

## **REBRANDING CAMPAIGN**

**2017 Winner:** American Osteopathic Association

**Entry Title:** Doctors That DO

### **Project Overview/Elevator Pitch:**

DOs, or osteopathic physicians, are one of two types of fully licensed physicians in the U.S., along with MDs. The education and training for both are rigorous and similar, but DOs practice medicine with a slightly different philosophy. DOs are trained to listen to and partner with their patients. They go beyond the symptoms, taking a whole-person approach to help their patients get healthy and stay well.

In 2014, the American Osteopathic Association (AOA) responded to requests from members to dedicate resources to a national brand campaign to raise awareness of osteopathic medicine and the unique, whole-person care that DOs provide. With insights from market research conducted in 2015, the AOA worked to identify consumer audience segments and build a connection between what consumers are seeking in their health care provider and what osteopathic medicine can deliver.

The AOA partnered with the creative agency Cramer-Krasselt to develop the “Doctors that DO” campaign which launched in October 2015 and continues today (metric data is for the period of October 2015 through June 2016). The campaign was designed to raise awareness of osteopathic medicine and DOs’ unique, high-touch philosophy. The campaign presents a unified look and feel (Doctors of Osteopathic Medicine), using real DOs and AOA members, with headlines and copy that illustrate the patient-centered approach to care.

### **Project Goals/Objectives:**

The campaign had three overarching goals:

1. Sharpen the definition of osteopathic medicine in a way that consumers understand and connect with.
2. Increase awareness of osteopathic medicine and DOs in general.
3. Create a unifying voice for the profession.

The brand campaign objectives were to:

1. Increase public awareness and understanding of the osteopathic medical profession by at least 10% with identified audience segments. The AOA conducted a Nielsen brand favorability study to establish a baseline.
2. Drive consideration for the unique brand of care, measured by website visits.
3. Encourage action, measured by use of the “Find Your DO” tool on the campaign website.

### **Strategy:**

The first step was to understand current consumer attitudes and opinions on health care and osteopathic medicine. In early 2015, the AOA conducted qualitative and

quantitative research with consumers, practicing DOs and osteopathic medical students. The research helped define the narrative and identify the target audiences.

The primary audience includes health-involved individuals: professional men and women between the ages of 30 and 45 who take an active role in maintaining their health.

The secondary audience is the medically underserved, a population with limited access to quality medical care.

Finally, the AOA wanted to foster pride and enthusiasm for the profession in osteopathic physicians and medical students.

The strategy was to build awareness through national print, digital, social media, paid search and regional out-of-home advertising. The goal for the initial phase – October 2015 through May 2016 – was 300 million impressions.

Print consisted of nine general interest/health-conscious publications with a total of 23 insertions. Through the media buy with Runner's World, the campaign had a presence at the New York City Marathon, reaching the AOA's primary audience at the health-positive live event.

The digital strategy targeted five health-centered websites, three ad networks and one social network (Facebook). Tactics included online banner ads and 30-second videos aligned with highly searched and relevant health content. The AOA partnered with WebMD to create osteopathic medicine content by curating six articles, an interactive quiz and a downloadable/printable guide. The AOA created a campaign Facebook presence to engage consumers. The paid search plan consisted of 7.5 months of paid search on keywords. All digital tactics drove consumers to [DoctorsThatDo.org](http://DoctorsThatDo.org).

Out of Home consisted of traditional billboard and transit assets in two growth markets (Indianapolis and Orlando). These markets were chosen based on their demographics, proximity to an Osteopathic Medical School and high concentration of DOs.

**Success Metrics:**

In the initial phase (October 2015 – May 2016), the “Doctors That DO” campaign achieved more than 382 million impressions, 28% above our target of 300 million. The campaign delivered more than 532,000 visits to the consumer website, [DoctorsThatDo.org](http://DoctorsThatDo.org). Prospective patients conducted 314,000 “Find Your DO” searches on the site.

Print delivered 284 million impressions. The digital campaign delivered 69 million impressions, including 5.8 million video views. Paid search on Google and Bing/Yahoo! delivered 12 million impressions, resulting in 182,000 click-throughs to the website. Indianapolis out-of-home delivered 20 million impressions. Website traffic from Indianapolis increased 50%, and “Find Your DO” searches went up 20% during the two-month run.

For consumers exposed to the online campaign, there was an 11% lift in favorability of osteopathic physicians, which exceeds industry averages for similar health services campaigns tracked by Nielsen. Finally, there was a significant positive lift in perceptions among DOs and students regarding the AOA's performance in raising public awareness of the profession.

**Learn More:**

**Association website**

[www.osteopathic.org](http://www.osteopathic.org)