

CASE STUDY: THE ROSE



SCOPE:

Since 1986, The Rose has been the only non-profit organization based on a model that changes lives by providing a space for women who have health insurance to cover the cost of those who are uninsured. The organization has grown significantly throughout the years to become the leading breast healthcare organization in Texas. The objective is to expand on existing marketing efforts, ultimately raising awareness of The Rose, its annual events, services, and programs.

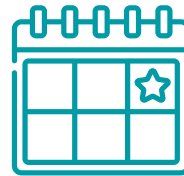
THE TOOLS:



SOCIAL MEDIA



PUBLIC RELATIONS



SPECIAL EVENTS



COMMUNITY RELATIONS

THE CHALLENGE:



GIVE THE ROSE'S ONLINE FOLLOWING THE FULL EVENT EXPERIENCE



POSITION THE ROSE AS BREAST HEALTHCARE EXPERTS TO PROMOTE THEIR MISSION



ENGAGE COMMUNITY TO CREATE AWARENESS FOR THE ROSE

THE PLAN:



PROVIDE LIVE SOCIAL MEDIA SUPPORT DURING EVENTS



PURSUe OPPORTUNITIES RELATED TO BREAST CANCER TOPICS



PREPARE PRESS CONFERENCE TO ANNOUNCE TEAM UP FOR THE ROSE, AN ONLINE AUCTION OF A PAIR OF PINK PADS AUTOGRAPHED BY THE HOUSTON TEXANS, TO LOCAL MEDIA

THE OUTCOME:

NEWS & PRINT PLACEMENTS:



47M

VALUE FOR PRINT PLACEMENTS

7

EVENTS WITH LIVE COVERAGE

3.9M

REACH FROM 15 LOCAL MEDIA PLACEMENTS

32M

REACH