

ONTARIO CONNECT CAMPAIGN

Campaign Guide

2019-2020

This guide will be updated as needed. If you have any comments or questions about the guide, please contact our marketing department.

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MEET THE TEAM

Reach out and contact the team



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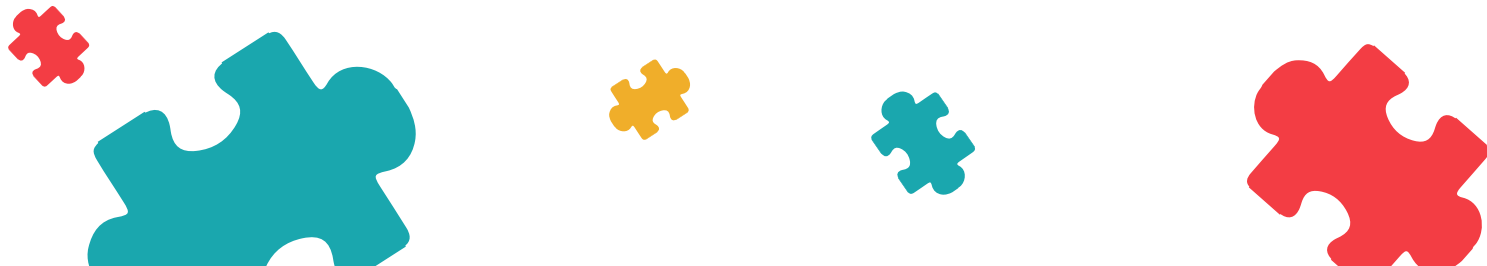
BRAND CHARACTERISTICS

This is what defines our brand and what we thrive towards

Our brand uses bright colours that catch your attention and give a positive look to a serious topic. Our goal is to create and launch such an effective strong brand presence of Puzzle Branding it will drive consumer behavior to not only Register Today for Organ Donation but also help to save lives in the process!

The puzzle piece is a symbol that represents that we as people are not complete but if enough of us come together and donate we can come together and form a connection that will be mutually and widely beneficial.

"You are a piece of the puzzle for someone else's life. You may never know where you fit but others will fill the holes in their lives with pieces of you"



LOGO ELEMENTS

These core colours should be in every marketing and communications material



**ONTARIO
CONNECT
CAMPAIGN**

Horizontal



**ONTARIO CONNECT
CAMPAIGN**

Vertical

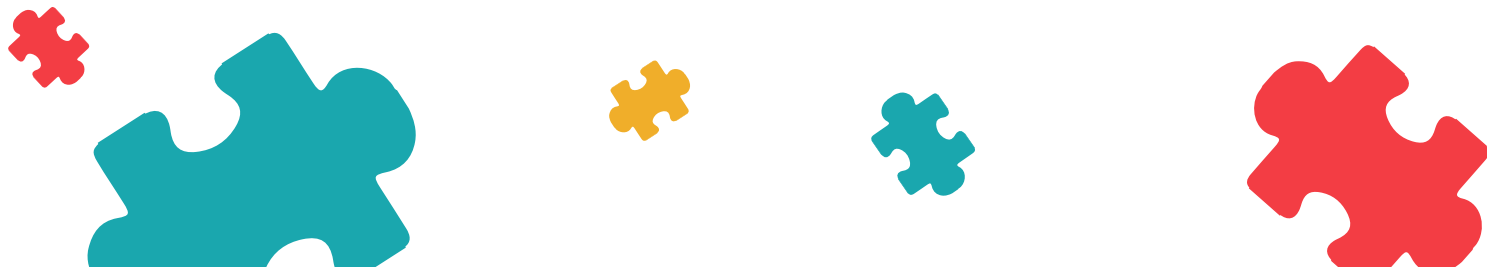


Emblem



LOGO CONTRAST

On a white background the logo should represent all colours. On a dark background have the background a core colour with the logo in a white.

