

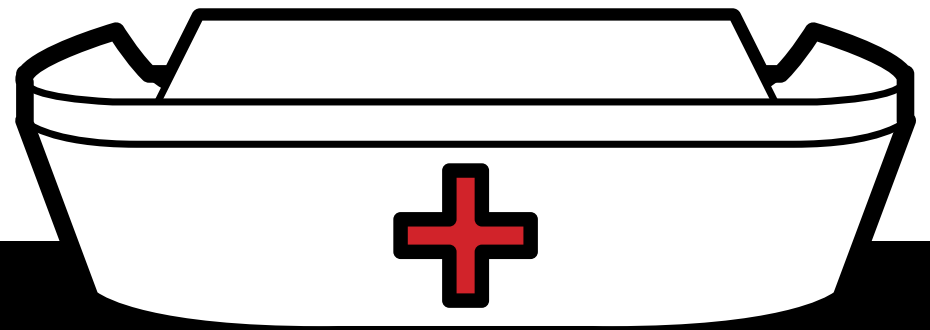
FRAMING NURSES

AS

LEADERS

MARCH 8. 2011

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THE WHITE HAT CAMPAIGN

PROBLEM DEFINITION

POSITION:

Nurses as leaders

INTEREST:

Increase respect
of nursing and
the share of voice
nurses have in
the healthcare
profession

ISSUE:

Small budget

ARE NURSES LEADERS?

Average Nurse is Not.

but.

MORE NURSE LEADERS NEEDED IN HEALTHCARE

Nurse Practitioners • Hospital Administration
Teachers • Nurse Organizations (like the ONA)



TARGET AUDIENCE

18-35

early to middle
career

**PRIMARYLY
FEMALE**

pay attention to
minorities

COMFORTABLE

with current
position

“my pay as an RN is
comfortable”

“There’s no need
to become a nurse
practitioner”

“The final goal of most of
us is to become an RN”



CAMPAIGN STRATEGY

Achieve Nurses as Leaders

- **Inspire** nurses to take leadership positions
- **Promote** leader nurses past and present
- **Craft** a brand and icon that resonates with nurses
- **Results** in all nurses having increased pride in their profession

OBJECTIVES

OUR COMMUNICATION OBJECTIVES CONSIST OF 3 MAIN ELEMENTS

INCREASE

awareness that nurses can take positions of leadership and create positive impacts on the medical field as a whole.

DRIVE

nurses to become engaged with the Nursing 2015 brand by going to the website

CREATE

nurses to become engaged with the Nursing 2015 brand by going to the website gives them sufficient information to fulfill their needs

Proposed Positioning Statement

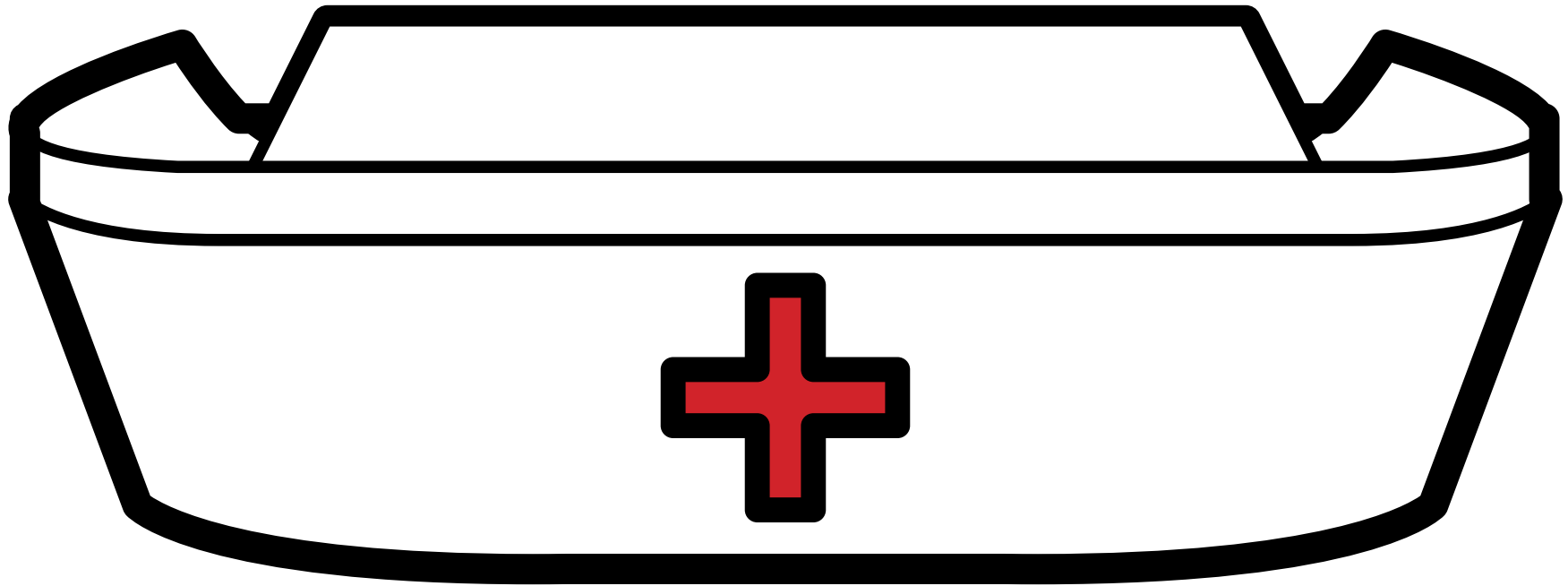
To nurses aged 18-35, Nursing 2015 is the non-profit nursing organization that will help you take leadership positions in the healthcare field because it is supported by OHA, OONE, and OLN. The brand personality is approachable, trustworthy, and thought-provoking.



