

Marketing Influenza Immunization

Flu Summit 2012

May 16, 2012

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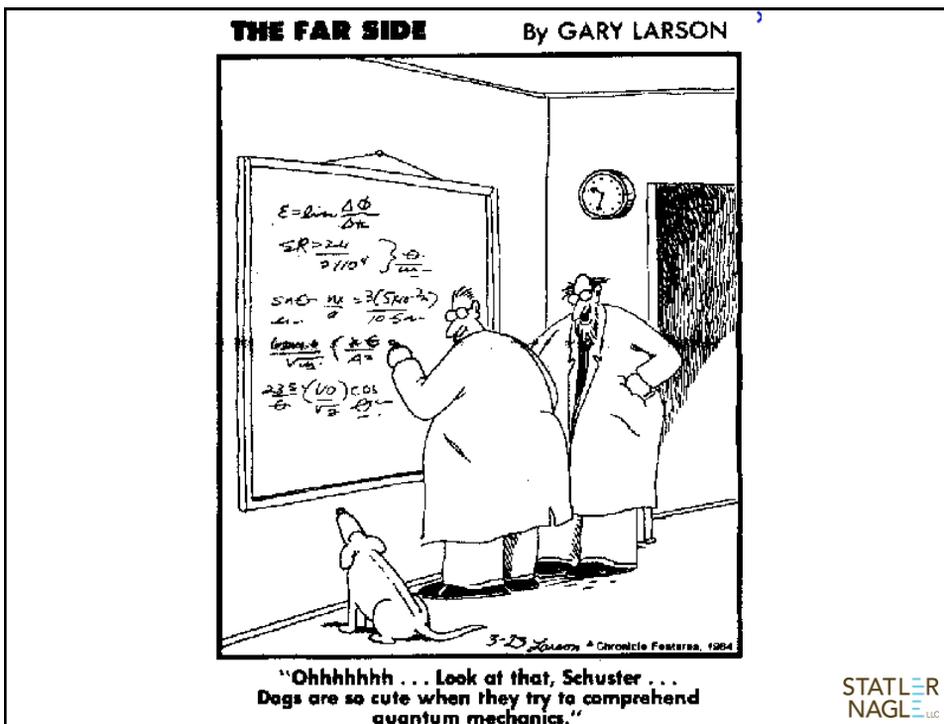


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2011 Feasibility Study on National Influenza Vaccination Campaign

- Our specific findings and recommendations are still being actively considered by our client and their peer companies
 - But, *with a caveat*, I will share some observations and overall thoughts about the marketing of vaccination, from our firm's perspective
 - The caveat is best expressed by one of my favorite cartoons of all time...

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2011 Feasibility Study

Key Observation: You are remarkable.

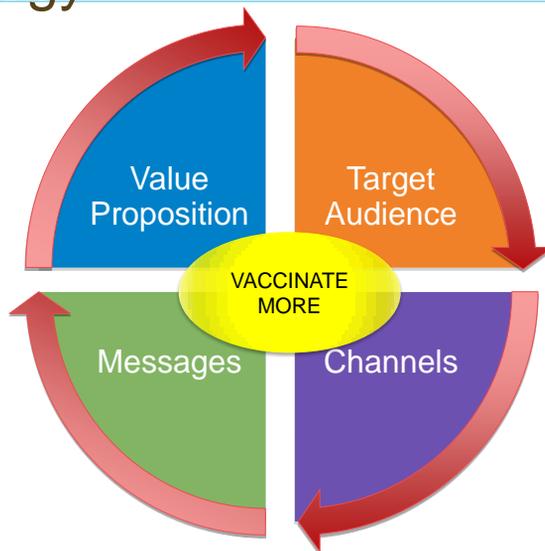


But that is not just a some warm fuzzy affirmation.

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Clarity of Purpose is Not Strategy



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A Singular Compelling Message Strategy



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A Singular Compelling Message

got milk?

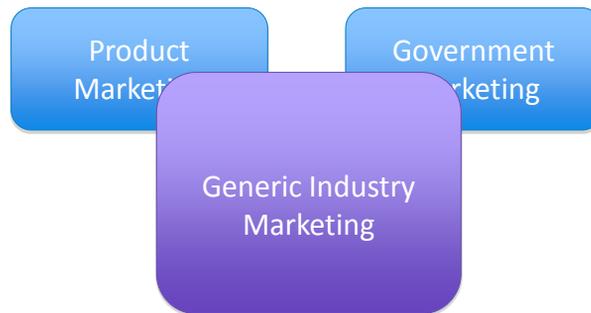


The Fabric of Our Lives®

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Generic Campaigns Drive Singular Compelling Message Platforms



Message platform that touches the deeper drivers of human behavior

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Values-based Messaging

- Research often gives us the rational arguments, which we embrace with vigor
 - But, behavior is seldom rational... although it is often right nonetheless

Consumer Reports

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Research-based Decision-making is Critical

- After a career of increasing research and testing budgets with almost every program I've managed or consulted, your community presents a challenge...

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If you've seen one
flu season, you've seen
one flu season.

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The Got Milk Fallacy

- Here's a great ad campaign! We're saved!

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More of the same is not
always right, or better

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It is not always about money but is always about a business model

- There are certain odd taboos I've encountered that, in my view, are puzzling – but fierce
- The synchronicity of doing good and making money

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In closing

- The potential for enhanced effectiveness is enormous
- But the answer may be found in more nuanced tactical/outcomes research and testing – however true the results
- The answer is a central convening force that can drive a coherent strategy of not just message, but path to market and stakeholder integration
- It is my hope that your community can find a path to creating that

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