

BLOOD CLOT AWARENESS MONTH 2019 MARCOM RESULTS REPORT

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Marcom crafted was community oriented, centered on overcoming challenge, and rolled out under the creative umbrella of *Together We Can*.

The imagery adopted for much of our BCAM effort reflected Marcom's commitment to demonstrating the diversity of NBCA's stakeholders and the VTE community, but was also punctuated this year with a whimsical and more contemporary interpretation of the cultural icon Rosie the Riveter and her *We Can Do It!* mantra, which served as the creative catalyst for our *Together We Can* umbrella theme.

Tactically, the overarching Marcom initiatives for BCAM involved three key components: 1) A brand new, high-value resource in the form of an industry sponsored e-Magazine 2) a CDC-funded digital media campaign and 3) a thematic social media effort that involved the creation of more than 100 new pieces of content and the distribution several times daily, every day during BCAM, of this new, BCAM-themed content.



Noteworthy BCAM Results

In 2019, funding provided by both CDC and industry allowed Marcom to implement an aggressive and far-reaching campaign that, when combined with our social media efforts, delivered a number of important results. Chief among these results were:

- An audience of **30+ million individuals in the U.S. were reached through Marcom's CDC-funded digital media campaign.**
- An important **information gap related to blood clot recovery was filled with the creation and unveiling of the inaugural issue of Marcom's new BCAM e-Magazine, an effort which also served to raise \$40,000 for NBCA through industry sponsorships**, which was one of Marcom's initial drivers in the ideation of this effort.
- Our social media metrics, particularly on Facebook, realized important milestones: By the last week in March, for example, **we achieved our 2019 BCAM goal of exceeding 30,000 followers on Facebook, which reflects a 50% increase in followers over the preceding year.**
- A **record-shattering 823,266 website page views for stopthecLOT.org occurred in just the month of May 2019**, which is more than three times our routine monthly average of ≈250,000 page views per month, and a milestone that Marcom forecasts will result in a steeper growth curve for our monthly average website viewers in the months ahead.
- Two **key relationships were forged by Marcom with potential VTE influencers** – Pro Football Hall of Famer Harry Carson, who has suffered multiple DVTs, and Mrs. Ohio Jeri Ward, who is recovering from a clot-provoked stroke. These higher profile individuals or influencers were integrated strategically into our BCAM communications efforts to add value and impact to our creative output and results.

The following information drills down on the individual results associated with each BCAM campaign component, and also offers several Marcom observations/recommendations stemming from this BCAM 2019 work.

1. Pharma Funded: e-Magazine – Four industry sponsors funded this new BCAM activity

- **Quantitative Views** – The introduction of the inaugural NBCA BCAM e-magazine, *Personal Perspectives: My Blood Clot, My Life*, was very well received, and uptake of the asset was swift, with **more than 183,482 views of the e-Magazine during just the month of March alone**. In addition, we had more than **500 people engage with NBCA on Facebook about this digital magazine within 24 hours of its introduction, which contributed to a 562% increase in Facebook followers, a 488% increase in Facebook page views, and a 1,305% increase in Facebook post reach in just the first week of BCAM.**

- **Qualitative Reactions** – The asset has received praise from various corners of the VTE community:

- Several industry members who were not 2019 sponsors have already expressed interest in sponsoring a 2020 NBCA BCAM e-Magazine.
- CDC and other VTE advocacy organizations reached out to Marcom to share their enthusiasm for the new resource.
- Consumer/patient response to the asset has been overwhelmingly positive, and the asset is proving tremendously useful as a resource, as Marcom is now able to apply the resource relative to patient/public inquiries it receives via email, online through social media, and in connection with our online peer-to-peer support group.



