

Marketing strategy for Organ Donation and Transplant
Foundation WA

By

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Introduction

Advertising strategy is the campaign developed by any business for the purpose of encouraging potential customers to purchase the product or service for which the campaign is organized for or becoming the part of the cause for which the advertising strategy is framed. The strategy is specifically tailored to the target audience that is perceived to be most likely out of the total population which is likely to get purchase the product and service, or will get attached to the campaign (Altstiel and Grow 2006).

Advertising strategies include various elements, such as price points, geographic location, types of advertising media, such as websites, bill boards, television, internet, etc. Organ Donation and Transplant Foundation of Western Australia is developing the marketing strategy in order to increase the number of volunteers for the institution. In order to increase the awareness about the early detection, risk factors and significance of the organ donation, it is necessary that a large number of people become the part of the ongoing effort of helping a large number of people of Australia for making their lives richer and fuller as In 2012, 354 donors helped in saving the lives of 1052 Australians (Organ donor campaign fails to boost numbers 2012).

Advertising strategies, their evaluation, timeframe and budget allocation are presented for pursuing the marketing strategy developed for increasing the number of volunteers.

Advertising strategy and campaign

Successful advertising strategies have an appeal to the emotional needs of the target audience. They use the promise that the product or the cause that is being advertised can satisfy www.IrelandAssignmentHelp.com | irelandassignmenthelp@gmail.com - No. 1 Assignment Help Company Ireland, UK

the emotional needs, such as the need for security, belongingness to a group, self acceptance, variety, change and excitement, etc. Advertisements, in general, also make use of fear, which is the oldest persuasion method. It can include fear of being unsafe or in danger, rejected, insecure, etc. (Rogers 2001)

Advertisements can normally be categorized into one of the following categories: product ads that deal with product or services, institutional ads that focus on institutions or ideas that these institutions represent specifically non-profit organization. Further categorization of these two categories includes informational, persuasive, advocacy, reminder, primary demand ads, secondary demand ads and selective demand ads (Rogers 2001).

The concerned advertising strategy for Organ Donation and Transplant Foundation is related to the institutional ads involving advocacy and persuasive categories.

In order to increase the volunteers for the organization, it is necessary that people should talk about it and sign on the register of the organization as volunteers. Whether the marketing strategy involves giving leaflets in a shopping centre or giving them in various streets, or showing advertisements on various media channels, it is necessary to make use of consistent messages. Repeating of same simple strategies in every strategy of marketing is necessary (Increasing Organ Donation in NSW 2012). The advertising plan will be based on these following simple messages: An average of three people die usually every day in Australia before they can find a suitable organ; anyone can register without any barrier of age or most of the medical conditions; help saving lives and spreading awareness about the idea so that more organ donors can save the lives of many people (Increasing Organ Donation in NSW 2012).

The goals for the advertising plan are as follows:

- Increasing number of volunteers by 10%.
- Increasing the number of events participation with the help of volunteers
- Ultimately increasing donations.
- Increasing volunteerism through radio, television and online advertising.

As the advertisement is an institutional ad promoting the idea for giving a helping hand in spreading the awareness about organ donation and transplant, emotional and advocacy advertising strategy will be used for establishing a connection with a large number of people from the target audience which include all people ranging from a young college student to a retired person.

The ad will feature Organ Donation and Transplant foundation's volunteers helping in organizing events and street shows and increasing the number of participants which ultimately helps in making a difference in lives of various people who are in utter need of organ transplantation. Showing the activities of volunteers and how their work has helped in spreading the awareness about organ donation has brought happiness in lives of many people is the main idea that will be used in the advertising strategy as a part of the overall marketing strategy (Barron 2012).

As the target audience is not very specific in terms of age and covers all age-groups but is ready to become a part of a good cause, the foundation targets those people who want to contribute their bit in a good cause, including both male and female. The ad will be reached to the audience through various channels, such as press and radio advertising along-with online advertising due

to budgetary constraints as the organization is an incorporated, not for profit independent organization based on charity (Our Vision, Mission & Values 2013).