SALES FUNNEL



EXECUTION: WHITE HAT CAMPAIGN



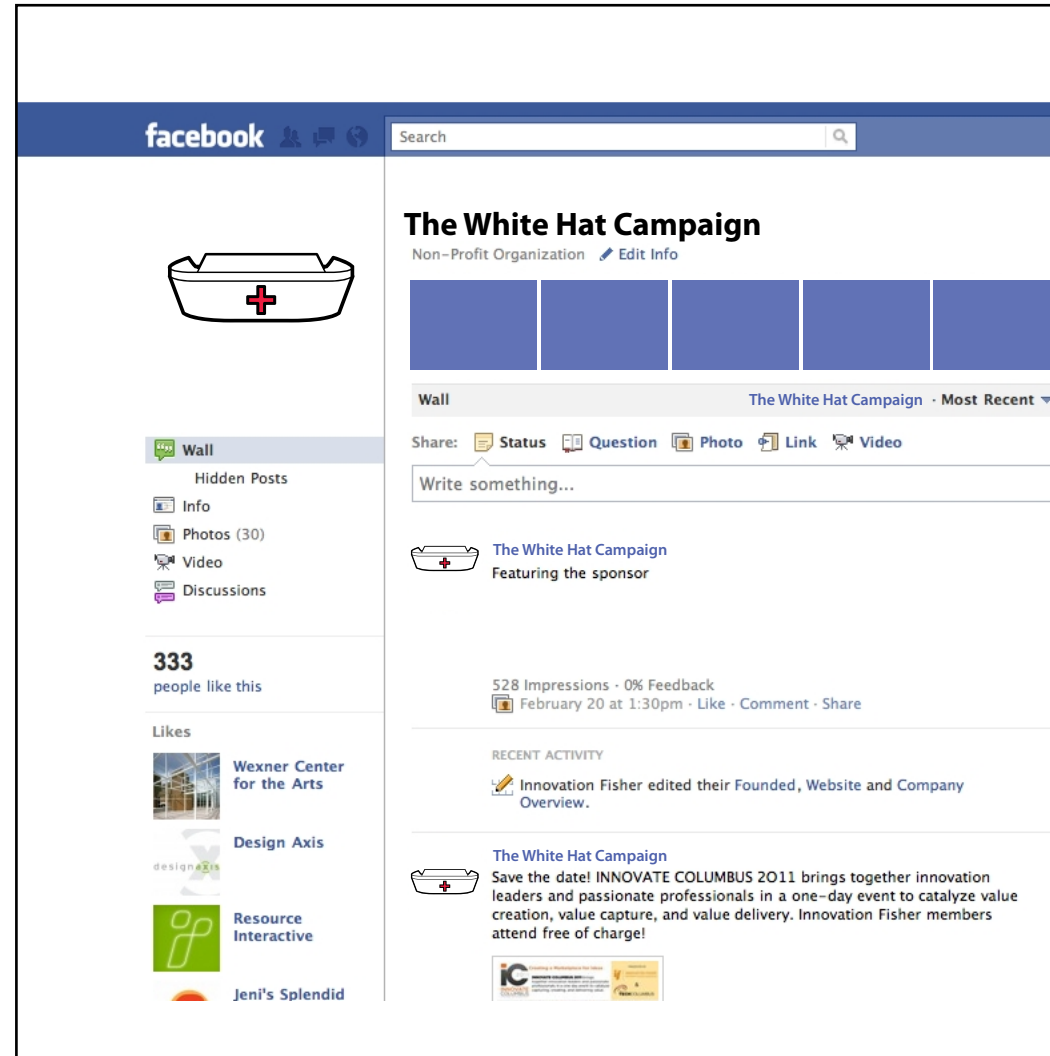
AWARENESS

- **Posters in places of work**
- **Stickers and pins**
 - Let brand advocates own the brand
 - Breast Cancer Awareness campaign
- **Conferences**
 - Target influencers