- **Immediate Next Steps** – The e-Magazine will reside on NBCA's website as an enduring asset, and, as Marcom originally planned, will continue to be promoted/used in the weeks/months ahead. The continued promotion of the asset, as well as the standing distribution channels associated with Marcom's patient touchpoints via email inquiries, social media outreach, and our management of online support group discussions/threads, will further fuel use and exposure for this high-value NBCA resource.
- **2020 Planning** – Several considerations related to planning for a potential 2020 issue of the e-Magazine exist, namely:
 - Based on its interactions with consumers/patients, and further review of an informal survey we conducted prior to production of the 2019 e-Magazine, Marcom is exploring a spectrum of topics that might serve as the editorial centerpiece of a BCAM 2020 e-Magazine effort. A strategic and brand-oriented approach to the editorial mapping of the next e-Magazine is essential, and the selection of a new centerpiece e-Magazine topic will be crucial to the success of any follow-up effort in 2020, so that the e-Magazine does not become a proverbial "one hit wonder." Also, a strong editorial centerpiece will help us combat competitive encroachment successfully, because in recent years Marcom has been doing "block and tackle" to offset brand infringement or the "copycat" activities of some other advocacy groups working in the VTE space.
 - Marcom sees the opportunity to expand the funding potential associated with the e-Magazine, by exploring the possibility of selling ad space in the BCAM 2020 issue, and also expanding the number of our corporate sponsors.
 - This is a large editorial undertaking that will require additional funding to better manage the work load and work flow for any upcoming e-Magazine. In 2019, Marcom staff researched and wrote all of the e-Magazine content, and also played a central role in directing creative with our external design firm. This work was completed in six short weeks, under tight deadlines and with many other forward-facing Marcom activities/deadlines taking place simultaneously. Marcom will need additional resources by mid-4Q19 to replicate and/or grow this effort successfully, and also to ensure a more realistic lead time should NBCA seek to unveil upcoming e-Magazines for BCAM in March 2020 and beyond.

2. CDC Funded Digital Media Campaign – Existing *STC-STW™* campaign assets and budget were leveraged to dramatically extend the reach of our BCAM efforts through A) a web banner ad and B) a social sharing Outbrain campaign.

A. Web banner: We orchestrated a two-month web banner initiative from mid-February to Mid-April 2019, focused on VTE in general and utilizing our *Stop the Clot, Spread the Word™/General Public* web banner (shown to the right).

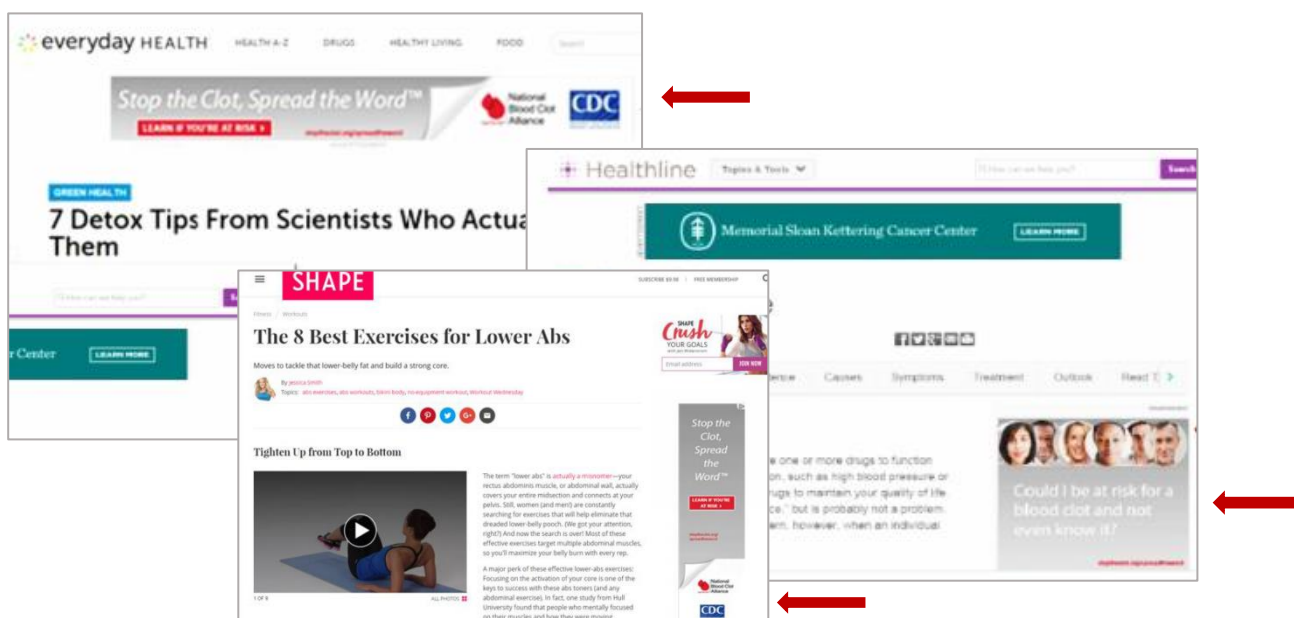
This digital media initiative included a blend of search intent technology, site retargeting, and behavioral targeting to ensure banner delivery at an optimal time during our target user's web experience to drive click thru rates. For clarification, each of the four banner panels appear individually on a web page, and then rotate or flash in and out to capture attention and convey the digital campaign call to action to click to "learn more." A click on any banner takes viewers to our *STC-STW™* campaign assets.



