



realize

2013 / 2014
MARKETING
CAMPAIGN
CONCEPT



TRANSLATIONAL
ONCOLOGY PROGRAM
UNIVERSITY OF MICHIGAN



PANCREATIC CANCER
CENTER
UNIVERSITY OF MICHIGAN

Realize is a campaign that will utilize writing, interactive programming, photography, branding and PR to establish an identity and fundraising process for the Translational Oncology Program and Pancreatic Cancer Center at the U of M.

Realize is about how a new type of collaborative, multidisciplinary research will realize new therapies and cures that have eluded cancer science.

The unique research environment at NCRC where these programs are based puts multiple disciplines under one roof. The conversations that must happen for hard science to turn into working therapies on the market happen and happen quickly here.

Realize will show audiences the compelling faces of this new research and its consequences, so they will see real value in making donations of their time, money and awareness.

*realize
new cures*

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ONCOLOGY PROGRAM
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BRANDING

Our campaign will describe the unique identity of the Translational Oncology Program and Pancreatic Cancer Center. First, we will leverage the new university wide branding campaign by using color, typeface and layout consistent with our new multi-million dollar branding program whenever the Translational Oncology Program or Pancreatic Cancer Center appear in print or online.



In addition to this measure, we will create a capital campaign and marketing strategy based on showing the human connections between hard science and patients' lives. We will show donors how they become part of this family when they give.

*realize
new therapies*

We will communicate the compassion shared by both patients and doctors who want to end suffering caused by cancer. We will show images of patients and doctors together and focus on the connection between these two groups. We will use warm tones and hand made elements to communicate the humanity of this struggle for new cancer therapies.

We will use leading edge interactive programming for a range of screen delivery devices, passionate writing, and vulnerable photography as tools to communicate the brand.

The visual design for the campaign will be progressive and communicate the radical quality of the collaborative research being done here.

VOICE

We will create a distinct voice for the campaign, empathetic to the struggles shared by researchers and patients whose lives are touched by cancer. Copy writing for print and on-line content will use passionate and poetic language, and take chances. The style will be strong and consistent, so audiences should be able to recognize the realize campaign by its written tone.

PHOTOGRAPHY

We will use photography that includes some unique elements. First, we will create portraits of the doctors and researchers alongside patients, showing how much the scientists are interconnected with patients whose lives they change.

We will create photo journalistic pieces that document the researchers in Dr. Simeone's team as well as patients who have been touched by new therapies developed by UM TOP. These pieces can be published in print format, on-line magazine format, a blog, and on various social media outlets. The core story in every piece will be about how a cancer patient recovers due to the medical research funded by generous donors. We will shoot video & still images in our coverage, so we will have enough coverage to create a series of short videos.

The photo journalism we create will take the viewer through the patient's journey with cancer and show the researchers who fight alongside them. The feel of the photographs will reflect the mood of the moments of diagnosis, hope, and recovery.



