TEST AND PROTECT

Hamilton County CARES COVID-19 Testing

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Executive Summary
Test and Protect initiative—a robust COVID-19 testing program designed for residents aged 18 and older in Hamilton County. This plan outlines our strategy to deliver accessible and cost-free testing, emphasizing urban areas and minority populations.

Product Description
In partnership with UC Health, Test and Protect is a comprehensive COVID-19 testing service offering convenient and free testing at various locations in Hamilton County. Our goal is to conduct 100 tests daily, focusing on key demographics and urban zip codes. And provide culturally sensitive guidance on protocols for testing and post testing.

Target Audience
Residents aged 18 and older living, working, or attending school in Hamilton County, with a primary emphasis on minority populations and urban zip codes. See buyer personas on next page.

Key Messages
Convenient and no-cost COVID-19 testing
Test and Protect for a safer community
Test and Protect to protect your loved ones
Test and Protect to get back to business

Marketing Channels
Geofencing Advertising: Targeted ads reaching individuals within specific geographic areas.
Metro Bus Ads: Maximize visibility through bus ads on key routes.
Billboards: Strategic placement of billboards in high-traffic areas.
Google Ad Buys: Leverage Google Ads for online visibility.
Social Media: Utilize platforms like Facebook, Instagram, and Twitter for outreach.

Team Members
Shannan Schmitt, Project Manager and Media Buyer
Regina Russo, Marketing Consultant
Ashely Auciello, Social Media Manager

Budget
Allocate the $1 Million budget across geofencing advertising, metro bus ads, billboards, Google ad buys, social media campaigns, and creation of testing site support assets.

Goals
- Conduct 100 tests daily.
- Achieve a 20% increase in testing among minority populations within six months.
- Increase brand recognition by 30% among the target audience.
- Monitor community engagement and aim for a 15% growth in testing site partnerships.

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Buyer personas

Name: Jasmine Mitchell
Demographics:

Age: 30
Gender: Female
Occupation: Marketing Professional
Location: Urban zip code 452020in Hamilton County
Family Status: Single with two children

Background:
Jasmine is a dynamic professional committed to her career and family. Living in an urban setting, she values community and seeks accessible healthcare solutions for her family. She is health-conscious, stays informed about community services, and believes in supporting initiatives that benefit her neighborhood.

Challenges:

- Limited time for healthcare due to work and family commitments.
- Concerns about the health and safety of her family in a densely populated urban area.
- Desire for healthcare options that resonate with her cultural background.

Goals:

- Convenient access to healthcare services for herself and her family.
- Support initiatives that contribute to the well-being of her community.
- Stay informed about health practices aligned with her cultural identity.

How to Reach Jasmine:

- Community events and partnerships.
- Social media campaigns highlighting community impact.
- Collaborations with local influencers and community leaders.
- Testimonials from similar families emphasizing convenience and cultural sensitivity.

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Name: Carlos Rodriguez
Demographics:

Age: 35
Gender: Male
Occupation: Small Business Owner
Location: Urban zip code 45213 in Hamilton County
Family Status: Single parent with one child

Background:
Carlos is a dedicated entrepreneur balancing work and parenting. Rooted in his Hispanic culture, he values family traditions and is actively involved in community events. As a resident in an urban setting, he is keen on initiatives that enhance the health and well-being of his family and the broader community.

Challenges:

- Limited access to bilingual healthcare services.
- Balancing work demands with family responsibilities.
- Desire for healthcare options that resonate with his cultural background.

Goals:

- Bilingual and culturally sensitive healthcare services.
- Convenient healthcare solutions that align with his busy lifestyle.
- Enhance the health and well-being of his child and community.

How to Reach Carlos:

- Bilingual advertising and marketing materials.
- Community events with a focus on family and cultural celebrations.
- Collaborate with local Hispanic influencers and community organizations.
- Provide educational content on healthcare practices tailored to Hispanic traditions.