



# JMO

Communications  
& Learning

Spring 2024



Spring 2024

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# Executive Summary

This semester, Remedy engaged with JMO Communications with a singular objective: securing a contract with the CDC. In order to meet that goal, we developed a series of primary and secondary research strategies to better understand the needs of the CDC, the role of partner agencies, and the size, scale, and scope of the health care communications industry.

Our exploration commenced with an in-depth secondary research phase to learn more about how the CDC works with small business partners and operates amid the broader landscape of health care communications. We found the market cap for health care communications and marketing is immense, with over \$4.97 billion in industry revenue in 2023. We also researched the CDC's spending patterns and existing partnerships, and found they do indeed prioritize working with small businesses. They're required to allocate a certain amount of resources to contract small businesses. In 2019, the CDC spent 14% of its budget working with 88 8(a)-certified companies, which could greatly impact JMO Communications.

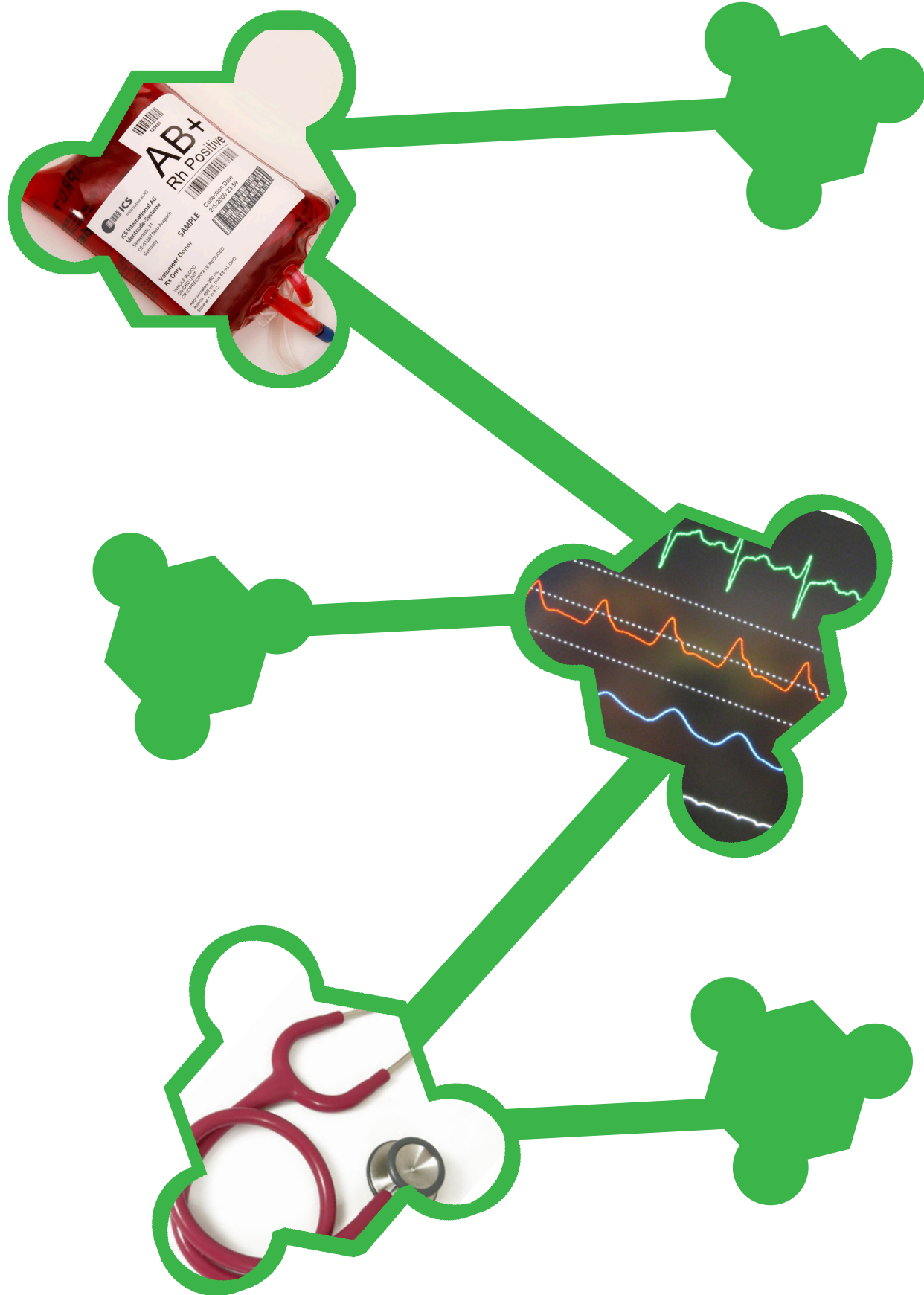
Equipped with a better understanding of the market, our primary research endeavors were directed towards identifying key stakeholders within the CDC. We received a roster of potential contacts, primarily emphasizing contracting officers and subject matter experts pivotal for external communications. Acknowledging the limitations of quantitative data owing to the niche characteristics of our target, qualitative data collection was initiated through individual outreach.

Despite encountering initial challenges in eliciting email responses, we broadened our outreach to encompass various CDC personnel

involved in communication material development. Ultimately, our efforts extended to 125 individuals through methods such as direct email, and LinkedIn messaging. Faced with no responses, we redirected our research focus towards previous 8(a) CDC partners and health care communications competitors, conducting an exhaustive review of their branding and communication strategies.

Additionally, we were able to secure an in-depth interview with the principal of a small health care communications firm who just finished a project interfacing with the CDC. Armed with this knowledge, we refined our communication strategy and crafted compelling takeaways aligned with CDC's interests.