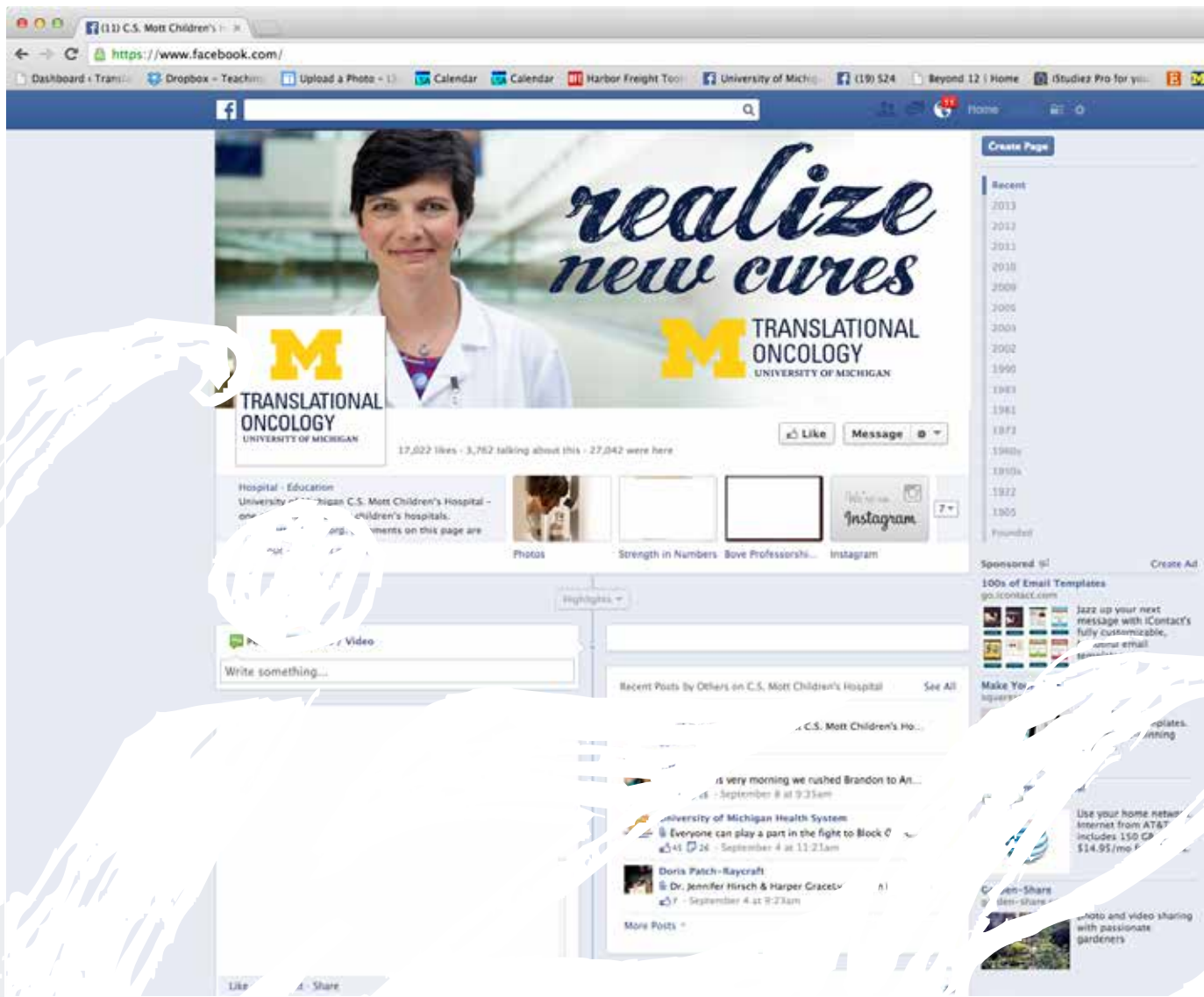
WEB HUB

Our on-line assets will be a central hub of the campaign and will provide remarkable distribution for our messages and content.

We will build a responsive and integrative environment that will promote compelling narratives and an engaging sense of community. This engagement will be driven by visually-oriented design, intuitive navigation, and user sharing and submissions.

We will approach the audience on multiple levels, and give them choices and flexibility in how they participate, where they participate, and how much they participate. Donations can be made easily through both the site and attached social network campaigns via Facebook, Twitter or other opportunities.

The needs of this campaign will drive the technology, not the other way around. Versatility, thoughtful planning, accurate interpretation of project needs, and a focus on being user-oriented are key.





realize

5k
run
for new
cancer cures



PR

An innovative and hardworking PR campaign for *realize* will perhaps be the element that brings the most ROI with our fundraising goals.

The scheduled series of PR events will include:

- UM 'celebrity' student & faculty endorsements
- 5k run
- Art auction with U of M faculty and theme show at 'work' gallery on State Street
- fundraising farm-to-table dinner
- coordinated programs with development

realize





PRESENTED BY

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