadership
- Event development, execution, and support
- MBRF news hub managed by writers and editors with healthcare and brain health and wellness expertise
- Support with video and influencer collaborations for MBRF digital platforms

Budget Table:

Strategy/Tactic	Budget A: \$30,000	Budget B: \$42,500	Budget C: \$55,000
Discovery Meeting & Competitor Analysis	X	X	X
Monthly Share of Voice Review		X	X
Curated Media Lists	X	X	X
Media Engagement: Reactive	X	X	X
Media Engagement: Timely News & Proactive		X	X
Media Training: Staff Webinar/Workshop		X	X
Media Training: One-on-One			X
Executive Support: Talking Points, Pitching, & Panel Recommendations		X	X
Executive Support: Social Media & Thought Leadership			X
Event Support			X
MBRF News Hub			X
Newsletter Support (Interval Dependent on Budget)	X	X	X
Social Media Calendars & Content	X	X	X
Graphics/Infographics		X	X
Video			X
Influencer Outreach			X
Social Media Training & Toolkits	X	X	X
Educational Webinar Series		X	X

Anticipated Outcomes

Across all tactics, Qorvis will identify and develop Key Performance Indicators (KPIs) that will track the effectiveness of the strategy. We will then track metrics across all channels to allow us to make informed decisions on resource allocation. This information will also enable the computation of return on investment (ROI) for each channel identified.

Here's what we expect to achieve—and how:

- **An increase in website traffic.** Using analytics, we can track the number of visitors to the website and gain insight into whether the campaign is driving the traffic and how we can improve it.
- **Greater social media engagement.** We can measure engagement on social media platforms with metrics including likes, comments, shares, and retweets.
- **More media coverage.** We can measure the number of media outlets that cover MBRF, the tone of the coverage, the publicity value, and the share of voice, and how these metrics evolve over the course of the campaign.
- **Establishment as a thought leader.** We can measure MBRF's impact as a thought leader by number of placements/interviews and reach of those placements, speaking engagements and audience of those engagements, and share of voice.

At the end of the year, we will provide an accomplishments deck and discuss strengths and weaknesses of the campaign, and opportunities for growth.

Agency Staff and Experience

Richard Silipigni, Chief Development Officer

Richard Silipigni leads the agency's digital-first advertising and integrated marketing capabilities globally. With extensive experience working with the Fortune 100 and portfolio brands, he has helped dozens of the most recognized brands worldwide access and expand into new and emerging markets and harness the power of disruptive technologies.

Before returning to Qorvis in 2022, Silipigni co-founded Bluetext, a digital first marketing agency where was the firm's Managing Partner and Chief Growth Officer.

Previously, he was a leading broadcast advertising executive in Washington, D.C., propelling WTOP NewsRadio to the number-one billing broadcast company in the U.S. and leading the inception and launch of FederalNewsRadio. He later joined the Washington Redskins, where as Vice President of Sales he played a significant role behind the strategy and launch of the regional multi-media TV, radio and digital broadcast operations of one of the most successful franchises in the NFL.

Samantha Sault, Chief Editorial Officer

As Chief Editorial Officer, Samantha Sault oversees premium content and branded newsrooms for clients in sectors including healthcare, energy, banking, and biotechnology, including leading the Biotechnology Innovation Organization's newsroom including a daily newsletter and news hub with nearly a dozen writers and editors.

She has more than 15 years of experience in media and communications in D.C. and Geneva, working with brand-name corporations, international institutions, and media outlets.

Before launching her own agency in 2019, she was vice president of communications for the U.S. Fashion Industry Association (USFIA). During her eight-year tenure, she elevated the association's profile in Washington, D.C., and around the world, representing USFIA in front of diplomats and international organizations in Geneva and at fashion weeks and trade shows in Europe and Asia.

Sault has written for influential publications including the World Economic Forum Agenda, where she's worked as an editor in the Davos content newsroom, and The Weekly Standard, where she began her career as a digital editor.

