LES JOURNÉES DE L'AGENCE DE LA BIOMÉDECINE

ACCOMPAGNER L'INNOVATION AU SERVICE DE TOUS LES PATIENTS

Centre universitaire des Saints-Pères PARIS René Descartes

18 & 19 MAI 2017
Be The Match
National Marrow Donor Program
Minneapolis, Minnesota
United States of America
Amy Alegi, Vice President Marketing & Communications
Be The Match
Delivering Cures for Blood Cancers

For people with life-threatening blood cancers like leukemia and lymphoma or other diseases, a cure exists.

Be The Match connects patients with their donor match for a life saving marrow or umbilical cord blood transplant.
Transplants at a Glance

- 6,200 patients received a marrow transplant in 2016.
- 80,000 patients since 1987.

- 472,000 new potential donors added to BeTheMatch registry in 2016, including:
  - 39% with diverse ancestry.
Be The Guy
Member Registry Acquisition Campaign
Agenda

• Campaign Rationale
• Online Recruitment Evolution
• “Be The Guy” Campaign
• What’s Next?
Why should we shift our current strategy and target audience?
Donor Availability is Higher from Online Recruitment
Transplant Centers
Requesting Younger Donors

- HLA match
- Age
- Sex
- Non-HLA matching
- Last Contact Date
Transplant Centers Requesting Male Donors

CT Request Volume by Age, Ethnic Background, and Sex for FY15-16
Target audience that supports TC’s most frequent requests
Our marketing was not appealing to the donors providing the best outcomes to patients.
Where do we find our ideal donors?
Online is where our ideal donors are

100 million
Born after 1999
8 sec attention span
52% use YouTube as their research tool
Preference of apps
Socialize online

83 million
Born 1980-1999
97% computer
94% phones
88% use Facebook for their news
59% use social media to find people/events
Be The Guy

Campaign & Key Learnings
“Be The Guy”
CAMPAIGN CREATIVE
You’re more powerful than you think

Are you an 18-24 year old male that can’t tie a necktie without a YouTube tutorial? Perfect. How about still living with your parents? Excellent. Don’t have time to vacuum the interior of your car? Fabulous. You qualify for doing something truly great—saving a life. And it all starts with becoming a marrow donor.
Ad Creative

Be The Match
Sponsored by

Be the Guy

This guy could cure blood cancer.

Could you?

Be the Guy

This guy could save a life.

Could you?

Be The Match

This guy could save a life.

Could you?

Be The Match

This guy could save a life.

Could you?

Be The Match

This guy could save a life.

Could you?
Top Video Content Across Channels

- This Guy Could Save a Life.
- This Guy Could Save a Life.
- This Guy Could Save a Life.
- These Guys Could Save a Life.
- This Guy Could Save a Life.
CAMPAIGN DETAIL & RESULTS
Nitro Circus

- Nitro Circus is an action sports entertainment company.
- Travel the world riding dirt bikes, base jumping, and performing stunts.
- Cross platform entertainment to daredevils and risk takers.
- They have a TV series and also tour the globe.
Full Nitro Circus integration drove expansive results

- 7x more site visits than daily average during Bruce Cook Special

- Over 35MM impressions and over 6.5MM video views of co-branded social content
Reddit users are highly committed

• Reddit consistently drives high on-platform engagement and conversions

• Reddit has generated an Online Registration completion conversion rate of 6.55%
Twitch influencer activated niche subset of target audience

- Twitch influencer stream had over 175K views and 4K concurrent users over 2 hour window

- 67% of users said they would tell their friends and family about BTM, 82% plan to follow up and learn more. (n=180)
Snapchat users are highly engaged

- :10s ad units have 8% completion rate of views through 100% - users can skip ads immediately and tend to within first 2-4 seconds
- Over 412K visits generated
Be The Guy Results

• Over 5,000,000 visits to BeTheGuy.org
• 35% increase in males 18-24 recruited through online registration compared to fiscal year 2015
• 51% of males 18-24 year’s old recruited through online registration in fiscal year 2016 joined during the campaign time period (July-Sept)
• 18,985 Online Registrations attributed to campaign
WEBSITE RESULTS
Campaign increased key demographic site engagement

