



DoctorsThatDO.org

**Brand Awareness Campaign
Affiliate Partnership Opportunities**

Doctors That DO Campaign Overview

The AOA has sponsored the *Doctors That DO* campaign to raise public awareness of osteopathic medicine and the different, unique brand of care DOs provide, and to motivate our target audience to choose a DO for their health care needs.

Through a combination of online banners, pre-roll videos, print ads and “out-of-home” (OOH) placements, the campaign’s media plan has been carefully crafted to engage our target audience on a national level for the benefit of the DO community as a whole.

The campaign ads present a unified creative look and feel, using real AOA members and specific slogans to illustrate the relevant, health-focused paradigm offered by DOs.



Campaign Opportunities for Affiliates

The AOA welcomes affiliates who are interested in sponsoring efforts to further the overall campaign objectives. **It is imperative these efforts build upon the foundation that has already been built** by maintaining campaign creative integrity and a consistent focus on reaching our target audience.

There are multiple ways an affiliate can partner in efforts to extend the campaign's reach. The following opportunities are suggested ways to work together to achieve our goals.

- Affiliates can purchase print and/or digital ads in their regional/local media outlets, using available full-page or half-page print ads or online banner ads provided by the AOA.*
- Affiliates can make a donation to the campaign fund that will support the purchase of additional national print and digital ads. Affiliate partners will receive recognition on DoctorsThatDO.org and in AOA member communications.

** Affiliates will work directly with the local media outlet to manage and pay for print/digital placements*

Campaign Target Audience

Independent, informed, proactive
people who understand that their health and wellness consists of more than just a list of symptoms



Ethnically diverse adults

Age 30s-40s
Married with kids

College-educated
(>157, 45%)

High HHI \$90K
Median



Professional/Managerial (>161)

Their Favorite Brands



Love to Learn

About other cultures, music, environmental issues, continuing career education. Believe it's important to be well-informed



Take care of themselves

Believe it's important to go to the doctor regularly, takes vitamins, eat right and exercise. Also likely to research health-related concerns and then consult their doctor

Driving Mindsets



Environmentally Conscious

Feel a personal responsibility to take care of the environment. They recycle and enjoy nature



Open-Minded/Sensitive to others

Embody many personality traits of a Myers & Briggs ENFP: Nurturing, Patient, Respectful, Empathic



Family first

Over-index on spending time with family, entertaining family at home and saying family life is important

Their Leisure Time



Reading

Cultural Events (Museums, Live Music, Theatre)



Cooking/ BBQ with friends & family

Photography



Physical fitness (Running, Yoga, Weight Training)

Volunteer time— from school board to charities



Heavy Dependence on Healthy Living Content



SHAPE
Men'sHealth
WebMD™

Parents
THE OPRAH
MAGAZINE

abc NEWS .com

Cleveland Clinic

UnitedHealthcare

The Internet is one of their most valuable life tools – they rely on it for research/reviews, news, shopping and entertainment. also turn to health and lifestyle magazines for healthy living advice

Media Planning and Buying

Planning and buying media is a data-driven science. The goal is to optimize resources to ensure the campaign message is seen by a maximum number of target audience members for the budget available.

Not every media offering will be the right fit. Maximize your investment by adhering to the following guidelines when evaluating a regional or local media buy:

- Focus on opportunities that **appeal to the campaign target audience**.
- Be **judicious with resources**. Geo-targeted digital media sites, such as websites of regional or local news outlets, are a cost-effective way to reach our target audience. Print can be affordable, but has lower audience engagement. In strategic locations, out-of-home also can be an effective tool.
- Say no to publications offered as free, local “shoppers” and coupon packs. Publications that are measured for performance are the best option.
- Consider the context in which the campaign ad appears. Ideally, ads are positioned with health and wellness content.
- Only use current, approved creative assets developed for the national campaign. No changes in size or edits should be made. This includes the addition of affiliate logos and/or any replacement of photos. (The AOA will consider customizable options in a future phase of the campaign.)

Campaign Assets

The following Doctors That DO campaign assets are available for use in affiliate-sponsored campaign efforts. Affiliates are required to use existing campaign assets as they are; no editing or resizing is permitted.

Full page print



Half page print



Campaign Assets

The following Doctors That DO campaign assets are available for use in affiliate-sponsored campaign efforts. Affiliates should use existing campaign assets as they are; no editing or resizing is permitted.

*Online banners
available as:*

300x250 (shown)

300x600

160x600

320x50

728x90



*Email signature
available as:*

300x50



Next Steps

The AOA is pleased to share the national campaign work that has been developed to build awareness of the osteopathic profession. We look forward to working with affiliates interested in joining and supporting the campaign in local markets. While it is up to each individual affiliate to plan and fund their own advertising, the AOA Communications team is available to walk through your options and answer questions.

Contacts:

Charlie Simpson, Chief Communications Officer, csimpson@osteopathic.org, 312-202-8041

Victoria Boadiwah, vboadiwah@osteopathic.org, 312-202-8037

Michelle Schallhorn, mschallhorn@osteopathic.org, 312-202-8040