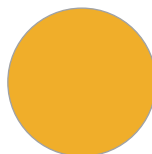


BRAND COLOURS

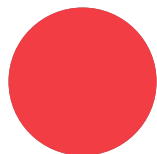
These core colours should be in every marketing and communications material



HEX # 1AADB4
CMYK 75 9 31 0
RGB 26 173 180



HEX # F6B42A
CMYK 3 32 96 0
RGB 246 180 42



HEX # F93D44
CMYK 0 90 73 0
RGB 249 61 68



HEX # 393E46
CMYK 74 64 54 44
RGB 57 62 70



TYPOGRAPHY STUDY

Oswald and Roboto are used as our main font families throughout branding

Oswald Semi Bold

For headings

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Roboto Regular

For body text

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890



SITUATION ANALYSIS

What kind of difficulties are being faced when it comes to organ donation?

Organ transplantation has progressed tremendously with improvements in surgical methods, organ preservation, and therapies.

Yet, despite progress in medical, pharmacological, and surgical techniques, the shortage of organs is a worldwide problem that needs to be addressed internationally at the highest possible levels.

At the same time, we should continue our efforts to optimize our regional and national organ transplantation programs, increase public awareness of organ donation, encourage public opinion and religious leaders towards acceptance, and educate our community.



CAMPAIGN GOALS

What we are trying to achieve through our campaign

The project at hand is to develop a Marketing & Brand Strategy with a detailed Go-To-Market Plan to support the following key objectives for 2019:

Grow Enrollment and New Registrations

Nurture and Secure Existing Registrations

Market Awareness and Brand Recognition



TARGET AUDIENCE

Who we are trying to reach and influence

Every 30 minutes someone else is added to the donor list. Every day someone who is on the donor list dies before getting their transplant.

The legal age to start donating is the age of 18. Our target audience is anyone viable to donate. We have broken this up into 4 groups.

Gen Z (14 - 23)

Millennial (24 - 38)

Gen X (39 - 53)

Baby Boomers (54+)



GEN Z

Age 14 - 23



- Either in high school or about to attend post secondary school
- Will obtain their drivers license soon and will have to decide to be an organ donor or not
- Most important age group to convince to be organ donors as they are the youngest and healthiest age group
- Gen Z are looking to create their own mark while figuring out their own identity
- Typically trend setters are from the youngest generation so Gen Z will most likely be first to adopt new concepts and ideas



MILLENIALS

Age 24 - 38



- Millennials are beginning to establish themselves in their chosen career path
- They have likely made a decision on organ donation a few years ago so it will be harder to change their mind
- Are beginning to get married and start families
- They are still open to having their opinion change but not as easily as Gen Z
- Millennials are more likely to see a more liberal approach on politics



GEN X

Age 39 - 53



- Gen X tend to have fully established themselves in their career and have a family
- Have long since made their decision on organ donation and are less likely to change their minds regarding it
- Are preparing for retirement
- Value stability over a risky career move
- Are unlikely to make any major changes in their life



BABY BOOMERS

Age 54+



- Are approaching retirement or have retired already
- They are more likely to need a transplant than are to be a viable donor
- Have completed their career and are likely not going to make any changes within their current lifestyle
- There are approximately 82 million baby boomers in Canada and The United States today
- About 60% of baby boomers spend time reading blogs and online articles as a source of information and intrigue



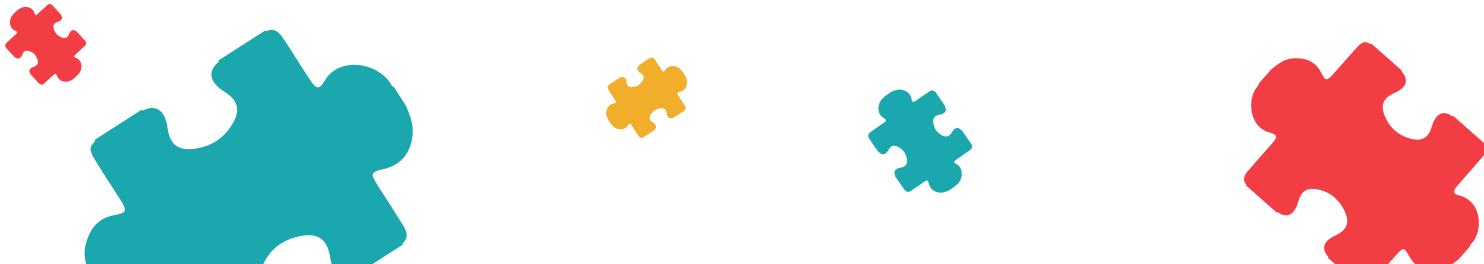
KEY CAMPAIGN MESSAGE

How our service will engage and convert our audience

This campaign strives to inform a large age group of the benefits of organ donation and to give consumers a chance to make an educated decision on the topic.