- 95% more 18-24 year olds have visited the site
- 66% more male site website visitors
KEY LEARNINGS
Integrated Marketing Strategy

• Leveraging all BTM communication channels drives conversions
  – Connect via email to people who had started, but not completed the online registration process
  – Leverage current Be The Match registry members asking them to refer the young men in their lives to join the registry
  – Organic Facebook posts have been a top referral source for registrations
  – Searching patients continue to drive registration numbers
  – Donor / Recipient meetings generate traffic, although stories not currently in a consumable size
  – Pitch stories to local and national media – The Today Show
Conversion Rates

• Content rich environments provided the highest conversion rates
• Reddit conversion rates 6% compared to Twitch 2%
• Direct traffic conversion rate was 8%
• More robust content on Be the Guy landing page
WHAT’S NEXT
Media Approach for Young Males

Over 7.5MM in added value, including broadcast units. Exclusive access to premium channels and influencers that are typically unreachable with a budget of our size.

Top converting action driver from FY16 campaign utilizing educational campaign assets to better educate users.

Most efficient cost per conversions and detailed targeting methods.

Best programmatic partner to reach various audiences.
Sports Strategy
InterSport Partnership

The Under Armour All-America Game gathers the nation’s premier high school football seniors for one final game before they become the next generation of college football superstars.

Sunday, 1/1/17: 1pm ET
Location: Orlando Citrus Bowl Stadium (Orlando, FL)
Attendance = 20,000

A competitive series of skills & drills featuring teams of future NFL draft picks representing college football’s Power 5 conferences – the ACC, BIG, B12, Pac12 and SEC. Each team will be captained by a current NFL superstar and compete against each other to be crowned overall conference champion.

All-Star Football Challenge
Friday, 2/3/17: 7pm ET
Location: AT&T Stadium (Arlington, TX)

The most electrifying collegiate dunkers and sharp shooters under one roof in the host city of the Final Four. Now in its 28th year, the event has become a staple of Final Four weekend. This live broadcast showcases the best 3-point shooters and slam dunkers in the nation, with all the action happening in-front of a jam-packed, hyped-up crowd.

College Slam Dunk & 3 Point Championships
Thursday, 3/30/17: 9pm ET
Location: Grand Canyon University Arena (Phoenix, AZ)
Attendance: 7,000
Under Armour All-America High School Football Game
12/30/16 – 1/1/17

• Donors as Influencers
• Prior to event, betheguy.org averaging 1,500 visits per day, over three event days averaged 4,620
• Averaged 27 direct visits every three days, over three event days hit 1,231
Jacob Gribb, 23
September 2015, donated PBSC

C.J. Logan, 23
December 2015, donated PBSC

Jake Prus, 22
September 2015, donated PBSC
Be The Guy
Under Armour All-America High School Football Game
Postseason NFL Countdown & NFL Wild Card Game 1/7/17 (Raiders vs. Texans)
Under Armour All-Star Football Challenge
January 30, 2017

• Three adolescent transplant recipients were able to attend and meet the athletes
• Be The Match had face-to-face time with athletes for increased engagement
• Developed relationships with future NFL (National Football League) players and agents
Be The Guy
Under Armour All-Star Football Challenge
Under Armour All-Star Football Challenge
NCAA Final Four Basketball College Slam
March 30, 2017

- Live event – Donor Focus
- Donor engaged participants to become ambassadors at colleges
- Donor introduced live on floor prior to event
- Leading up to the premier of College Slam, betheguy.org averaged 2,124 visits a day.
  - During the live event on March 30th, there were 3,584 visits.
  - During the live air and re-airs, betheguy.org averaged 3,061 visits.
ESPN Media Placement
Be The Guy

NCAA Final Four College Slam Championships: Chase Stigall
Leveraging Local Professional Sports Teams
Red Star F.C
Paris Football Club
French Davis Cup Team
Paris Saint-Germain F.C
Pro Circuits
Minnesota Wild, National Hockey League (NHL)

- National hockey game campaign
- Regional audience in attendance
- Radio and television promotion
- Ticket % donation to Foundation
- Live Drive
Minnesota Twins

- Major League Baseball campaign
- Regional audience in attendance
- Ticket % financial donation
- Player endorsement – Public Service Announcement
#BeTheGuy