

# ENGAGING **OVER** ADVERTISING



**Cleveland Spears, III**  
*President & CEO*

# SPEARS GROUP

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Spears Group is an award-winning marketing public relations and engagement hub that truly connects our clients with their audience. Founded in 2008 by New Orleans native Cleveland Spears III, the vision and goal of Spears Group is to help clients create meaningful relationships through strong communication strategies built intelligently by our diverse and highly collaborative team.

## MISSION STATEMENT

Spears Group connects clients with their audience through comprehensive communication strategies designed and implemented by a diverse and highly collaborative team of experts.

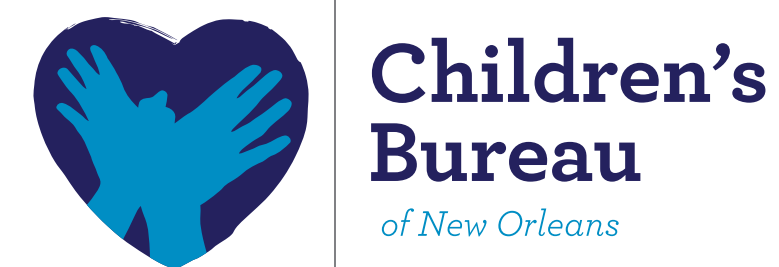
We go beyond merely reaching the audience and turn the audience into ambassadors for our client's message.

We become true partners with our clients by immersing ourselves in their business to identify factors that will trigger a true connection and produce definitive results.



# PUBLIC HEALTH CLIENTS

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# WHAT WE'VE LEARNED

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# HEALTHCARE IS

COMPLEX

PERSONAL

NUANCED

SCARY



# The average consumer sees thousands of brand impressions each day



# ENGAGING OVER ADVERTISING

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Based on these beliefs  
we have concluded that

**Direct Consumer Engagement**

is a *far more effective* way  
to reach consumers on  
healthcare-related content.



# CASE STUDY





txt4health<sup>SM</sup>



# TXT4HEALTH

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Text 4 Health is an SMS-based consumer engagement tool designed to help people understand their personal risk for type 2 diabetes. The tool also provided high-risk individuals with access to care and tips to decrease their risk as well as helps low-risk individuals maintain a healthy lifestyle in order to **prevent the onset of diabetes.**

The primary call to action was to get individuals to enroll in the intervention via their personal cell phone.

# TXT4HEALTH

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The secondary goal was to allow this tool to serve as a catalyst to a larger discussion about health and wellness in multicultural communities, as diabetes disproportionately affects multicultural communities.

# TARGET AUDIENCE

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- African American
- Hispanic
- Individuals with a lower socioeconomic status

# TRACKABLE OUTCOMES

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Program was extremely trackable by the number of people who enrolled via their text messages

# ADVERTISING CAMPAIGN

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ADVERTISING CAMPAIGN

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**\$250,000**

OVER **90** DAYS

# RESULTS

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**78**

PARTICIPANTS



# RESULTS

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**\$3,205.12**

CUSTOMER ACQUISITION COST

ENGAGEMENT

# COMMUNITY ADVISORY BOARD



BUSINESS



FAITH-BASED  
COMMUNITY



HEALTHCARE  
COALITION



COMMUNITY



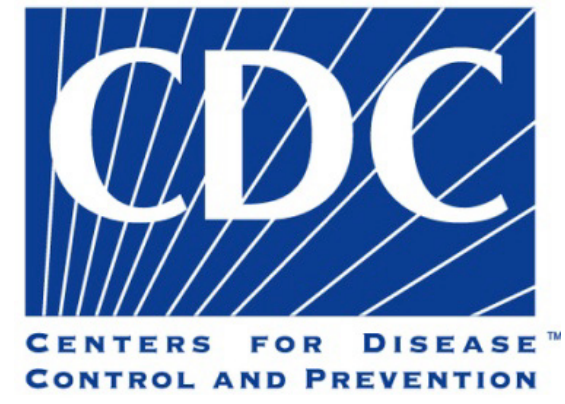
COMMUNITY  
CLINICS

# PARTNERS

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National  
Urban League



**54**

PARTNERS

# COMMUNITY ADVISORY BOARD

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- Convened the group and listened to how they thought we could get this message of Type 2 Diabetes to their communities and have them enroll
- They lead a campaign design workshop facilitated by Spears Group

— YOU ARE —  
**INVITED**



**txt4health**

## CAMPAIGN LAUNCH

January 31, 2012

12 p.m. – 5 p.m.

