

# Creative and Copy:

## Design Elements of Effective Marketing Materials



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# Who am I?

- Marketing/Communications Coordinator
- Experience with marketing in health and government



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**How we communicate what we are offering “our product/service” to the people we are trying to reach.**



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# Why do we care?

Effective marketing can impact:

- Awareness of your study
- Study Recruitment



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# Example

## Study Team A

- Runs their study **without** marketing materials to supplement their study
- People don't find out about the study, they don't know why the study is important
- The study team doesn't recruit enough participants for the study
- The study closes or is delayed



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# Example

## Study Team B

- Runs their study **with** marketing materials to supplement their study and other recruitment tools
- People find out about the study, they understand the study, they know why the study is important
- Effective marketing increases the likelihood of attracting enough participants for the study



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# The Most Effective Research Studies

Take into account the audience/participant that is trying to be reached, and **how you can communicate with them.**



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**I realize marketing is important,  
how do I get started?**



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# Audience

## Understanding your audience

- Who are the people we are trying to reach for our study?
- What makes them unique?
- What are their wants, needs, likes, dislikes
- Define the audience as precisely as possible



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# Let's say we are doing a study about vaping with college students.

**Age?**

**Gender?**

**Location?**

**Likes?**

**Dislikes?**

**Think of the defining characteristics of our audience.**



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# An easy way to do this is to make an audience “persona”

When we make an audience persona, we distill the characteristics of our audience into a single person.



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# Kyle Smith

Age: 20

Gender: M

Likes: Hanging with his fraternity brothers, drinking on the weekends, partying

Dislikes: being ostracized, not being seen as cool

Location: Columbus



**Developing a persona allows us better understand who we are trying to market to.**



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**I understand who my audience is  
now what?**



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# The Message:

What are we telling our audience to get them interested in our study?



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# **Creative and Copy:**

**Creative: The visual element to our message, ie the picture or video**

**Copy: The text, what are we saying?**



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# Creative

How do we find effective images/videos for our marketing?

How do we know whether the images/videos are effective?

What are the tips and tricks?



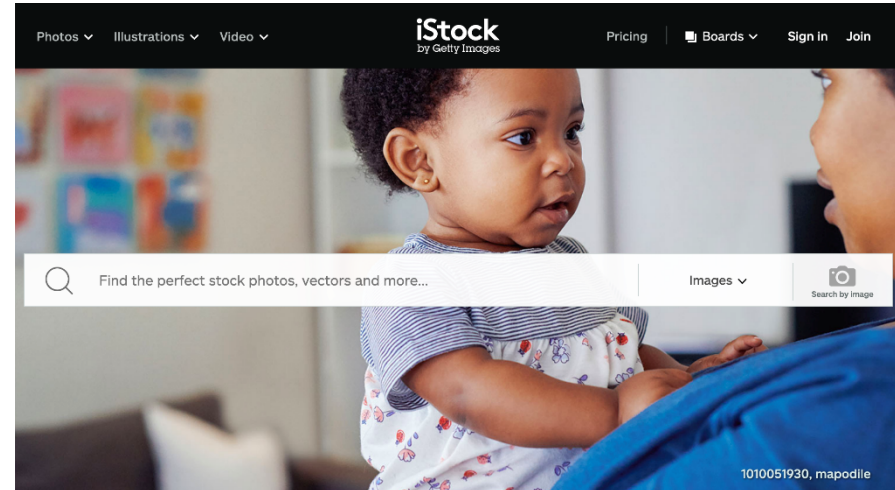
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# How do we find effective images/videos for our ads?