Through these research efforts, we learned what the CDC looks for in agency partners, and used those insights to develop a revised communications strategy and outreach campaign designed to position JMO Communications as an ideal partner for future CDC projects.





# Consumer Profile



# Consumer Profile

## Understanding CDC Decision-Makers: Key Insights

In our journey to better understand the CDC decision-makers, we delved into the roles and characteristics of two primary stakeholder groups: contracting officers and subject matter experts. Contracting officers within the Office of Financial Resources (OFR) are pivotal in securing partnerships. They navigate the complex federal contracting process, managing everything from planning to administration. Subject matter experts, representing various CDC divisions, oversee research and the creation of public health materials. Their expertise spans diverse areas such as respiratory diseases, viral infections, and occupational safety, ensuring the accuracy and accessibility of external communications. Additionally, our research revealed other influential figures within the CDC, including project managers, department heads, and communications associates.

## Key Insights: Understanding CDC Decision-Makers

Through our analysis, several key characteristics emerged among CDC decision-makers: Educational Excellence: Decision-makers possess diverse educational backgrounds, ranging from

science, and journalism. Their expertise demands sharp and informed communication strategies. Passion for Public Health: Despite potential opportunities in the private sector, CDC decision-makers demonstrate a deep commitment to public health. Many have extensive careers within the CDC, driven by a sense of purpose beyond financial incentives. Commitment to Innovation: Decision-makers exhibit a relentless pursuit of knowledge and stay abreast of the latest research and industry developments. They actively engage with scientific literature, industry news, and social media platforms to remain at the forefront of their fields. Integration of Multilingual Capabilities and Women-Owned Business Aspects: Furthermore, JMO Communications, as an 8(a) accredited, women-owned business with global reach, is uniquely positioned to meet the CDC's diverse communication needs. Leveraging its multilingual capabilities, JMO can provide rapid translation services to facilitate effective communication across the CDC's international offices. Moreover, by supporting women-owned businesses, JMO contributes to fostering diversity and economic empowerment, aligning with the CDC's commitment to supporting various initiatives. Understanding the diverse characteristics and motivations of CDC decision-makers is essential for crafting tailored communication strategies. By acknowledging their expertise, passion, and commitment to public health, JMO Communications can strategically position itself as an ideal partner in advancing the CDC's mission.

The CDC is dedicated to fostering the growth of small businesses with a history of supporting their initiatives

bachelor's degrees to advanced post-graduate qualifications in healthcare, education,



## CDC's Wellness Warriors





# Key Insights



# Primary Research

In our primary research, we aimed to understand how CDC decision-makers evaluate and select communication agencies for partnerships. Our goal was to identify the criteria influencing their decisions among various small communication partners and determine their prioritized factors. Through direct engagement with these leaders, we sought insights into their decision-making processes. Our overarching objective was to establish visibility, foster understanding, and explore potential engagement opportunities with the CDC as a government agency partner.

decision-making circles.

We conducted an interview with Adam Daley, Principal Manager of Social Services at Berry & Company, to glean insights from his extensive experience with specialized public healthcare companies. Adam introduced the significance of broadening outreach efforts beyond the immediate target demographic, honing in on areas of expertise pertinent to the CDC, particularly in the realm of infectious diseases. Berry & Company facilitated a collaboration between a unique client and the CDC, further



**Adam Daley**  
Principal, Manager of Social Media Services  
at Berry & Company Public Relations

To gather qualitative data effectively for our primary objective of understanding CDC decision-makers' perspectives, we opted for one-on-one interviews as the most appropriate approach. We initiated this process using a CDC Contact List provided by JMO Communications, consisting of 78 contacts, of which only 17 email addresses were valid. Additionally, we reached out to 47 CDC employees via LinkedIn, but encountered challenges in eliciting responses.

In response to these challenges, we engaged in proactive networking efforts, leading us to connect with a small PR agency specializing in the healthcare sector based in New York City, which recently collaborated with the CDC. This collaboration provided invaluable insights into the long-term strategies necessary to position ourselves as ideal partners for the CDC, along with actionable tactics for gaining entry into their

bolstering their impact within the healthcare sector. When targeting a corporation with such narrowly defined areas of expertise like the CDC, he suggested to "Get more work in infectious diseases, find more clients in that space, review some peer review journals, independent researchers, authors- try to research them, and collaborate. Brand themselves in infectious diseases. Tag CDC, consistently engage with stuff they are putting out there, commenting on shares providing insights, tagging other people."

He also mentioned the value of finding a niche for the company to present expertise in when he stated "Every industry has its own unique challenges and expertise that you need. If you can find a niche that's relevant to the CDC especially, then she can show it. 'I know this space, I know infections, diseases, or I know pandemics.' You know, there are different ways to do that. That's what the CDC is going to be looking for."

"They don't just need any communications agency, they need an agency that knows their issues and policy and that's important to show whatever that special niche is, it's gotta be there."

When discussing the development of their brand through social media and client relationships, he also offered valuable insights. He emphasized the need for consistency, stating, "Do it often, be consistent! We take advantage of editorial calendars for each month, find pros in those specific areas, and engage with them in the media." Furthermore, in highlighting the significance of engagement, he linked it to the cultivation of robust client relationships. Regarding his company's approach, he explained, "We strive to maintain a personal touch, leveraging word-of-mouth referrals, nurturing strong relationships, and tapping into personal networks."

Finally, Adam shed light on the hurdles confronted by smaller agencies endeavoring to carve a niche in the sector and cultivate trust with regulatory and governmental bodies. According to him, success lies in "demonstrating collaborations with industry experts, and establishing connections within the desired domain, including acquiring clients within that sphere." Adam's perspective, informed by his experience with similar companies, corroborated our prior research findings and provided valuable guidance.