Key metrics for this banner ad effort include:

- **Audience impressions: 10+ million individuals reached**
- **Clicks to website: 6,000+ clicks to *STC-STW™* web portal**

A few sample screen shots (significantly reduced in size) of the individual banner panels as they appeared on info/news websites throughout BCAM are shared below:



B. Outbrain: During BCAM, or March 1 through March 31, Marcom also ran a CDC-funded Outbrain social media sharing campaign, which placed *STC-STW™* messaging as recommended content on the websites of key media subscribers, including *Time* magazine, CNN, and *The Washington Post*, for example. This sharing initiative involved six individual headline topics, all of which linked to key VTE information supplied by NCBA as part of its *STC-STW™* campaign.

Key metrics for this effort include:

- **Audience impressions: Nearly 20 million individuals were reached through this one-month promotion.**
- **Clicks to website: More than 25,000 total clicks to the *STC-STW™* web portal occurred (as shown below).**

The following provides a breakdown of shared headlines, clicks, and top publishers for this Outbrain Initiative:

Headline Results Breakdown	Clicks
Pregnant or expecting a baby? Know your risk for blood clots.	5,869
1 person in the U.S. dies from blood clots every 6 minutes.	5,110
Going to the Hospital? Get Better. Don't Get a Blood Clot.	4,024
Hospitalization increases blood clot risk. Know the signs.	3,821
Blood clots can affect anyone. Know your risk and the symptoms.	3,702
Headed to the hospital? Have a plan to prevent blood clots.	3,163
Total Clicks to STC-STW™ Content	25,869

TOP PUBLISHERS
WITH GREATEST
NUMBER OF
CAMPAIGN
CLICK THRU
OCCURRED ON
THE WEBSITES OF
THE FOLLOWING
NEWS SOURCES

CNN

MSN

ABC

FOX News

NY Post

People

ESPN

The Washington
Post

GQ

Wired

Samples of the shared/recommended VTE content as it appeared on subscriber/publisher websites appear below. As viewers/readers click on the recommended content blocks, they are taken to NBCA's STC-STW educational materials as demonstrated below.

 <p>Pregnant or expecting a baby? Know your risk for dangerous blood clots.</p>	 <p>1 person in the U.S. dies from blood clots every six minutes.</p>	 <p>Going to the Hospital? Get Better. Don't Get a Blood Clot.</p>
 <p>Hospitalization increases blood clot risks. Know the signs.</p>	 <p>Blood clots can affect anyone. Know your risk and the symptoms.</p>	 <p>Headed to the Hospital? Have a plan to prevent blood clots.</p>

C. CDC Webinar for HCPS: Lastly, in early March, and relative to our BCAM work with CDC, Marcom hosted a CDC webinar, *Venous Thromboembolism in Children: 2019 Scientific Update*, presented by MASAB member Neil Goldenberg, MD, and moderated by MASAB Chair Mike Streiff, MD. Key metrics for this effort include:

- **Registrations:** A record-setting 603 people registered for this webinar
- **Attendance:** 307 attendees
- **Recordings:** 182 post-webinar views to date of the recorded proceedings

3. NBCA Social Media: Marcom created and served up more than 100 pieces of creative/editorial content across all of NBCA's social media channels, this content reflected 5 key themes during the 5 weeks of BCAM: 1) BCAM kick-off, Get Involved 2) Risk Awareness, e-Magazine Unveiling 3) Signs and Symptoms, Personal Perspectives 4) Blood Clot Recovery, Lifestyle Issues 5. Prevention Measures, BCAM Community Thank You.