Lots of options:

- Paid options (iStock)
- Adobe Stock
- [brand.osu.edu](http://brand.osu.edu)



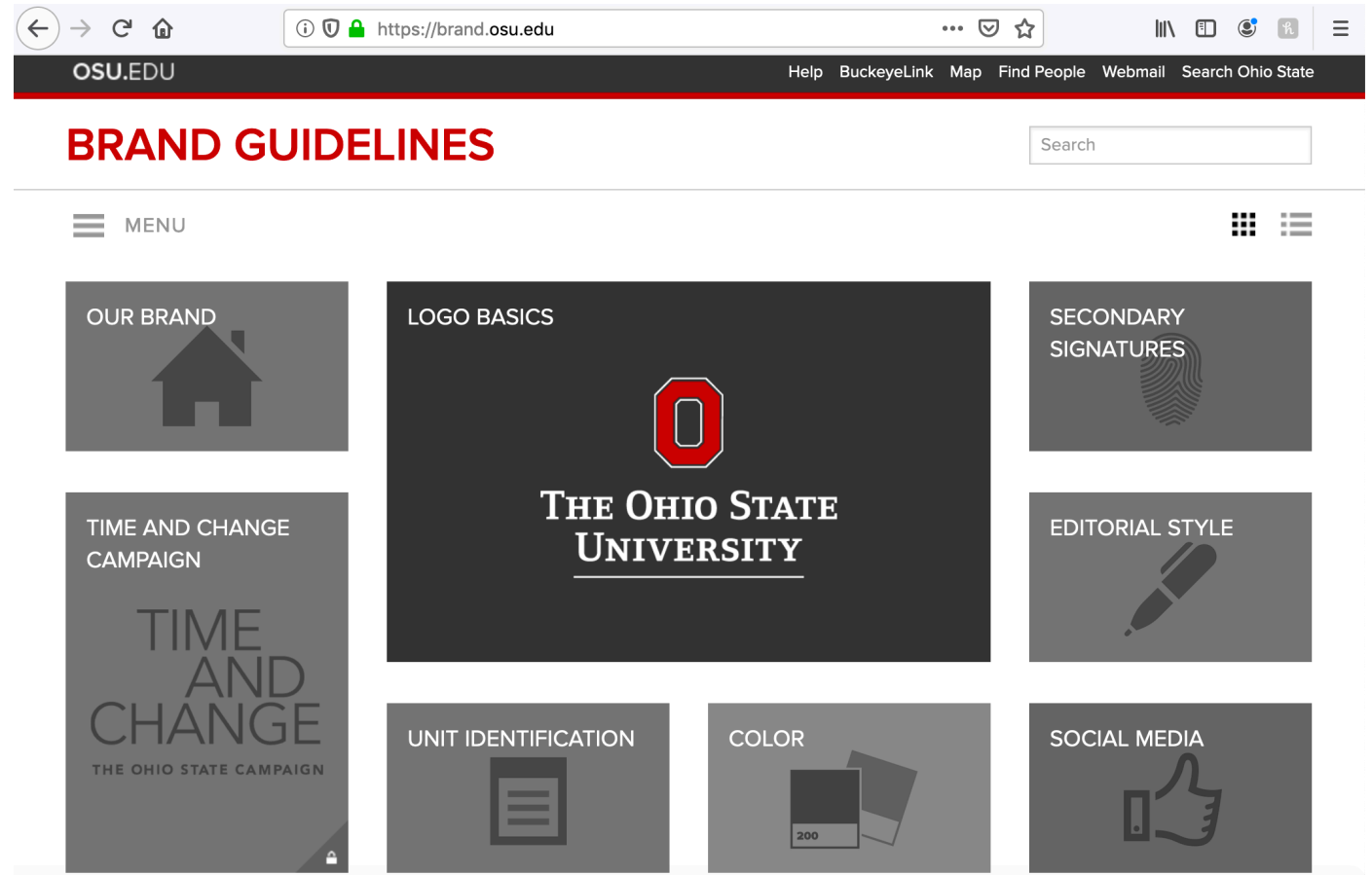
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# How do we find effective images/videos for our ads?

Brand.osu.edu

- High quality images



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# How do we know whether the images/videos are effective?

We need to follow a few rules to make sure our images are effective.



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## Rule #1

Images should be of the target audience you are trying to reach.

Example: For our vaping study, which image makes more sense?

Image 1



Image 2



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## Rule #2

If appropriate, images should be of people smiling/happy.

Example: Which image would you be more inclined to click on?