Jordan Hunter, Account Team Lead, Public Affairs & Media Relations

Jordan Hunter specializes in public affairs and media relations, with experience directing account teams for healthcare, consumer brand, energy clients, and more.

Hunter spent years on Capitol Hill creating and executing communications campaigns and strategies for a wide range of policy arenas. She held various positions in a congressional office and supported efforts on the House Armed Services Committee.

After, Hunter served as press secretary at the White House Office of Science and Technology Policy where she delivered on communications strategies supporting over 90 science and technology streams and played an integral role in the COVID-19 international science response. While at the White House, she worked with key healthcare agencies and media.

Most recently, Hunter led communications and digital activities in the nonprofit world, serving service members, veterans, first responders, and their families.

Hunter graduated from the University of Texas at Austin with a Bachelor of Science in Political Communications.

On a personal note, Hunter has a family history of brain health issues and is a staunch believer in taking care of your brain.

Marco Pittarelli, Digital Media

Marco Pittarelli develops and executes a variety of digital media strategies for clients including consumer and healthcare brands. His specialties include social media content creation, paid advertising campaign management and reporting, graphic design support, and thought leadership on the latest trends in the ever-changing digital space.

Pittarelli has a background in social media strategy and digital marketing, with previous work with the United Nations Foundation and Urban Land Institute. He graduated from Loyola University New Orleans with a B.A. in mass communication.

Baylee Bowers, Strategic Communications & Media Relations

Baylee Bowers specializes in strategic communications, media relations, and crisis communications and has supported the development of strategy and execution of deliverables for healthcare, consumer brands, and embassy clients.

Prior to joining Qorvis, Bowers worked as a research associate for a public relations agency in D.C. while also working and traveling the world as a flight attendant for a major U.S. airline.

Bowers graduated with her Bachelor's degree in organizational leadership and communication from the University of Wisconsin – Green Bay. She is also currently pursuing her master's degree in Strategic Public Relations at The George Washington University's Graduate School of Political Management.

Clary Estes, Content

Clary Estes is a journalist, copywriter and editor, and documentary photographer with more than a decade of experience covering healthcare, science, environmentalism, travel, and human migration. She supports Qorvis projects including the Biotechnology Innovation Organization (BIO) newsroom, where she is the lead healthcare reporter and has covered topics related to Alzheimer's, mental health, and accelerated approval.

Previously, Estes was a healthcare contributor to Forbes, where wrote about COVID-19, addiction, and healthcare in rural America. A Kentucky native now based in Los Angeles, she has written for publications including the Lexington Herald-Leader and Los Angeles Times.

Estes has taken recent courses in copyediting and search engine optimization, allowing her to bring the latest best practices to client content projects.

Tom Popper, Content

Tom Popper is an award-winning journalist and editor with 30 years of experience at daily newspapers and business and policy publications in the U.S. and Europe. At Qorvis, he creates original content and oversees newsroom projects for clients in the energy and healthcare sectors, including the Biotechnology Innovation Organization (BIO). Since the early 1990s, he has been head editor of several English-language publications produced in Hungary, including Budapest Week, Time Out Budapest, and the Budapest Business Journal.

Case Studies

Alzheimer's Association

Project: Alzheimer's is devastatingly common and is the most expensive disease in America. When Qorvis was engaged by the Alzheimer's Association, the fiscal budget allotted merely a quarter of the funding that researchers need on an annual basis to effectively make progress in their pursuit of prevention and treatment options for Alzheimer's by 2025. The Alzheimer's Association needed a robust public affairs campaign to raise awareness of the prevalence and cost of the devastating disease, particularly among policymakers, in an effort to increase Alzheimer's research funding.

Approach:

- Developed a multi-year strategic earned- and paid-media campaign including TV, print, radio, outdoor, and digital advertisements.
- Used data-driven messaging to craft an advertising campaign inclusive of video, audio, digital graphics, and print assets.
- Strategic placements targeted and retargeted key audiences to shape perspectives on Alzheimer's funding.