Press advertising will be designed in order to appeal the subsets present in the target audience and local radio advertising will portray all the forms of volunteering options available for potential volunteers (Barron 2012). The tagline for the ad campaign will be as follows: 'You won't believe what you can contribute'.

Along-with the emotional aspect connected with the target audience, another subpart of the advertisement will be promotion of volunteering into employment. This subpart will be targeted to the young individuals out of the overall target audience for showing them that volunteering can be a good route to employment as it develops existing skills of people, development of new skills and helping them in gaining real experience (Successful Strategies for Recruiting, Training, and Utilizing Volunteers 2012). The message will be spread that volunteerism can look great on a CV as many employers prefer a candidate with volunteerism experience to the one who is having no real experience (Into Volunteering 2007).

This advertising message is specifically targeted for high school and college students as it shows the benefit of volunteerism in their career as well (Successful Strategies for Recruiting, Training, and Utilizing Volunteers 2012). The testimonials of volunteers who have succeeded in getting a full time job due to their volunteering work which have given them work experience as well as have increased their confidence to a significant level (Into Volunteering 2007).

The advertising campaign launch and ongoing dissemination activities will include the following:

Pre-launch preparation: Website development is the part of the pre-launch activity. Under this activity, a specific link will be created on the official website of the foundation i.e.

<http://www.odatwa.org.au/> so that all activities and information related to the campaign along-with facilitation of participation inquiries could be devoted to a specific web link (Volunteering 2013). It will also work as a link for online social media marketing under which the link will be directed to the online media pages, such as Facebook and other blogging sites in which volunteering will be advertised through testimonials and self-made videos of volunteers of Organ Donation and Transplant foundation. It will help in spreading the word and increasing the registration of number of volunteers. Vice versa with posting the link of the website to these pages will also be done (Altstiel and Grow 2006).

At the time of launch: A pre-launch warm-up will be set in which previous campaigns with similar themes will be re-run so as to re-awaken the public about the cause. It will run for two weeks before the actual campaigning starts.

It will be followed by advertisements with underlined messages and theme on radio, press release and online advertising with self-made YouTube videos serving as testimonials from the side of present volunteers of the foundation. The advertisement on radio and press will encourage potential volunteers as described, and all information about the website link and how to become a member will also be included. Dedicated website page with posters and leaflets will be made available (Into Volunteering 2007).

A centralized media launch with inclusion of relevant media volunteers and their stories will be followed. Present volunteers will also work for giving posters and leaflets to concerned target audience. Press releases will keep the campaign messages and issue alive and on the radar

of the public. The press advertising will include information about ongoing efforts, types of volunteer programs and importance of organ donation and leaving how much time one wants to give to the activity up to individuals only (Volunteering 2013).

Evaluation of the advertising campaign

In order to identify and analyze the success of the campaign, it is necessary to have a proper evaluation process in place. The monitoring of the information is done through various means, such as number of hits on the website for the inquiry of becoming the volunteer for the organization and other frequently asked questions, such as how to become the member of the organization, what activities will be required to take, how much time is required to be devoted for various activities, etc. Large number of hits and inquiries will denote the success of the advertising strategy and the associated marketing campaign for increasing the number of volunteers for the organization (Hackley 2010).

Another step in the evaluation of the advertising strategy and campaign is organizing street surveys which will be specifically designed to test the recall rate and understanding of the inherent and key messages of the advertisements. The positive recall of the campaign with given limited number of media used is necessary for assessing the success of the campaign. The main source of recall will be radio as it will be heavily used for the campaign (Hackley 2010).

The source of assessment will be message recall which will be further categorized into following: those who spontaneously recalled and were aware of the advertising with description of the radio advertising scenario, those who recall the slogan of the campaign i.e. You won't

believe what you can contribute, and those who could identify the main message of the ad campaign with its key theme.