Note: If it isn't appropriate for people to be happy, that is ok!

Image 1



Image 2



# Copy

Our opportunity to tell people what we want them to do.

Three main rules!



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# Rule #1

We need a “**hook**” that peaks their interest.

What is a hook?



A hook pulls somebody into what we are saying, by addressing a need, asking a question, or evoking some kind of emotion.

**No Hook Example:** “Participate in this study at OSU.”

**Hook Example:** “**Interested in being part of important research at OSU?**  
Participate in this study”.





# Rule #2

We need to **resolve the hook**.

How do we resolve the hook?



Resolving the hook involves answering the question, resolving the emotion, etc.

**No Hook Example:** “Participate in this study at OSU.”

**Hook Example:** “Interested in being part of important research at OSU? **Every day, research is being done at OSU that will change lives.** Participate in this study”.



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# Rule #3

We need to **Tell them what to do.**

What are we asking them to do?



The ask is what it sounds like. What is the action we want our audience to take

**Example:** “Interested in being part of life saving research at OSU? **Participate in this study**”.



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# Basics of Branding:

What is branding and why does it matter for my research study?



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# Branding:

**“the promotion of a particular product or company by means of advertising and distinctive design”**



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# What are the elements of good branding?

- Consistent font (1 font, 2 max)
- Consistent Color
- High quality images (we discussed before!)

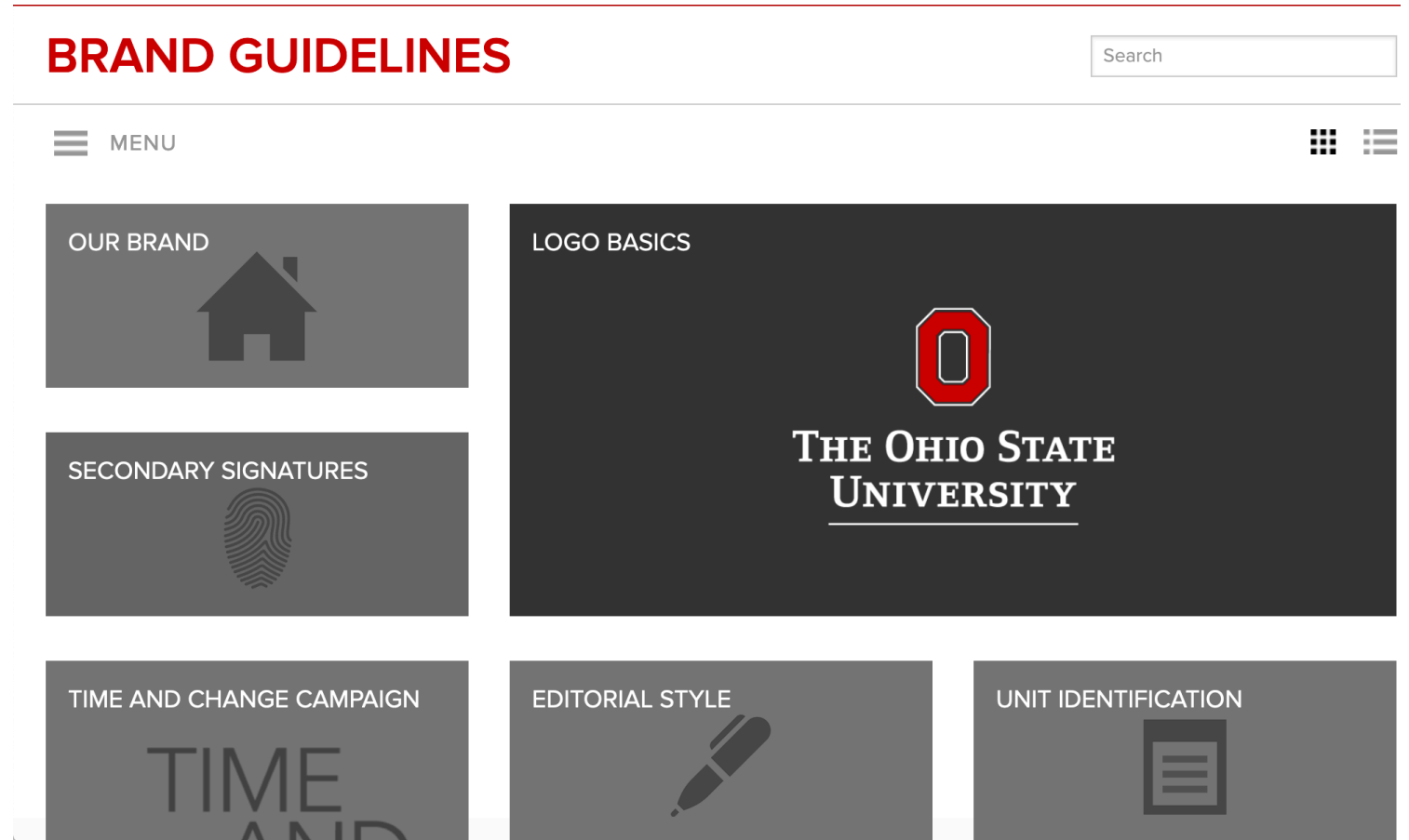
You need to talk about OSU branding guidelines also