LIKING AND PREFERENCE

- Website
- Facebook
 - Provide information that nurses need to make a life decision

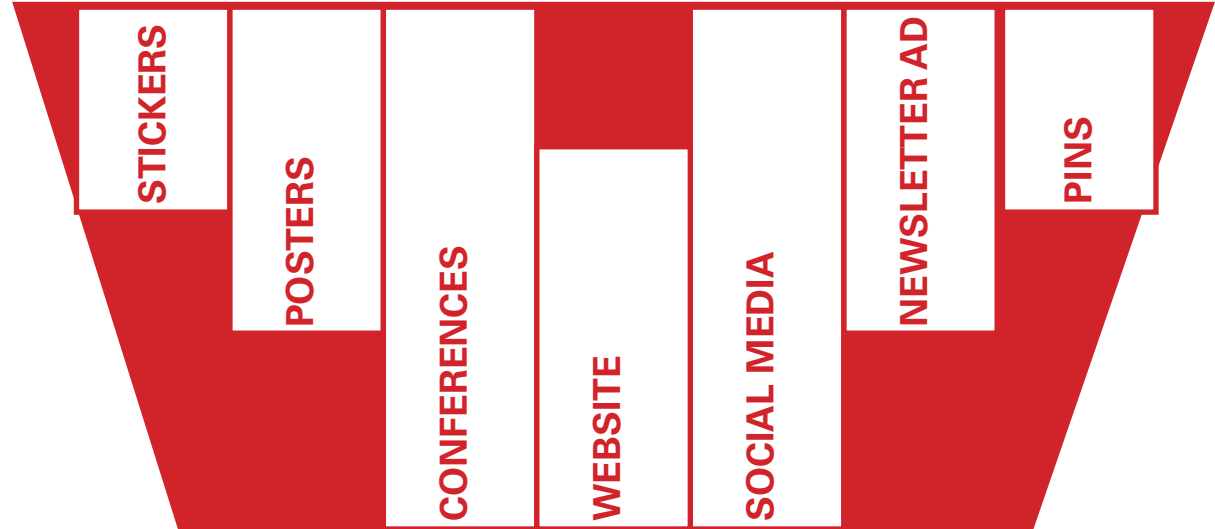


The screenshot shows a Facebook page for 'The White Hat Campaign', a Non-Profit Organization. The page features a profile picture of a white nurse's cap with a red cross. The left sidebar includes a 'Wall' section with options for Hidden Posts, Info, Photos (30), Video, and Discussions. Below this, it shows '333 people like this' and a list of likes from 'Wexner Center for the Arts', 'Design Axis', 'Resource Interactive', and 'Jeni's Splendid'. The main content area displays the organization's name, a search bar, and a 'Write something...' text box. A post from 'The White Hat Campaign' is visible, featuring the sponsor and a post from February 20 at 1:30pm. The page also shows '528 Impressions - 0% Feedback' and a 'RECENT ACTIVITY' section with a post from 'Innovation Fisher'.

BRIDGING THE GAP

- **NEWSLETTERS**
- **GREAT REACH**
 - Schools
 - Hospitals
 - Treatment Facilities
 - Nursing Associations
- **EASY TO BREAK THROUGH AND TELL A STORY**

INTEGRATED CREATIVE EXECUTION



MEDIA SCHEDULE

	January	February	April	May	June	July	August	September	October	November	December
Magazines Newspapers	Green	Green	Green	Green	Green	Green	Green	Green	Red	Green	Green
Public Relations	Yellow	Yellow	Green	Green	Green	Green	Green	Yellow	Red	Yellow	Yellow
Posters	Yellow	Green	Green	Yellow	Green	Yellow	Green	Yellow	Red	Green	Green
Speaking Engagements	Yellow	Yellow	Green	Green	Green	Green	Green	Yellow	Red	Yellow	Yellow
Website Updates	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Red	Yellow	Yellow
Conference Appearances	Yellow	Yellow	Green	Green	Green	Green	Green	Yellow	Red	Yellow	Yellow
Social Media Activity	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red
Newsletter Ads	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Red	Red	Yellow	Yellow