Those who could recall the core campaign message with spontaneous awareness of the advertising will help in assessment of the success of the overall program. The more such recall, the higher is the success rate. Awareness of the local volunteer centre available as the source of information will also count in the evaluation process. How much awareness was present before prompting and to what level it rose after prompting will play a key factor in determining the success of the advertising program (Volunteering 2006 Post-Campaign Evaluation Report 2006).

The attitude towards volunteering will also be assessed regarding perception of people about drawbacks of becoming a volunteer, such as time constraints, etc. If a large percentage of individuals mention no drawbacks or only a specific drawback, then the advertising strategy will be rated as successful in the eyes of the programmers as it denotes the positive outcome of the advertising strategy of establishing emotional connection to all potential volunteers and presenting career benefits to a subset of the target audience i.e. high school and college students. Such figures reflecting attitudinal side of the outcome of the campaign will be used in the form of a benchmark against which effectiveness of similar type of future campaigns will be measured (Volunteering 2006 Post-Campaign Evaluation Report 2006).

The implication of the post campaign evaluation process is measuring the effectiveness of the campaign by measuring the success of the response mechanisms of the campaign as well. The mechanisms include response through SMS text and visiting the internet site specifically made for volunteer centre network inquiries and other related information. The SMS text response that will involve the provision of the address of the volunteer center to the respondents

will be evaluated by number of responses over the total campaign period and prompted by press and radio advertising.

The increase in the number of visits to the internet site providing information on volunteering along-with the search facility for finding volunteering opportunities will also show the success of the campaign. The total number of views of testimonials and videos made by individuals who have worked and are working as volunteer for the foundation will evaluate the success of the online advertising campaign that is running parallel to the main radio and press advertising (Increasing Organ Donation in NSW 2012).

Finally, the total number of people from the target audience turned up for registering themselves as the volunteer of foundation will directly assess the success of the campaign.

Time frame and budget allocation

Every plan and campaign has its timeframe for all the activities it has to do during all the stages of the campaign along-with a set budget limit so that functions can be carried out smoothly with no barriers or end-time allocation of time and budget (Altstiel and Grow 2006).

The total time period for which the advertising strategy under the marketing campaign is framed, implemented and evaluated is six months. The distribution of activities during this time period is as follows:

Pre launch campaign activity: Website page development and creation of social media pages: 3 weeks

At the time of launch:

Pre launch warm up- 2 weeks

Radio ads- 2 months

Press releases: 3 months

Distribution of posters and leaflets: 2 months

Online advertising: 3 months

Post Launch: 1 month

As the budget is limited due the organization being non-profit and based on charity, the total amount allocated is \$2.0 million. The budget allocation for various activities is as follows:

Pre warm up activity including awakening ads: \$15000

Website development and use of other social media: \$10000

SMS texting response: \$5000

Radio ads for 30 seconds on radio prime time and top listening time slots for 2 months: \$50000

Press advertising for 3 months: \$60000

Printing flyers and leaflets: \$10000

Evaluation activities involving services of specialist: \$10000

\$40000 is kept for any emergency purpose or in any case, if there is requirement of some more amount of money than expected.

The above budget and time frame will be used for carrying out the activities in an appropriate and well planned manner.

Conclusion

Advertising forms an important constituent of the overall marketing strategy. Proper strategy development is necessary to make the advertising successful. Organ Donation and transplant foundation which is an independent charity based organization has the aim of

increasing the number of volunteers for its campaigning, events and activities. The advertising strategy of institutional ad promoting the idea of the goof cause with emotional connection and testimonies of existing volunteers will be part of the campaign. The plan will be implemented step wise such as pre-launch planning and activities, activities during launch and in last evaluation will be done which is the part of the post launch activities to assess the effectiveness of the campaign. Any drawbacks identified from it will be tried to be removed in future campaigns along-with making successful activities the benchmark for next campaigns so that the ultimate goal of the foundation i.e. increasing the number of organ donations in Australia can be attained by increased awareness and active contribution of volunteers.

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