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# OSU Branding

- OSU Fonts
- OSU Colors
- OSU Brand Images
- OSU Logos



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# Bad Example

## **PARTICIPATE IN RESEARCH**

Participate in our  
research study.

OUR RESEARCH IS VERY  
IMPOIRTANT AND CAN  
HELP SAVE LIVES

**you can also  
participate by  
emailing  
jeffrey.jessberger@os  
umc.edu**

**You can  
participate by  
calling 1-010-  
0101**



- Confusing
- Too many font types
- Different colors
- Low quality image



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# Good Example

Front

**INTERESTED IN  
HELPING US  
LEARN HOW  
TO PREVENT  
LUNG CANCER?**

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Back

**PARTICIPATE  
IN THE BE WELL  
STUDY AT OSU**

**A STUDY TO TEST  
WHETHER DRINKING  
A BLACK RASPBERRY  
WHOLE FRUIT  
BEVERAGE CAN HAVE  
POSITIVE EFFECTS  
ON YOUR GUT  
HEALTH TO PREVENT  
LUNG CANCER**

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**ELIGIBILITY REQUIREMENTS:**

- Are between 55 and 77 years of age
- Have a 30 pack-year smoking history
- Are a current smoker, or former smoker
- Not allergic to berries, pectin, or food colorants

**COMPENSATION:**

- Participants will receive \$50.00 for participating in each of the 4 required study visits, a total of \$200

**FOR MORE INFORMATION:**

- Call 614-398-1032
- Email [BeWellStudy@osumc.edu](mailto:BeWellStudy@osumc.edu)
- Web <https://go.osu.edu/bewellstudy>



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# Tips and Tricks:

The secret sauce.



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# Color and emotion



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# Borrow Best Practices

- Use other ads as inspiration
- Notice ads/art that interest you
- What can you take and use for yourself?



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# Platforms for Promotion:

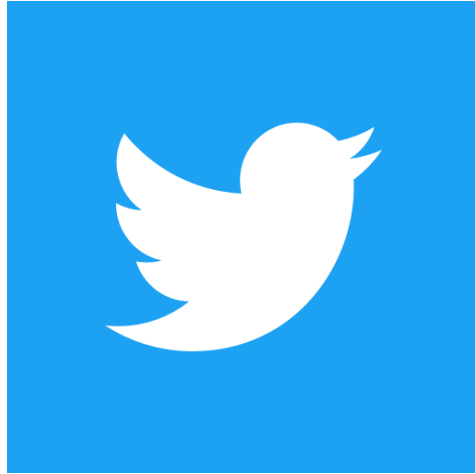
How do we get our messages out there!



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# Social Media





# Marketing Materials



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# What did we learn?



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- What is marketing
- Understanding our audience
- The message (Creative and Copy)
- Branding Basics
- Tips and tricks



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# Q&A and Open Discussion



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