**"If you can find a niche that's relevant to the CDC especially, then [JMO] can show it. 'I know this space, I know infections, diseases, or I know pandemics.'"**

Incorporating insights from our interview, we have deepened our understanding of the intricacies of engaging with the CDC. Building on Adam's wisdom, we delved into a competitive analysis, examining fifteen other communication and marketing consulting agencies, seven of which had previously partnered with the CDC. This initiative yielded crucial data points and benchmarks, empowering us to refine our strategies and gain a comprehensive understanding of the competitive landscape.

**"They don't just need any communications agency, they need an agency that knows their issues and policy and that's important to show whatever that special niche is, it's gotta be there."**



# Competition Analysis

JMO's most direct competition are other 8(a)-certified businesses that are currently employed by the CDC or have worked with them in the past. Four companies that JMO should keep its eyes on are Bioscript Group, Hite Consulting, Copial Business Strategists, and Meta Solutions. These companies provide similar services to JMO, so paying attention to their deliverables is essential for gaining learning opportunities.



These companies provide similar services to JMO Communications as well as being small businesses. JMO can use these competitors to see how they can improve and how they can position themselves to be contracted by the CDC. Outside of direct competition, JMO has to consider indirect competitors. While they're not competing in the same space, these companies can provide valuable insight.



# Infographics

Reviewing their websites, social channels and external communications, a few similarities emerged.



## Location

4/5 8(a) certified small businesses currently working with the CDC are based in Atlanta, GA near CDC HQ.



## Awards & Certificates

80% of competitors prominently feature awards, certifications, and educational qualifications



## Testimonials

47% of competitors presented client testimonials on websites



## Research

73% of competitors published case studies within a field of expertise in healthcare

# Competition Analysis

We conducted a detailed competitive analysis of 15 companies, both direct and indirect competitors of JMO, by reviewing their websites, social channels, and external communications. Through this analysis, we identified key similarities and differences. While many competitors offer a broad spectrum of services, JMO stands out with a strong emphasis on creative services, strategic communications, and training & capacity management. JMO's unique strengths include project identity and branding expertise, global reach with translation capabilities, and a focus on delivering tailored solutions to meet client needs effectively within a competitive market.

## Popular Services

Graphic Design	15
Strategic Communications	12
Social Media Management	10
Training & Capacity Management	8
Data Visualization	7

While JMO focuses on creative services, strategic communications, and training, competitors have unique offerings tailored to specific client needs, ranging from public health initiatives to specialized medical communications and multichannel marketing strategies.

## What doesn't JMO Offer?

Competitors provide a range of specialized services that extend beyond JMO's current offerings:

### 1. Public Health Support and

#### Program Management:

Meta Solutions, Maricich Health, and Goldbelt Professional Services offer services related to public health strategy development, monitoring & evaluation, program support, and capacity building specifically tailored for public health initiatives.

### 2. Medical Communications

#### and Expert Engagement

Bioscript Group, Emotive Agency, and JPA Health specialize in medical communications, expert engagement, and medical affairs support, which involve scientific narrative development, KOL mapping, and engagement planning.

### 3. Multichannel Marketing

#### and Campaign Strategy

Emotive Agency, Rand & Patient, BRG Communications, and PR-it focus on multichannel marketing, campaign strategy, and messaging across various platforms to enhance brand awareness and engagement.

### 4. Cultural Communications and Social Media

#### Advertising:

Nativa Health Communications emphasizes cultural communications and social media advertising strategies, catering to diverse audiences and cultural contexts.

### 5. Environmental Scans and

#### Advocacy Relations:

The Reis Group offers services related to environmental scans and advocacy relations, which involve monitoring industry trends and building relationships with key stakeholders for advocacy purposes.

### 6. Data Analytics and

#### Strategic Planning

ICF specializes in data analytics, disaster management, and strategic planning across multiple sectors, providing comprehensive insights and solutions for complex challenges.

## JMO'S Strengths?

JMO's specialization in data visualization, graphic design, social media management, strategic communications, and training remains distinctive, offering a focused approach to meet client needs. Certainly! Here's a paragraph explanation highlighting JMO's strengths compared to its competitors.

JMO distinguishes itself through several key strengths that set it apart in the competitive landscape. **Creative Services and Graphic Design** form a cornerstone of JMO's offerings, enabling the development of visually compelling and impactful materials essential for effective communication and brand representation. Additionally, **Strategic Communications** are a core competency at JMO, providing tailored messaging and PR strategies that resonate with target audiences and align with client objectives. JMO's focus on **Training and Capacity Management** empowers clients by enhancing workforce skills and organizational capabilities for sustainable growth. Another standout feature is JMO's capability in **Translation and Localization**, enabling effective global reach and communication across diverse markets. Moreover, JMO's **24-Hour Global Reach** ensures accessibility and responsiveness for clients worldwide, enhancing customer support and communication efficiency. These strengths collectively demonstrate JMO's commitment to delivering innovative, strategic, and comprehensive solutions that meet their needs

## Insight 1

CDC decision-makers prioritize collaboration with agencies that demonstrate expertise in relevant areas such as infectious diseases and healthcare communication, emphasizing the importance of a proven track record of success and credibility in healthcare communications

### Suggestion

- Highlight JMO's expertise in infectious diseases and healthcare communication to build trust with CDC decision-makers.
- Showcase past successes to demonstrate credibility and reliability.
- Forge strategic partnerships and stay abreast of industry trends to offer tailored solutions. Consistently engage with CDC initiatives to demonstrate alignment with their priorities and needs.