Results

- We have helped the Association secure five consecutive years of historic funding increases.
- We helped drive 43.7K website visits and 3.2M video completions for the "It's Time to End Alzheimer's" campaign targeted at Beltway elites.
- The earned- and paid-media campaign resulted in a significant 4.2% rise in those who "definitely will" support federal funding.
- In 2021, total annual funding increased to \$1.8B per year.

Association of Equipment Manufacturers (AEM)

Project: The Association of Equipment Manufacturers (AEM) wanted to significantly increase involvement and advocacy on key issues among its more than 800 member companies. The "I Make America" campaign used a combination of traditional and new media tactics, targeted grassroots activities, and member company outreach with the goal of significantly increasing campaign members and converting interested supporters to active advocates. Not only did Qorvis Communications develop the name and all of the messaging for the campaign, our digital and creative teams also produced all campaign collateral, including the campaign's website, branded social media channels, fact sheets, and print advertisements, while the media team drafted all LTE and opinion editorials.

Solution:

- "I Make America" started from scratch – no supporters, no online presence and no followers on social media. Within 18 months of the launch of the campaign, the campaign recruited a celebrity spokesperson (Mike Rowe) and gathered more than 30,000 campaign sign-ups. Original OpEds from AEM leadership and interviews with AEM member CEOs on national outlets, as well as significant local coverage, resulted in hundreds of thousands of impressions and increased awareness for the manufacturing community. Perhaps most importantly, the campaign drove thousands of letters and phone calls to Congress, pushing for better import agreements and infrastructure spending. Within 2 years of the campaign launch, three import agreements were passed and an extension was passed on the highway bill to support ongoing infrastructure projects.

Services:

- Event Management
- Digital & Interactive
- Grassroots
- Market Research
- Media Relations
- Public Affairs
- Public Relations
- Website Design

Biotechnology Innovation Organization (BIO)

See case study deck here: <https://acrobat.adobe.com/id/urn:aaid:sc:VA6C2:a6a3be7c-a326-49a0-984a-165208c84322>

Centers for Disease Control and Prevention (CDC)

Project:

- CDC works to protect America from health, safety, and security threats, both foreign and in the U.S. Whether diseases start at home or abroad, are chronic or acute, curable, or preventable, human error or deliberate attack, CDC fights disease and supports communities and citizens to do the same.
- CDC increases the health security of our nation. As the nation's health protection agency, CDC saves lives and protects people from health threats. To accomplish our mission, CDC conducts critical science and provides health information that protects our nation against expensive and dangerous health threats and responds when these arise.

Solution:

- Qorvis Communications was hired by the Centers for Disease Control (CDC) to conduct media training and message development for the top subject area expert physicians and researchers. Qorvis trained top subject-matter experts and worked closely with them on such issues as vaccine safety and food-borne illness.
- The Qorvis team worked with the CDC to prepare the subject-matter experts for the H1N1 pandemic. Working closely with the press office at the CDC, Qorvis conducted an audit of all CDC media coverage to date and from that developed messaging and training for the director of the CDC, Thomas Frieden, and top H1N1 spokesperson, Anne Shuchat, as well as 15 other subject-matter experts. Qorvis media trainers spent a week in Atlanta honing messages and conducting practice interviews so that the public policy initiatives they were promoting were delivered in a clear and compelling way. Most recently, the Qorvis team worked with the CDC to prepare the subject-matter experts during the COVID-19 pandemic, Monkeypox, and the Zika virus.

Services:

- Crisis & Issues Management
- Media Relations
- Media Training

Children's Health Fund (CHF)

Services Provided Q2 2022:

- **Social Media**
 - Qorvis produced and published all social media posts for CHF social media channels. Over Q2 of 2022, Qorvis created and published 62 social media posts. This led to a 55.9% increase (68,230) in impressions, a 163.4% increase (2,811) in video views, a 98.4% increase (3,390) in clicks, and a 27.3% increase (5%) in engagement rate. Recharged executive social media, producing and publishing 20 social media posts across Twitter and LinkedIn, 2 long-form LinkedIn articles, and one video. This led to a 223% increase in social media impressions, 100%

increase in mentions, and a 64% increase in profile visits to CHF's CEO Arturo Brito's platforms to help bolster CHF's overall visibility.