Red = heavy activity
Yellow = moderate activity
Green = light activity

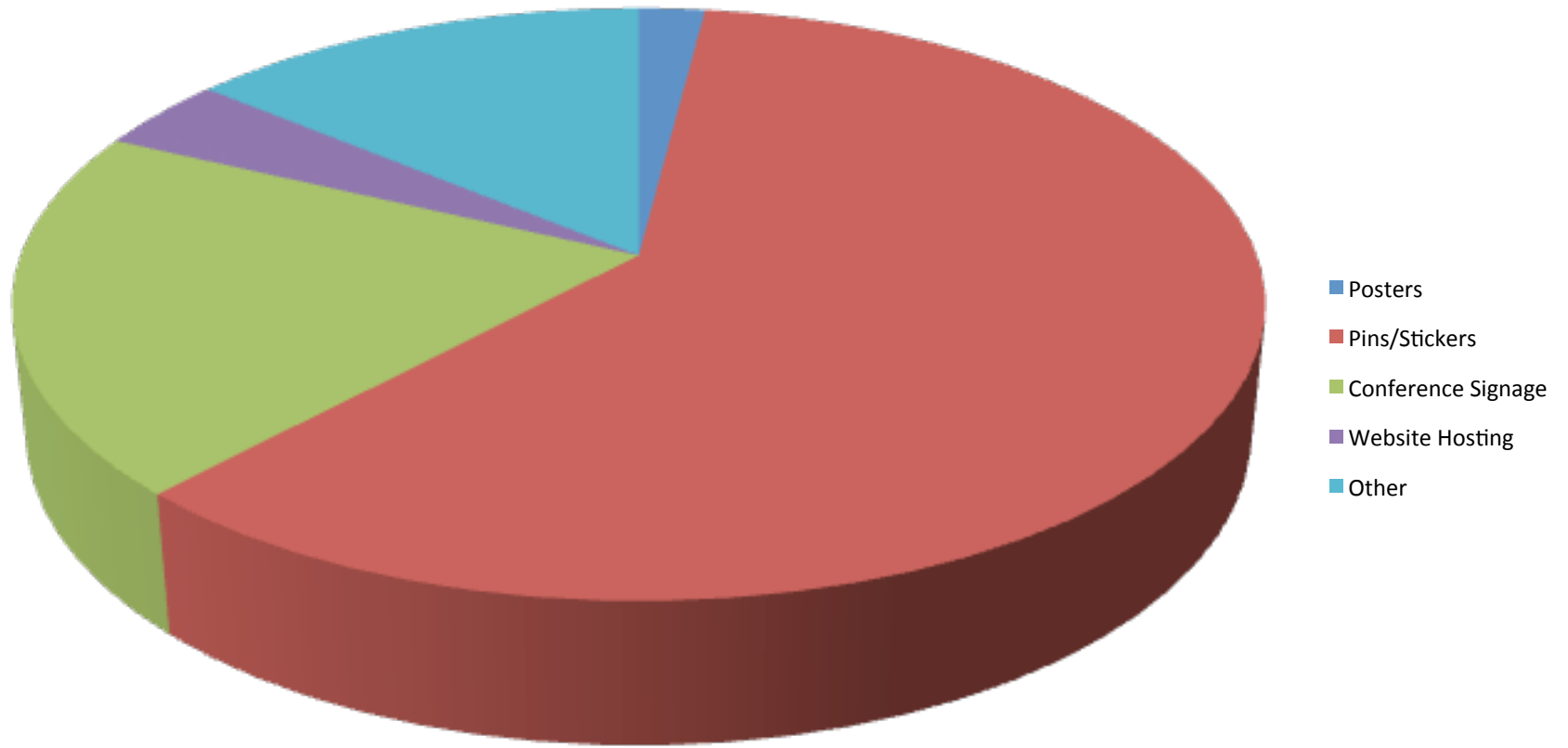


BUDGET

Activity	Cost
Poster creative	Free – Agency
Poster printing	Free – Print Shop
Poster distribution and hanging	\$50
Public Relations	Free
Stickers/Pins	\$1,500
Newsletter advertisements creative	Free - Agency
Newsletter distribution	Free
Website creative and updating	Free – Agency
Website hosting	\$100
Conference handouts and signage creative	Free – Agency
Conference handouts printing	Free – Print Shop
Conference Signage printing/construction	\$500
Other	\$350
Total	\$2,500

BUDGET

Budget



REVIEW

- **Inspire** nurses to take leadership roles
- **Create** rallying icon similar to pink ribbon
- **Reach** nurses at their place of work and then pull them online
- Excellent **efficiency** - \$2,500 budget



WHAT QUESTIONS DO YOU HAVE?