## Insight 2

**Personalized relationships and word-of-mouth recommendations play a crucial role in client acquisition and retention.**

### Suggestion

**Prioritize building strong, personal relationships with existing clients and industry stakeholders. Attend conferences, utilize LinkedIn ads, and tap into personal networks to expand reach and promote JMO's services effectively.**



## Insight 3

The CDC could benefit from partnering with multilingual communication agencies to facilitate worldwide outreach and interviews, considering its global presence and the diverse language capabilities of its employees.

### Suggestion

Collaborate with multilingual communication agencies to develop tailored communication materials and conduct interviews in multiple languages, leveraging the CDC's global footprint and the language skills of its employees to enhance outreach and engagement worldwide.

## Insight 4

CDC decision-makers embrace digital technology and healthcare initiatives.

### Suggestion

JMO continues to stay abreast of trends, partner with technology providers, and emphasize agility in responding to industry changes.



## Insight 5

There is untapped potential in the health policy space for JMO to expand its client base and establish itself as a trusted partner.

### Suggestion:

To capitalize on its expertise and current client base in the infectious disease industry, JMO can strategically position itself as a global communications agency that supports companies seeking to enter this sector. This approach will not only enhance JMO's portfolio and attract diverse clientele but also strengthen its reputation as a trusted partner in health policy communications.





# Strategy





# Strategy

JMO Communications approached us seeking more than just a routine check-up; they wanted a strategic prescription for securing the Centers for Disease Control and Prevention (CDC) as a client. Motivated by a desire to effect positive change, they remain vigilant in staying abreast of the latest developments in health care, including vaccinations, health trends and advancements in disease treatment and prevention.

To reach our well-informed, well-intentioned target, we need a strategy that speaks to our common interests, highlights JMO Communications' existing work, and shows how their unique services set them apart from other communications agencies.

## Demonstrate Health Expertise

CDC decision-makers prioritize collaboration with agencies that demonstrate expertise in relevant areas such as infectious diseases and health care communication. This insight underscores the importance of positioning JMO Communications as a trusted partner with a deep understanding of these critical domains. Moreover, decision-makers prioritize agencies with a proven track record of success and credibility in health care communication. Showcasing JMO's successes in the health care fields, like working internationally with the UN and WHO, would establish themselves as a reliable and reputable player in the field.

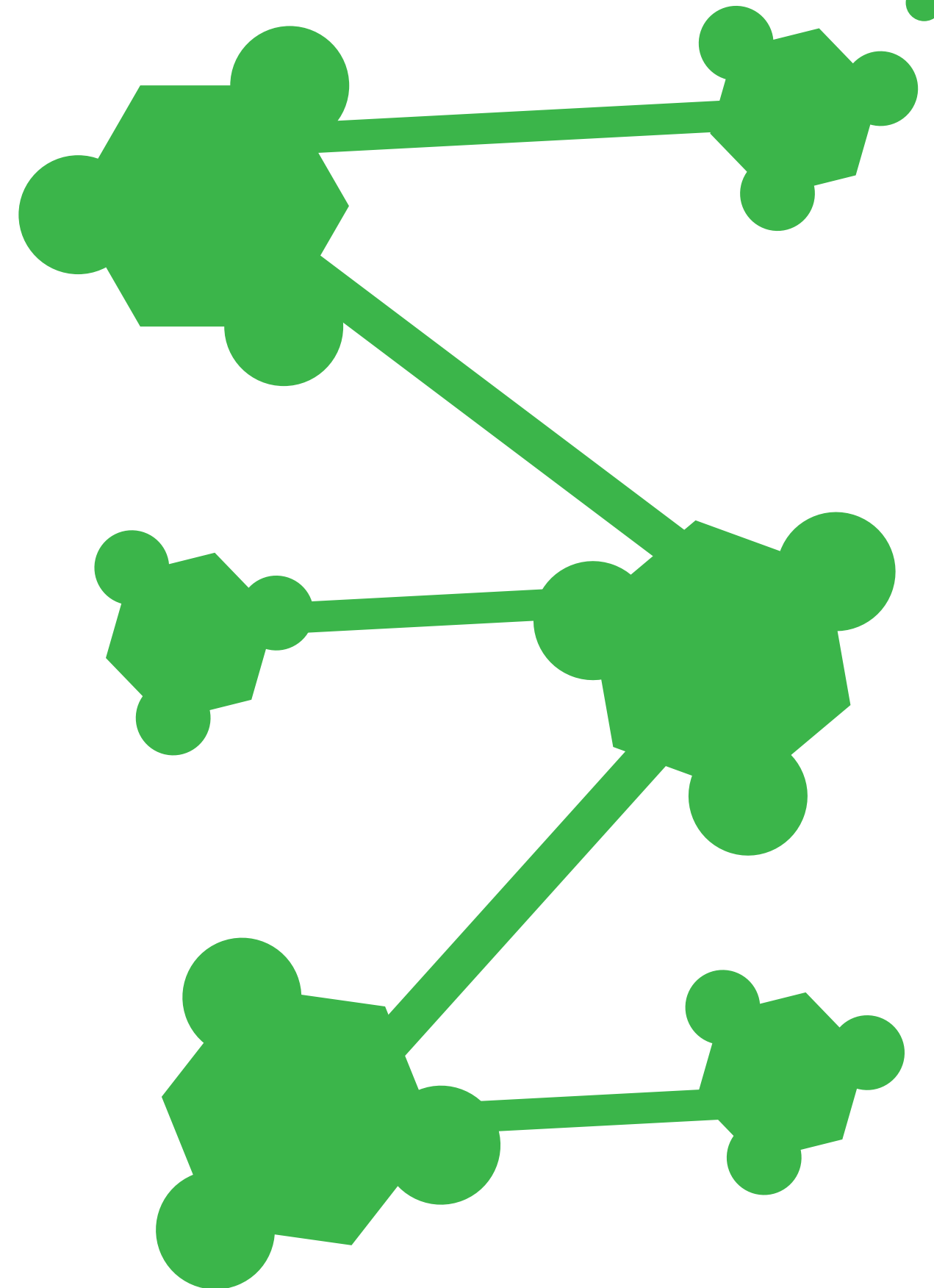
## Meet Decision-Makers Where They Are

Furthermore, CDC decision-makers embrace digital technology and innovation in health care initiatives, indicating the need for JMO to stay at the forefront of technological advancements and offer innovative solutions tailored to the CDC's needs. Additionally, our research reveals that personalized relationships and word-of-mouth recommendations play a crucial role in client acquisition and retention. This emphasizes the significance of cultivating strong relationships with CDC stakeholders and leveraging positive word-of-mouth to enhance our reputation and secure the coveted CDC contract.

