



# Operation Triple A

## National Blood Education and Awareness Campaign

# The Challenge

- Increasing blood awareness
- Move away from crisis appeals
- It's the blood on the shelf that saves lives

# The Challenge

## Traditional Blood Donor

- White professional; male; middle-aged
- We have become reliant on Baby Boomers
- Increasingly aging population
- Rise in donor deferrals

## New Blood Donor

- Target Gen Y, aged 17 to 24
- Size: 74 million strong
- Media savvy
- Small % of regular donors

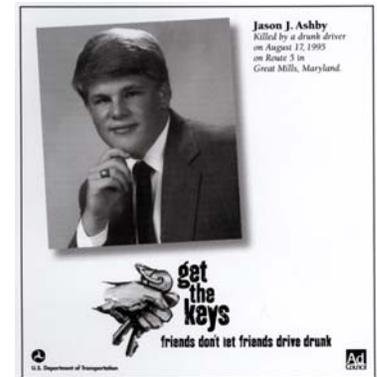
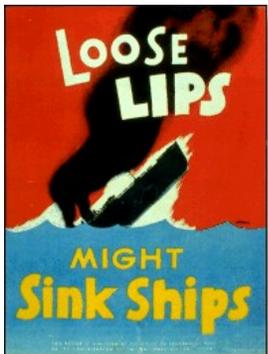


GIVE BLOOD

# Partnership with the Ad Council

# Famous Ad Council PSAs

- Familiar Ad Council Slogans
  - “Loose Lips Sink Ships”
  - “Only You Can Prevent Wild Fires”
  - “A Mind is a Terrible Thing to Waste”
  - “Together We Can Take a Bite Out of Crime”
  - “Friends Don’t Let Friends Drive Drunk”



# The Ad Council Today

- 2003 reached \$1.3 billion in donated media
  - Average ROI \$90:1
  - Average teen/young adult campaign receives more than \$26.3 million
  - Majority in radio (50+%)

# Ad Council PSAs Get Results

- Seat Belt Education: Seat belt usage has increased from 21% to 73% since 1982, saving more than 85,000 lives
- United Negro College Fund: Raised nearly \$1.9 billion since 1972 to help over 300,000 young people go to college
- Drunk Driving Prevention: 68% of people exposed to advertising report personally acting to prevent drunk driving



# Developing The Work

Unique Partnership with Euro RSCG Worldwide New York

# Campaign Goals

- Develop a comprehensive outreach plan to leverage media support in national and targeted media markets
  - Utilize Ad Council national and local outreach capabilities
  - Utilize AABB, ARC, and ABC local partners
- Reach our target audience using non-traditional forms of media
  - Internet
  - Partnerships with health clubs, stores, etc.
  - Network co-branded messages
- Explore options that best reach our target audience

# Target Group Global Observations

- Currently only relate to the broad level issues that directly impact them (e.g., the economy and unemployment); they feel more removed from larger social issues like the war, homelessness, obesity, etc., because they cannot directly impact on any significant scale
- Self absorbed due to life stage — don't want to be inconvenienced to do something they don't see as tangibly benefiting them/their peers
- Not big on volunteer work due to time constraints, lack of direct impact on themselves/their peers

# Target Group Blood Donation Observations

- Who are they going to impact?
- Major catastrophes
- Needs to be brought out of the black hole
- Statistics are meaningless

# Conclusions

- Overall, they need education on blood donation
- Issue is not top of mind for our target
  - Unaware of the *daily* need for blood
  - Do not know that *their* help is critical
  - Do not feel that this issue impacts *them* personally
- Blood donation has to become more personal on many levels:
  - Why their help is needed
  - Who they are helping and how
  - What is the process

# Measurement of Campaign Success

- Donated media dollar value
  - TV reports provided on a monthly basis
  - TV, radio, web and “Out of Home” (signs, posters, etc.) report provided on a quarterly basis
- Tracking study
  - Gauges advertising and issue awareness
  - Tracks on a weekly basis over a one-year period
  - Reports provided on a quarterly basis
- Hits to the Web site will be monitored



# Campaign Messages

## Powerful Truth Grabber

## Powerful Truth: “Save the World”

- Reminds the target in a very compelling way about why they should give blood
- Elevates the issue to that of other important, worldly causes
- Positions blood donation as an important cause this target can embrace and begin to own

## Grabber: “AI Blood”

- Disrupts the status quo
- Introduces a totally new conversation and buzz about blood

# Creative Recommendation

**Save the World:** lead awareness-building, mass-media campaign

- Television, radio, Web site, Web banners
- Outdoor and transit
- Collateral (posters, flyers, t-shirts, hats, etc.)

**AI Blood:** test potential in controlled environment. Options include:

- Web clips for viral distribution
- Online advertising
- Other vehicles where appropriate (movie advertising, wild postings)

# The Blood Donation Campaign

A message distributed across a variety of vehicles

<b>Save The World Campaign Year 1</b>	
Television	2 spots – Charlie :60, :30 Julie :30, :25/:05
Radio	3 spots – Charlie :60, :55/:05, :30 Julie :60, :55/:05, :30, :25/:05 Eddie :60, :55/:05, :30
Out Of Home	Various Sizes
Web Banners	Various Sizes

# Bloodsaves.com

bloodsaves.com

Why | How | Where | Facts | Myths | Us

CHECK OUT OUR TV ADS

**SAVING A LIFE IS.**  
Donating 1 pint of blood can save up to 8 lives.  
Maybe even someone you know.

**MAKE A DIFFERENCE**

Car accidents are a leading cause of serious injury among young adults. Will blood be available if you or a friend needs it?

**How much do you know?**  
Our quiz helps you separate fact from fiction.

**Spread the word**  
Tell your friends how they can make the world a better place.

**Where to give**  
Enter your zip code:  
  
**GO**

[Privacy Policy](#) | [Circular of Information](#)

Ad Council BB America's Blood Centers American Red Cross

Done Internet



# Web site Information



**America's Blood Centers**  
It's About *Life.*

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

Scott Caswell  
Chief Communications Officer  
202.654.2910



**American  
Red Cross**

*Together, we can save a life*

[www.redcross.org/services/biomed/](http://www.redcross.org/services/biomed/)

Ryland Dodge  
Director, Biomedical Communications  
202.303.5492



**AMERICAN  
ASSOCIATION  
OF BLOOD BANKS**

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

Marc Pearce  
Division Director, Membership  
Services and NBF  
301.215.6575