New Orleans Hyatt Regency Hotel

New Orleans, LA

### SPECIAL GUESTS INCLUDE



**Farzad Mostashari, MD, ScM**  
National Coordinator for Health IT – HHS



**Mike Reitz**  
President and CEO  
Blue Cross and Blue Shield of Louisiana



**Bruce Greenstein**  
Secretary of the Louisiana  
Department of Health and Hospitals



**Ann Albright, PhD, RD**  
Director, Division of  
Diabetes Translation  
Centers for Disease  
Control and Prevention



**Vivian Fonseca, MD**  
President, Medicine & Science  
American Diabetes Association



**Karen DeSalvo, MD**  
City of New Orleans  
Health Commissioner

Please RSVP Your Attendance to  
[rsvp@SpearsConsultingGroup.com](mailto:rsvp@SpearsConsultingGroup.com)





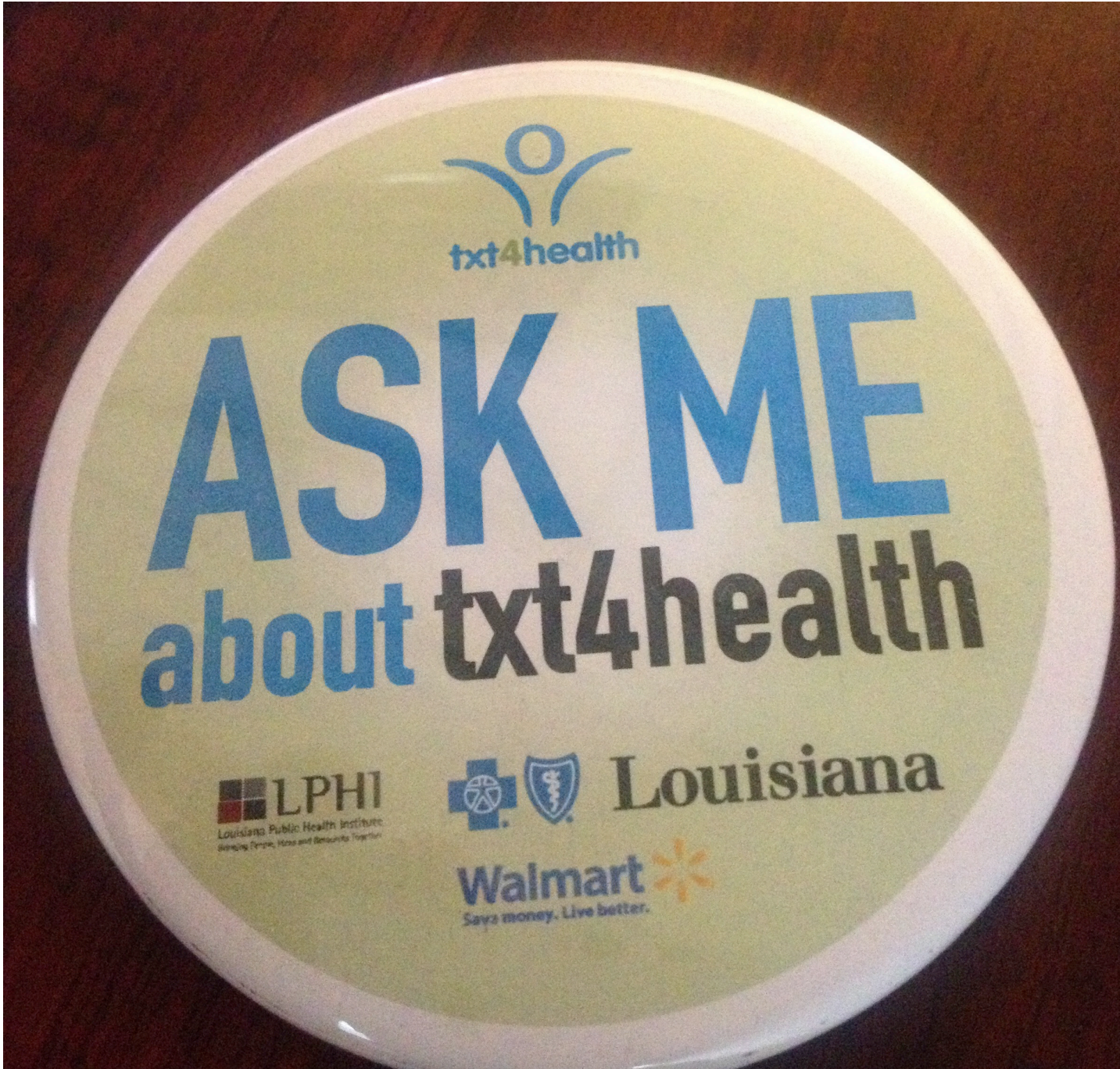
**500**  
ATTENDEES