The Ontario Connection Campaign pushes the message that we are all in this together and that if each person were to sign up for organ donation we could save thousands of lives. One person can save 8 lives by taking the time to register you give another life the chance to see his daughters wedding, his grand-daughters birth or even just to enjoy the simple moments like eating breakfast with his wife.

Just like a puzzle if each individual gave a piece of themselves to another we would have a solved problem. Solve the problem, Solve the puzzle.



CAMPAIGN MEDIA PLAN

Which media channels we will use to reach and influence our target audience

We plan to focus on re-targeting campaigns to bring consumers who are familiar with organ donation to our site and have them share to their connections.

Gen Z

14 - 23

Snapchat
Instagram
Online Game
Interactive Media
Events
Competitions
Mobile Experience

Millenials

24 - 38

Facebook
Instagram
Websites & Apps
Banner Ads
Video
Interactive Games

Gen X

39 - 53

Facebook
Link-din
Commercials
Radio
Magazines
Direct Mail

Baby Boomers

54+

Facebook
Biogs
Commercials
Bus Shelters
Bill Boards
Newspapers



CREATIVE EXECUTION

Key messages & how the user will remember our campaign

MEET STEVE

(Steve could be anyone)

BE AN ORGAN DONOR

(Will You Save Lives)

LIFE AFTER DEATH

(Leave Something Behind)

ONE PERSON CAN SAVE EIGHT LIVES

(Are You The One?)

SHORTEN THE WEIGHT LIST

(Donate Today)

IGNORE THIS AD

(And Someone Dies)

GET EDUCATED

(On Organ Donation)

RECYCLE LIFE

(Reuse Recycle Donate)



We wanted to keep a nice responsive website that users would be able to navigate without being getting lost or frustrated by waiting for pages to load

We created a one page site with multiple call to actions to get involved. It allows users to learn about the process but also get right to it if they choose.



1,500 PEOPLE WILL DIE IF YOU
IGNORE THIS AD
JOIN THE 2% WHO DIDN'T AND REGISTER TODAY



ONTARIO
CONNECT
CAMPAIGN

REGISTER AT WWW.BEADONOR.CA

1,500 PEOPLE WILL DIE IF YOU
IGNORE THIS AD
JOIN THE 2% WHO DIDN'T AND REGISTER TODAY



ONTARIO
CONNECT
CAMPAIGN

REGISTER AT WWW.BEADONOR.CA

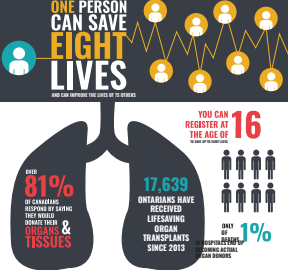
Register at
www.beadonor.ca



BE A DONOR **HELP CONNECT**

GET EDUCATED ON ORGAN DONATION

ONE PERSON CAN SAVE EIGHT LIVES
AND CAN IMPROVE THE QUALITY OF LIFE FOR 16 MORE.



81% OF ONTARIANS RESPOND BY SAYING THEY WOULD DONATE ORGANS & TISSUES

17,639 ONTARIANS HAVE RECEIVED LIFE-SAVING ORGAN TRANSPLANTS SINCE 2013

16 YOU CAN REGISTER AT THE AGE OF 16

1% ONLY OF ONTARIANS REGISTER AS ORGAN DONORS

HIGHEST REGISTRATION RATE OVERALL

PROVINCE	REGISTRATION RATE
NEWFUNDLAND	57%
QUEBEC	56%
MANITOBA	55%
ALBERTA	55%
ONTARIO	55%

Our target audience is so wide we split it up into 4 sections so we could easily hit each of our targets. We made 3 separate print ads that would better suit each of our target groups