- In addition, Qorvis led a 90-minute Social Media Bootcamp in June 2022 for 20+ staff members to encourage amplification of CHF content.
- **Graphics**
 - Qorvis produced assets around CHF's 35th Anniversary, including videos, graphics, and logos.
- **Event Support**
 - Qorvis supported the 35th Anniversary event in D.C. and D.C. Sanofi convening.
- **Media Relations**
 - Qorvis placed op-ed on the [Opinion Pages](#) and also wrote and distributed multiple press releases
 - Qorvis also coordinated interviews with CHF staff and National Network partners for numerous events and campaigns including Red Nose Day.

Mayo Clinic

Qorvis has worked with Mayo Clinic for over a decade to create greater awareness of Mayo Clinic in the Middle East. Our increased outreach efforts have enabled Mayo Clinic to reach important audiences within the targeted countries of Saudi Arabia, Kuwait, Qatar, and the United Arab Emirates (UAE). Some key initiatives include:

- Developing a solid program of traditional media relations and continuing to engage with relevant reporters introducing Mayo Clinic as a resource year after year
- Preparing monthly media analyses,
- Launching the Mayo Clinic Middle East Twitter handle. Currently, the Qorvis team develops English and Arabic content and manages the page,
- Creating and managing various paid digital campaigns across Google, Facebook, and Twitter, along with making daily optimizations to these campaigns, we also delivered results on all campaigns in a concise monthly report.
- Supporting Mayo Clinic in sharing the inspiring story of patient, Ana Paula, through targeted social media and digital advertising. We created ads in both English and Arabic to ensure we were reaching the target audience. The ads drove traffic to the Mayo Clinic where users could watch a 5-minute video on Ana Paula's story and learn more about Mayo Clinic's world-class care. Across Facebook, Twitter, and Google, our ads generated over 28 million impressions and 491,000 link clicks, in addition to over 6 million views on YouTube.
- Managing over \$1.2M in paid digital advertising budgets since January 2021.
 - In Q4 2022, Qorvis generated nearly 50M impressions and over 1.4M clicks through targeted advertising on the platforms listed above.

Pharmaceutical Research and Manufacturers of America (PhRMA)

Project:

- The Pharmaceutical Research and Manufacturers of America (PhRMA) wanted to help the uninsured and underinsured gain access to the prescription medicines they need. They launched a nationwide bus tour to highlight, in local news outlets, the hundreds of programs available to help patients access free or nearly free medicines.

Solution:

- Using our state-of-the-art media training center, Qorvis worked with PhRMA execs to develop effective messages and ensure they were delivered with maximum effect. The bus tour received millions of local media impressions, and traffic to the PhRMA website more than tripled. Following the initial phase of the campaign, PhRMA gave Qorvis the expanded mission to provide nationwide communications support.
- *"In choosing our consulting team, we looked at innovative agencies that understand how to win and are not stuck in the ways of the past. What we like most about Qorvis is their broad-based, results-oriented campaign approach to tackling complex public policy debates. They've assembled a first-rate team."*Ken Johnson, Senior Vice President, Pharmaceutical Research and Manufacturers of America

Services:

- Events
- Media & Public Relations
- Media Training
- Public Affairs

Revolution Health

Project:

- Revolution Health Group puts consumers in control of their own health care by providing resources and tools that allow them to make informed choices.

Solution:

- Qorvis helped Revolution Health, which is chaired by AOL Co-Founder Steve Case, to design and develop a solution that would help retain member traffic.
- *"Qorvis has been an outstanding interactive strategy and design partner for Revolution Health's very exciting 'Groups and Goals' product. The Qorvis team's highly creative thinking, matched with the horsepower and hard work to deliver on challenging deadlines, resulted in a great outcome for us."*—Ron Klain, Executive Vice President, Revolution Health

Services:

- Digital Media
- Interactive