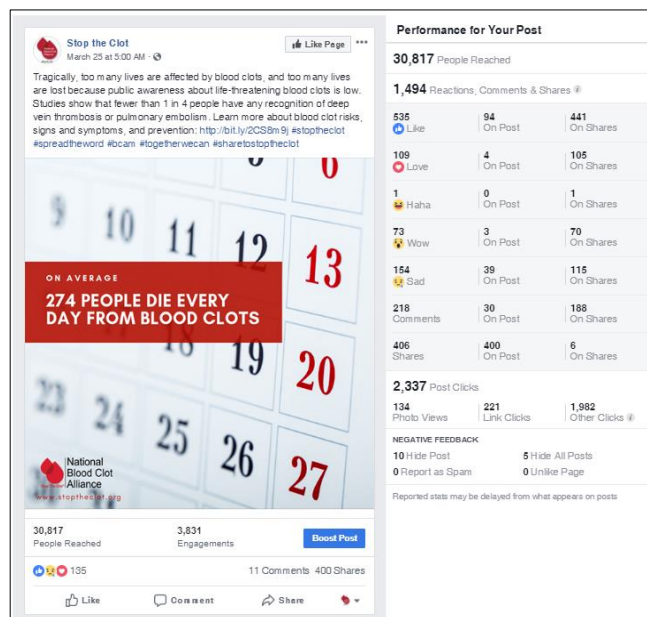
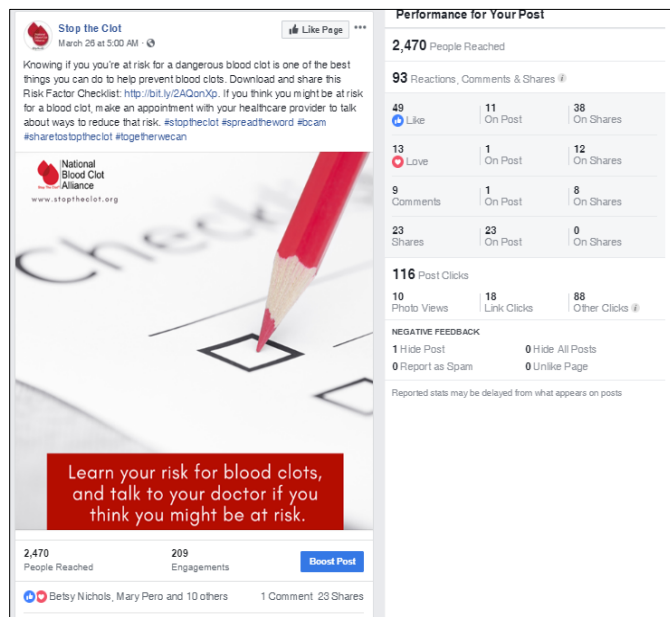
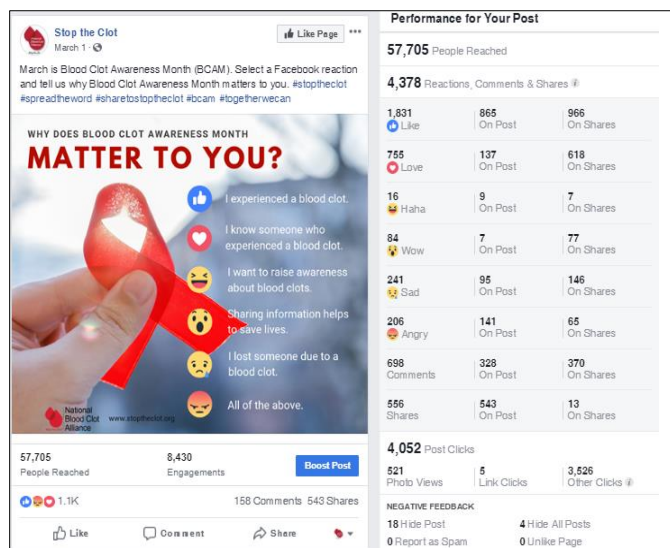
In addition, this content included the personal perspectives shared by numerous blood clot survivors, including [Pro Football Hall of Famer Harry Carson](#), who Marcom teamed up with to help add value to the e-Magazine and our BCAM efforts, and also [Mrs. Ohio Jeri Ward](#), who reached out to us on Facebook just prior to BCAM to express her interest in sharing her story with others in the community and general public. And, Marcom also managed a separate track of social media content for posting to the dedicated Twitter and newly dedicated Instagram account specific to our Women & Blood Clots program.

