

Executive Leadership 2007-2009
Office of Marketing

MAJOR ACCOMPLISHMENTS OF PAST TWO FISCAL YEARS (2007-2009)

- Became the Department's first Marketing Office in October 2007
- Implemented 20 social marketing campaigns for central office programs
- Completed 309 graphic design jobs for central office programs
- Designed 50 program brochures and 21 health message posters
- Designed graphics for 19 trade show displays and 14 reports
- Designed 17 logos for special projects and social marketing campaigns
- Designed the "Governor's Task Force on Autism Spectrum Disorders" and the "Recommendations from the Governor's Council on Physical Fitness" reports
- Designed and created illustrations for a recipe book and a recipe conversions book that totaled over 200 pages for the Child Food Program
- Designed and created illustrations for outreach materials that included brochures, booklets, posters and specialty items for Children's Medical Services and KidCare
- Reduced cost of the KidCare insurance application by consolidating three versions into one and changing the printing from 4-color process to 1-color
- Designed and wrote text for the celebrity "theme" blocks for the Governor's Fitness Challenge Web site
- Designed "Report of the Officer of Women's Health Strategy," and three annual reports for Workforce initiatives
- Published eleven issues of the Department's newsletter, the "Health Advisor"
- Increased distribution of the "Health Advisor" by 890% (present distribution is 142,441) by adding all Florida licensed health care practitioners to the mailing list
- Drafted the first Department marketing plan
- Developed a marketing desk reference that includes marketing guidelines and processes for submitting materials to the Marketing Office for review
- Drafted a marketing plan for the Governor's Council on Physical Fitness

SOCIAL MARKETING CAMPAIGNS

Brain and Spinal Cord Injury Television Campaign, FY 2007-2009:

- Implemented the Brain and Spinal Cord Injury Program's social marketing campaign for 2007 that included broadcasts of three television spots in markets with the highest incidence of spinal cord injury: Jacksonville, Tampa, Orlando, Ft. Myers, West Palm and Miami-Dade.
- The television spots were filmed at the Homestead-Miami Speedway with NASCAR driver Tony Stewart and Darrell Gwynn of the Darrell Gwynn Foundation.
- The broadcast schedule was launched in November 2007 to coincide with Spinal Cord Injury Awareness Week in November.

- The campaign was implemented again in 2008 with funds generated from the sell of motorcycle specialty tags and license plates.
- The Tony Curtis/Darrell Gwynn Foundation television spots were broadcasted on network and cable stations in the Ft. Myers, Jacksonville and Miami-Dade media markets in November 2008.
- For 2007 and 2008, media negotiations yielded a 100% bonus matching spots and web banner advertising that was free to the Department.

Heart Disease & Stroke Radio Campaign:

- Implemented a \$100,000 radio campaign to increase awareness of the signs and symptoms of a heart attack and the importance of calling 9-1-1.
- The campaign target was adult Hispanics and Caucasians over the age of 35 in the Orlando media market and African-Americans and Caucasians over the age of 35 in the Tallahassee media market.
- Spanish language and English language radio stations were purchased
- The campaign reached 72% of the target audience in Orlando and 63% of the target audience in Tallahassee.

Safe Haven Billboard Campaign:

- Implemented an \$80,635 Safe Haven for Newborns billboard campaign in partnership with the Florida Outdoor Advertising Association and The Gloria M. Silverio Foundation.
- The purpose of the campaign was to increase awareness about Florida's Safe Haven Law.
- The campaign included 202 billboards and 10 bus shelters statewide.
- To reduce cost, the billboards included both English and Spanish text.
- A total of 109,377,000 people were exposed to this campaign.

Teen Pregnancy Prevention Billboard Campaign:

- Implemented a \$109,620 teen pregnancy prevention statewide billboard campaign in partnership with the Florida Outdoor Advertising Association and the Infant, Maternal and Reproductive Health Program.
- The campaign included 202 billboards and 10 bus shelters statewide.
- A total of 149,109,000 people were exposed to this campaign.

Sexual Violence Rape Prevention Billboard Campaign:

- Implemented a \$400,000 rape prevention statewide billboard campaign in partnership with the Florida Outdoor Advertising Association and the Sexual Violence Prevention program.
- The campaign included 585 billboards and 25 bus shelters statewide.
- A total of 593,940,000 people were exposed to this campaign.

Tobacco Prevention and Cessation Campaign, FY 2007-2008:

- Facilitated the \$19.1 million statewide tobacco prevention and cessation campaign.