# KEEPING PARTNERS ENGAGED

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- Curated specific ways for each partner to support the initiative
- Shared of communications assets
- Hosted discussions on diabetes
- Hosted community events and health screenings
- Issued surveys and provided feedback on how to best move forward
- Hosted quarterly advisory board meetings



# BUSINESS PARTNERSHIPS



# SPECIAL PROGRAMS

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- Target: College students to encourage developing healthy habits early in life
- Faith Based Community: As an essential part of multicultural outreach and engagement.
- How to best reach their congregations with our message of health and wellness and, ultimately, get them enrolled in Txt4Health.

PARTNER

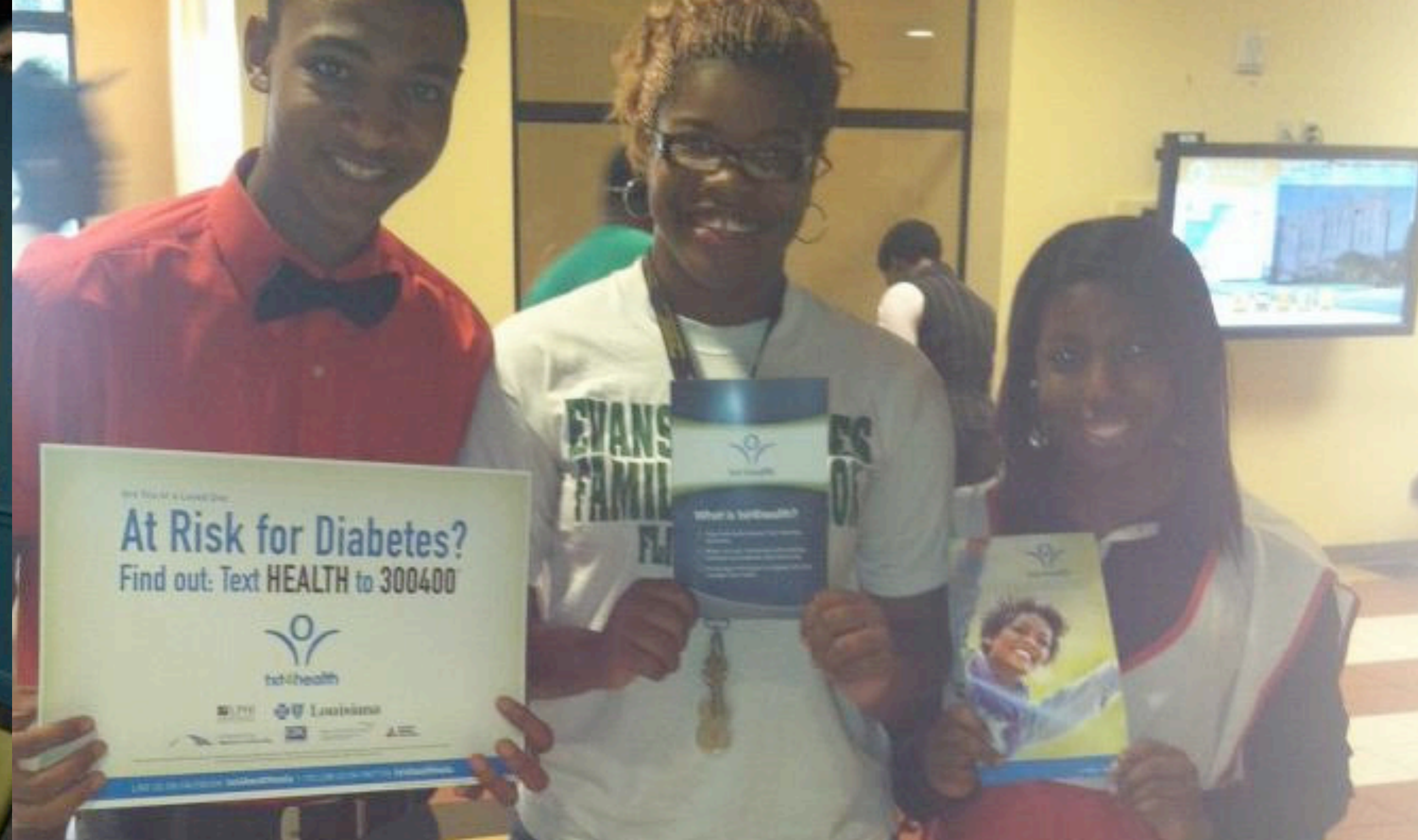
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# THE PROGRAM