A few highlights or key metrics associated with these social media efforts include:

- **Facebook “Likes” exceeded 30,000** in March 2019, with a 10% gain in followers during March 2019, and a 50% year-over-year gain compared to the 20,000 followers recorded in March 2018.
- Nearly **2,000 Facebook followers adopt and adorn NBCA’s Facebook profile badge** during BCAM.
- In just the first week of BCAM, March 1 through Mar 7, we saw a **562% increase in Facebook followers, a 488% increase in total Facebook page views, and a 1,305% increase in Facebook post reach**. We attribute this to the significant enthusiasm that always surrounds the start of BCAM, but also this year to the marked response we realized relative to the new e-Magazine.
- On Twitter, we realized more than **150,000 impressions during BCAM**, and gained about 100 new Twitter followers.

A few of our top-performing social media posts, including their individual metrics reports, are shared below:

FACEBOOK SAMPLES



TWITTER AND INSTAGRAM SAMPLES

NBCA @StopTheClot
 March is Blood Clot Awareness Month. "Together We Can" share information to help stop blood clots and save lives. We invite you to join our 2019 campaign: <http://bit.ly/2tGztgr>. #stopthecLOT #spreadtheword #sharetothestopthecLOT #bcam #togetherwecan pic.twitter.com/upbWDAVLr

Impressions 3,611

Total engagements 146

Media engagements 44

Detail expands 33

Retweets 24

Likes 21

Profile clicks 12

Link clicks 10

Hashtag clicks 2

stopthecLOT
 Together We Can Do It! Share to Stop the Clot®
 Sign up to share at www.stopthecLOT.org/share

110 likes
 stopthecLOT Together We Can: Sign up now and Share to Stop the Clot® to raise awareness about blood clots. Once you do, you will receive e-mail updates... more
 View all 10 comments

stopthecLOT
 Every six minutes someone in the United States dies from a blood clot. Don't let that person be you or someone you know.

110 likes
 stopthecLOT If you think you might be too young or too physically fit to experience a blood clot, think again. Blood clots do not discriminate. They affect... more
 View 1 comment

Twitter activity

NBCA @StopTheClot
 Tragically, too many lives are affected by blood clots, and too many lives are lost because public awareness about life-threatening blood clots is low. Learn more about blood clot risks, signs and symptoms, and prevention: <http://bit.ly/2CS8m9j> #stopthecLOT #spreadtheword #bcam pic.twitter.com/QR9y60Hbc9

Impressions 4,986

Total engagements 94

Detail expands 24

Likes 22

Retweets 21

Link clicks 13

Media engagements 4

Tag clicks 4

Profile clicks 4

Hashtag clicks 2

stopthecLOT
 Where can I find support from people who understand?
 Connecting with peers who understand your situation, and your journey back to health, is very important and can truly make a difference.