## Showcase What Makes JMO Special

Many competitors can help write press releases, design a logo or, write copy. But JMO goes beyond. With its global team of collaborators, they can keep projects moving 24/7, and translate complex materials into any number of languages. Their low overhead and small, nimble team allows for tight turnarounds other agencies can't match. And they've even built custom multi-day training from scratch. These are the things that set JMO apart—and give them a competitive advantage.

With this strategy in mind, we can devise a campaign to help position JMO Communications as a prominent partner in the global health communications arena and secure a coveted partnership with the CDC.



# Creative Concept



## Creative Concept

JMO Communications approached us seeking more than just a routine check-up; they wanted a strategic prescription for securing the Centers for Disease Control and Prevention (CDC) as a client. This niche and ambitious objective has sparked a fire within our team, driving the creation of our comprehensive plan book. Meticulously designed to make waves in the industry, our plan aims to resonate deeply with our target audience – the CDC’s decision-makers.

First, we needed to understand our target audience – the CDC’s esteemed cadre, comprising contracting officers, directors, senior project managers, and public health specialists. These individuals are the backbone of the CDC’s operations, representing a diverse spectrum with a shared commitment to public health advocacy, disease prevention, and community well-being. Their educational backgrounds range from bachelor’s degrees to advanced post-bachelor education, spanning health care, education, science, and journalism. Motivated by a desire to effect positive change, they remain vigilant in staying abreast of the latest developments in health care, including vaccinations, health trends, and advancements in disease treatment and prevention.

Drawing upon insights gleaned from meticulous research, we’ve identified key pillars essential to capturing the attention and admiration of CDC decision-makers. Our secondary research delved into the communications industry and health care professionals at large, offering insights into social media usage, advertising trends, and the competitive

landscape. Although direct access to CDC employees proved challenging, our efforts pivoted towards a competitive analysis and insightful interviews with individuals familiar with CDC operations, yielding invaluable perspectives.

CDC decision-makers prioritize collaboration with agencies that demonstrate expertise in relevant areas such as infectious diseases and health care communication. This insight underscores the importance of positioning JMO Communications as a trusted partner with a deep understanding of these critical domains. Moreover, decision-makers prioritize agencies with a proven track record of success and credibility in health care communication. This highlights the imperative for JMO to showcase its past achievements and establish itself as a reliable and reputable player in the field.

Furthermore, CDC decision-makers embrace digital technology and innovation in health care initiatives, indicating the need for JMO to stay at the forefront of technological advancements and offer innovative solutions tailored to the CDC’s needs. Additionally, our research reveals that personalized relationships and word-of-mouth recommendations play a crucial role in client acquisition and retention. This emphasizes the significance of cultivating strong relationships with CDC stakeholders and leveraging positive word-of-mouth to enhance our reputation and secure the coveted CDC contract.

Armed with these insights, our overarching goal is to position JMO Communications as a prominent partner in the global health communications arena and secure a coveted



## Local Business, Global Reach

partnership with the CDC. Achieving this objective necessitates a strategic overhaul of our communication tactics, ensuring alignment with the CDC’s partner preferences and expectations. Our strategy recognizes the importance of embracing technology and innovation, while also acknowledging the enduring value of personalized relationships and word-of-mouth recommendations in the realm of client acquisition and retention.

Central to our strategy is the revamping of our website to serve as a dynamic showcase of our expertise, replete with client testimonials, illuminating case studies, and a wealth of health care and communications knowledge. We’re committed to generating content and fostering conversations tailored to CDC interests, leveraging social media platforms and newsletters as conduits for disseminating pertinent information. Using our research and insight, we created several big ideas that JMO Communications

could use for their campaigns to attract CDC attention. These big ideas centered on JMO Communications’ 24/7 available team and their translation capabilities. We believe that these two factors are great differentiators from other companies in this category. We created the tagline: “Local Business, Global Reach” to work with these campaigns.

The big ideas are the central components of how JMO Communications can make themselves more well-known to the CDC. Using key differentiators and unique campaigns is vital to their success and our plan book expands on these concepts.

To achieve our goals of increasing overall awareness and better positioning JMO Communications to land contracts with the CDC, we developed a series of owned content strategies and external execution tactics.



# Campaign Plan Tactics



## Paid Media

### Out of Home Advertising

In response to our research highlighting Atlanta's significance as a CDC hub, we have crafted a bold and impactful poster campaign to be deployed in bus shelters across the city. Leveraging the power of QR codes, these posters will captivate passersby, directing them to JMO's online platforms for further engagement. The overarching theme of the posters revolves around highlighting JMO's translation services. With headlines such as "Atlantans speak 146 languages. We can make sure your message lands in each one." We aim to provoke thought and action among viewers. By prompting them to scan the QR code, we seamlessly guide them to JMO's social platforms, where they can delve deeper into our mission and services.