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- Develop a health and wellness program for their organization
- Exercise classes, health screenings, health fair, diabetes education
- Ultimately, enroll their members and constituents in Txt4health
- The organization with the most registrations will receive a donation to their church's health ministry and/or a donation to their scholarship fund







**TXT4HEALTH  
ENROLLMENT CONTEST**

**AWARD  
RECEPTION**

**NATIONAL DIABETES ALERT DAY**



**TXT4HEALTH  
ENROLLMENT CONTEST**

**AWARD  
RECEPTION**



**TXT4HEALTH  
ENROLLMENT CONTEST**

**AWARD  
RECEPTION**

**NATIONAL DIABETES ALERT DAY**





Date March 26, 2013

Pay to the  
Order of

**Txt4Health Enrollment Contest Winner**

\$ **5,000.00**

**Five Thousand Dollars**







Dr. Marsha Broussard  
Louisiana Public Health Institute



Dr. Shondra Williams  
Louisiana Department of Health and Hospitals



Louisiana Public Health Institute  
News Clippings



Media coverage of the event



Dr. Patricia Kissinger  
Tulane University, School of Public Health  
and Tropical Medicine

# RECAP

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- Engaged in over **80 community events**
- Directly interacted with **thousands of citizens**
- Created new health and wellness programs across the region in **churches** and on **college campuses**
- Secured over **\$100K in earned media**
- Enrolled nearly **5,000 individuals** in txt4health

# RESULTS

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This work created a connection with the community and engagement infrastructure that still exists today and is utilized for future public health programs, including introducing EMR and deploying the ACA.

BUDGET

**\$125,000**

50% OF  
ADVERTISING  
CAMPAIGN

# RESULTS

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First Place award in  
Information Dissemination  
from HIMS.



# THINGS TO REMEMBER

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- Bring all stakeholders together
- Go to the People where they are with specific and meaningful ways to engage them
- There is no silver bullet in multicultural healthcare marketing
- Advertising has its place as part of a comprehensive mix with a strong community engagement plan

QUESTIONS?

**Cleveland Spears, III**  
President & CEO  
Spears Group

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THANK YOU