- The Marketing Office drafted the procurement document, reviewed all proposals and negotiated the contract.
- All campaign elements included Hispanic and Haitian-Creole translations.
- The Marketing Office facilitated the entire comprehensive campaign including: marketing research, production of creative materials, media placement, public relations and evaluation.
- The campaign used traditional mass media vehicles such as television, radio, print and outdoor, in addition to non-traditional online media, community outreach and partnerships.
- The Marketing Office facilitated all marketing research efforts with the marketing research company under a separate contract.
- The Marketing Office facilitated the production of the campaign Web site.
- Based on direction from the Marketing Office, brand awareness was built through repeated exposure to the campaign Web site and the American Cancer Society (ACS) telephone counseling Quitline, 1-877-U-CAN-NOW, advertised in all cessation materials.
- The Tobacco Free Florida (TFF) campaign made its television debut during the Super Bowl XLII on February 3, 2008. More than 10 million Florida viewers watched the first Tobacco Free Florida television spot. The spot was also featured on YouTube and it amassed more than 270,000 views online.
- The youth component of the campaign used interactive platforms like Twitter, MySpace and FaceBook to build the TFF brand.
- The brand was further built through community involvement and special events using a branded campaign vehicle, the Smokifier, to tour the state.
- The adult component of the campaign promoted the Quitline and a promotional offer of free nicotine replacement therapies to encourage cessation. Based on direction from the Marketing Office, existing TFF ads were tagged with the promotional offer so that there were no additional expenses incurred. TFF set the ACS record in May 2008 for the most calls in one day with 7,049 calls. With 22,977 calls to the Quitline in three months, call volume was at a level greater than the previous nine years combined.
- The Marketing Office also made efforts to gain internal buy-in of the new campaign. The office requested an internal marketing kit, an internal Web site branded for TFF, produced television and radio ads that could be tagged with local information, gave campaign updates on monthly county health department conference calls and fielded staff calls and requests regarding the campaign.
- The campaign garnered over 30,000 fans and friends for online social media and 300 million online media impressions.
- Over 54,344 television and 61,000 radio spots were broadcasted throughout the state.
- A campaign of this magnitude required much planning including brand, strategy, guideline and procedure development. The Marketing Office—working with leadership, program staff, vendors and partners—planned and developed the guidelines and parameters that built the campaign foundation

and established the brand. With this foundation in place, the campaign will be much easier to manage in future years.

Tobacco Prevention and Cessation Campaign, FY 2008-2009:

- The Marketing Office facilitated the second year of the TFF campaign.
- In June 2008, the office provided the vendor with a list of priorities for the coming year. The priorities were a compilation of what was learned from the first year and the natural progression of the brand
- Based on lessons learned, the campaign platform was changed from “I Care. I Don’t Smoke” to “Be Free.”
- The Smokifier was rebranded and new advertising materials were created.
- Additional ads were created for niche audiences like pregnant women.
- The Web site was expanded with the use of microsites.
- This fiscal year allowed for more involvement with the youth (SWAT), county health departments and community partners.
- Based on lessons learned, the office requested a separate Hispanic campaign that would reflect the cultural nuances of the Hispanic audience.

GOALS FOR THE COMING FISCAL YEAR (2009-2010)

- Expansion www.everywomanflorida.com. Plans for the expansion include: additional web pages, an online quiz in Spanish and a blog
- Implement a radio campaign in conjunction with the current billboard campaign for the Sexual Violence Prevention Rape campaign
- Implement the review process for county health department materials
- Develop marketing policies
- Create a logo standards manual
- Fill vacant positions
- Learn more about social networking and online media
- Offer central office program staff in-house web design services
- Create an annual social marketing campaign calendar and distribute it to the county health departments
- Develop and distribute marketing materials to county health departments on a monthly basis to coincide with the campaign calendar
- Develop DOH branded template marketing materials that all counties can use

MAJOR INITIATIVES OR CONFERENCES FOR COMING YEAR (2009-2010)

- Attend social media marketing training and conferences

FOCUS AND HIGHLIGHTS FOR NEXT 12 MONTHS (2009-2010)

- Open a dialogue between the Marketing Office and county health departments regarding marketing efforts
- Implement more campaign evaluation tactics and performance measures

- Increase knowledge base regarding social networking and online media
- Take advantage of synergistic opportunities for internal and external marketing partnerships