This poster campaign is strategically designed to appeal to the "Wellness Warriors" - individuals passionate about health and proactive in seeking solutions. It serves as a clear call to action, positioning JMO as the solution provider in times of crisis. Deployed strategically at bus shelters, including the direct stop at Clifton Rd NE @ Emory Point Dr, located just a 3-minute walk from the CDC headquarters, this campaign maximizes visibility and impact in our target demographic.

### Budget Breakdown

Cost: \$2,100, design and production of posters sized 47.5" W x 68.5" H, distribution and installation in bus shelters, qr code integration and tracking

### Timeline

We'd run this for a month during an important month for health such as National Public Health week in the first week of April

### Impressions

~100,000,000 based on number of buses in fleet and monthly ridership numbers

## Poster Example





## Social Media Strategy

JMO Communications JMO

Communications recognizes the pivotal role of social media in amplifying its brand presence and fostering meaningful engagement within the health care community. By seamlessly integrating social content strategy and targeted advertising campaigns, JMO aims to establish itself as a thought leader and drive impactful conversations surrounding global health issues. Utilizing social channels and strategy is a vital avenue for JMO Communications. By providing campaign hashtags like #LocalBusinessGlobalReach, JMO can effectively raise awareness and increase engagement. Visual content, including infographics, videos, and testimonials, will communicate JMO's global impact and influence in the health care industry. Sharing success stories and behind-the-scenes footage on various platforms will further amplify JMO's voice and foster engagement. Additionally, fostering conversations on global health issues through Twitter chats, Facebook live sessions, or LinkedIn polls will encourage followers to engage and share their own stories.

As part of our comprehensive media strategy, we're implementing a strategic social media advertising campaign to amplify JMO Communications' online presence and drive meaningful engagement with our target audience. Leveraging platforms like LinkedIn and Facebook, this campaign aims to position JMO as a leader in health care communications and attract potential clients to our website.

Our integrated social media strategy will unfold over the course of the second month. By launching a social media

campaign, JMO will maximize engagement while establishing its brand. This approach allows for the fostering of meaningful interactions, reinforcement of credibility within the industry, and continued amplification of reach.

## Budget Breakdown

Cost: \$3,000, split evenly between the LinkedIn and Facebook campaigns

## Timeline

Unfolding during the second month of the campaign

## Impressions

LinkedIn: ~80,000.

Facebook: ~350,000.

## Facebook Post Examples



New CDC study finds that serious heart complications, including heart failure, occur frequently in adults 50 and over who are hospitalized with RSV. Having ... See more



Learn more about RSV:  
[www.cdc.gov/rsv](http://www.cdc.gov/rsv)

Jennifer Hepburn and 35 others

36

14

13



### JMO Communications

Thanks for shedding light on the importance of heart health, CDC! As a health agency deeply invested in promoting overall wellness, we understand the critical need to prioritize heart health education and awareness. Our latest newsletter features an insightful article on practical and achievable habits to cultivate a healthier heart. Let's continue to educate and empower individuals to make positive lifestyle choices for a stronger, healthier heart!

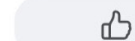


In 2021, 19% of all new HIV diagnoses were in young people ages 13-24. School-based health education allows youth to learn about HIV prevention and care. National Youth HIV & AIDS Awareness Day reminds us about the importance of investing in young people's health and education.

Learn more about youth HIV prevention: <https://bit.ly/3ZBEbsm>



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### JMO Communications

Thanks for sharing this important information, CDC! At our health agency, we're committed to supporting HIV/AIDS awareness and education initiatives in Missouri and beyond. Our latest newsletter is packed with valuable resources and advice for local Missouri residents on how they can get involved in advocacy, education, and support efforts. Together, let's make a difference in raising awareness and combating stigma surrounding HIV/AIDS.

Just now Like Reply

# Earned Media

## Trade Show Activation

To kick off the campaign and start elevating JMO's profile in the public health space, we'll create an eye-catching booth at the American Public Health Association Conference 2024 or the Bio International Convention 2024. The booth would be interactive and feature multimedia displays, case studies, and testimonials from satisfied clients. The purpose of this would be to display information about JMO and all of their capabilities and strengths as a communications agency. We then would also propose JMO attend, sponsor, or organize some networking events to connect conference attendees with JMO team members. During these events JMO could provide branded giveaways and promotional items to leave a lasting impression on potential clients and partners. Both of these will increase JMO's presence and ties in the public health field.

An example of a promotional item JMO could pass on to the guests as a physical takeaway from this event would be lenticular stickers with a multilingual headline. We propose having one side covered in the word "pandemic" written in multiple different languages and when turned our tagline "Local Business, Global Reach" would be displayed. This small yet effective item will reinforce JMO's mission and branding honing in on JMO's translation services will highlight that as a strength and reinforce that to the attendees. Moreover, showcasing past experiences and accomplishments

would earn credibility before the conference. In addition to this, personalized emails to possible attendants introducing JMO Communications and inviting people to their events would further increase their network.

## Budget Breakdown

Cost: \$17,000, inclusive of event fees, design and construction of 10x10 booth, promotional materials such as brochures, flyers, and lenticular stickers, travel and accommodations

## Timeline

- APHA 2024 - Oct. 27-30
- BIO International Convention - June 3 - 6

## Impressions

- ~60,000 (BIO International averages 20,000 attendees per day for three days.)

## Lenticular Sticker Example





## Thought Leadership

JMO Communications should also put an emphasis on public relations. Positioning key executives as thought leaders at industry events, contributing guest articles and participating in panel discussions is another route that we think is important for JMO. These would also include forging partnerships with influential organizations and public health agencies, amplifying JMO Communication's impact through joint events and media interviews.

**Step 1:** is to open op-eds for local papers and small health industry publications to try to get some editorial traction, then share those media hits in the newsletter and social channels, where we also reply to all the comments and facilitate engagement.

This entails engaging in media outreach and issuing press releases to secure coverage in relevant publications, ultimately bolstering JMO's reputation as a leader in health care communications. To support this initiative, we've allocated a budget of \$1,5000, with \$700 designated for the implementation of PR strategies and media outreach, \$300 for press release distribution services, and \$200 for media monitoring and reporting. This concerted effort aims to strengthen JMO's presence in the industry and solidify its position as a trusted partner.

**Step 2:** We connect with local public health events to get her known in Missouri as a health communications expert.

**Step 3:** Is to build on our Trade Show Booth plan, finding public health podcasters/media members to network with and position herself as a public health comms expert, and connecting with the organizers of larger events to proactively pitch herself as a potential panelist.

## Budget Breakdown

Cost: \$1,500, PR implementations, press release distribution services, media

## Timeline

Taking place during the 6th month of the campaign

## Impressions

70,000

# Owned Media

## Weekly Instagram Reel Minute

For JMO, a minute weekly insta reel presents a unique opportunity to extend their reach, establish industry leadership, and cultivate deeper relationships within the health care community. At the core of this initiative lies "The Check-Up" - a dynamic weekly insta reel series designed to act as a pulse check for the health community.

"The Check-Up" embodies JMO Communications' dedication to excellence in health care communication. Each week, JMO will briefly delve into pressing industry topics, offering practical strategies and sparking meaningful conversations that resonate with our audience. From navigating emerging trends to exploring innovative solutions, "The Check-Up" serves as a go-to resource for staying informed and inspired in health care communication. In line with our strategy to "start local," we propose partnering with the Boone County Public Health Office to bring regional insights and expertise to the forefront. This collaboration will not only enrich the content of "The Check-Up" but also strengthen JMO's ties within the local community. This third tactic will cover the third month in the media plan.

## Budget Breakdown

Total Cost: \$900

Promotion efforts: \$500

Guest Speaker opportunities: 400



@JMOCcommunications

The  
Check Up  
Your weekly health care  
update from JMO

## Impressions

The average webinar view is roughly 40%.  
 $200 \text{ attendees/webinar} \times 0.40$   
 $= 80 \text{ attendees/webinar}$   
 $\text{Impressions} = \text{Estimated Attendees} \times \text{Number of Webinars}$   
 $\text{Impressions} = 80 \text{ attendees/webinar} \times 4 \text{ webinars} = 320 \text{ impressions}$   
So, with an attendance rate of 40%, the estimated impressions for "The Check-Up" webinar series would be 320.



# Budget/ Timeline





# Media Plan

## Paid Media

Out of Home Advertising

Cost: \$2,100

Timeline: National Public Health Week in the first week of April

Impressions: ~100,000,000

## Social Media Strategy

Cost: \$3,000 (split evenly between LinkedIn and Facebook campaigns)

Timeline: Second month of the campaign

Impressions:

LinkedIn: ~80,000

Facebook: ~350,000

## Trade Show Activation

Cost: \$17,000

Timeline:

APHA 2024: Oct. 27-30

BIO International Convention: June 3-6

Impressions: ~60,000 (BIO International averages 20,000 attendees per day for three days.)

## Thought Leadership

Cost: \$1,500

Timeline: 6th month of the campaign

Impressions: ~70,000

## Weekly Instagram Reel Minute (Webinar)

Cost: \$900

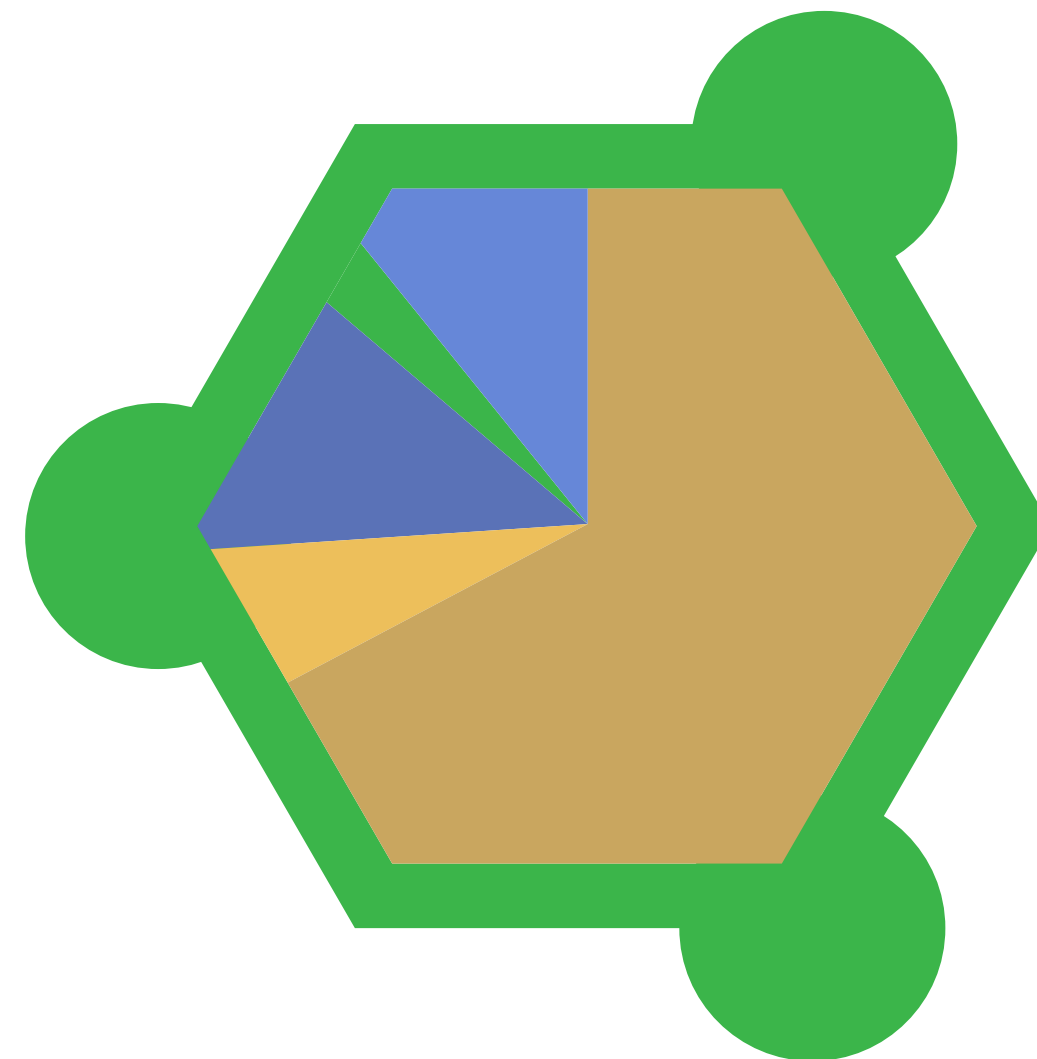
Timeline: Third month of the campaign

Impressions: ~320

Grand Total Impressions: Approximately 170,520,320



# Budget Breakdown



**Total Budget - \$24,500**

Conference 68.3%

Out of Home 10%

Webinars 3.5%

Social Strategy 12%

Thought Leadership 6%

# Evaluation Metrics



# Key Performance Indicators

## Email Collection Trade Show

- KPI: 50 sign ups for monthly newsletter.
- Improvement in Social Media Followings:
- KPI: 35% increase in social media connection on LinkedIn within the first 6 months.
- KPI: 25% increase of followers on Facebook within the first 6 months.
- Visibility and Recognition by CDC:
- KPI: 10+ mentions or interactions with CDC social media accounts or publications within one year.
- Conversion Rate from Traditional Media QR Scans:
- KPI: 150+ QR code scans from traditional media that result in website visits the first six months
- Brand Awareness for JMO Communication:
- KPI: #? Increase in brand mentions or searches related to JMO Communication.
- Networking within Public Health Communications Network:
- KPI: 25+ connections to health organizations within 6 months (focusing on quality interactions and potential collaborations.)

Assessing the impact of a campaign on brand recognition requires a distinct approach compared to analyzing sales outcomes. To gauge brand recognition, our focus is on four primary key performance indicators:

- **Elevating brand awareness**
- **Stimulating engagement**
- **Cultivating connections with relevant groups**

We will closely monitor the conversion rate stemming from our QR scans in traditional media. Throughout this campaign, our primary objectives include elevating brand awareness for JMO Communication and aligning our values with those of the CDC. We will actively engage with the public health communications network to foster valuable connections and pave the way for a robust relationship with CDC Wellness Warriors.



Local Business, Global Reach

Meet

**REMEDY**  
MARKETING  
PUBLIC RELATIONS  
RESEARCH





## Account Manager

### Whitney Hon

Raised in Kansas City, Missouri, Whitney Hon is a Strategic Communications major eager to dive into the PR or marketing world in a new city post-graduation. A fun fact about Whitney is that she has been skydiving. She is now poised to dive into her professional journey after graduation and is thrilled to be part of the woman-owned JMO Communications this semester.



## Strategist

### Dinah West

Studying Strategic Communications Journalism Dinah West is from St. Louis, Missouri. She is dedicated to applying various research methods to help further improve campaigns. A fun fact about her is that she has a mini poodle named Bentley! After receiving her master's degree from the University of Missouri Dinah one day hopes to work as a research strategist for an advertising agency. She is looking forward to using her research to help improve JMO communications.



## Digital Specialist

### Jane Smith

Jane is from a northwest suburb of Chicago called Palatine. She is majoring in strategic communications and hopes to move to New York to pursue a career in the music industry after graduation. One fun fact about Jane is she is planning her first solo travel trip this summer. She is stoked to be working with a women led company and thrilled to be using her skillset with JMO Communications.



## Graphic Designer

### Conor Byrne

Conor is from Columbia, Missouri. He is majoring in strategic communication with a focus on graphic design and art direction. He hopes to stay close to home after graduation and is looking for design jobs in Missouri. One fun fact about him is he loves cooking and hosting themed gatherings. He is excited for the opportunity to work with JMO Communications and to help them build ties with the CDC.



## Copywriter

### Jillian Betke

Jillian is from a northern suburb of Chicago called Grayslake. Her major is in strategic communications and she hopes to move back to Chicago after graduation to work at a marketing agency. A fun fact about her is that growing up her two guinea pigs had babies and she ended up with 5! Jillian loves to work out, cook, and watch movies with her roommates. She is really excited to work with JMO Communications this semester and thinks it is really cool that the company is founded and owned by women!



## Media Planner

### Mia Hollander

Mia is from St. Louis, MO. She is majoring in strategic communication with a minor in political science. She hopes to move to a big city after graduation and work for a PR firm. A fun fact about Mia is that she has a peculiar fear of birds and bugs. She loves to spend time with her sorority sisters, watch movies, and play pickleball. She is super excited to be partnered with JMO Communications and use her skills in media



## PR Specialist/Content Manager

### Aidan Koch

Aidan is from a western suburb outside of Chicago called River Forest. He is a strategic communications major with a minor in creative writing. After his undergrad, he plans to pursue a Masters degree in data science and analytics before moving back to Chicago. He loves storytelling – whether that be from his own short stories or the stories of others. One fun fact about him is that he studied abroad in London! He is really excited to work with JMO communications and utilize his skill set.





Missouri School of Journalism  
University of Missouri