29 likes
 stopthecLOT Together We Can Do It! Share important information about blood clot prevention. www.stopthecLOT.org

NBCA @StopTheClot
 About half of all blood clots occur during or within 3 months of a hospital stay or surgery. If you're headed to the hospital, make sure you work with your healthcare team to develop a blood clot prevention plan. <http://bit.ly/2gADWRT> #stopthecLOT #spreadtheword #bcam pic.twitter.com/vaOgXP26MT

Impressions 2,383

Total engagements 55

Likes 17

Retweets 15

Detail expands 9

Profile clicks 7

stopthecLOT
 Cancer and its treatments increase blood clot risk.
 Be able to recognize blood clot signs and symptoms, and talk to your doctor about a blood clot prevention plan.

37 likes
 stopthecLOT Cancer and some cancer treatments may increase your risk for blood clots. If you have cancer, or if you are undergoing cancer treatment, make... more

NBCA @StopTheClot
 March is Blood Clot Awareness Month (BCAM). Share an emoji and tell us why Blood Clot Awareness Month matters to you. #stopthecLOT #spreadtheword #sharetothestopthecLOT #bcam #togetherwecan pic.twitter.com/XXzg15TKVt

Impressions 7,039

Total engagements 435

Media engagements 227

Detail expands 72

Likes 47

Retweets 32

Replies 25

Profile clicks 20

Link clicks 8

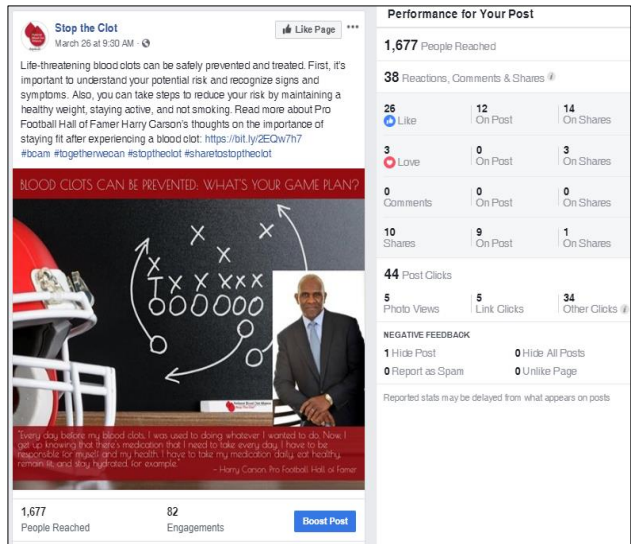
Hashtag clicks 4

Promote your Tweet
 Your Tweet has 7,039 total impressions so far. Get more impressions on this Tweet!

Promote your Tweet

4. Influencer Engagement, Evolving Opportunities

Harry Carson, Pro Football Hall of Famer, Blood Clot Survivor



Marcom worked closely with Harry Carson’s agent for several months to secure his participation in our 2019 BCAM efforts.

After spending time sharing his experiences as a blood clot survivor with us, Marcom drafted Mr. Carson’s personal blood clot story as a cover article for the inaugural BCAM e-Magazine, and also created a series of social media posts specific to his personal narrative, illustrious football career, and focused on key messages he wanted to convey.

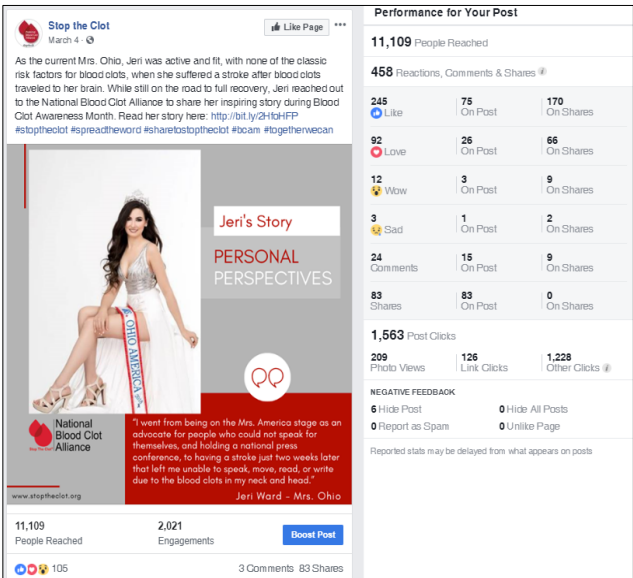
Presently, we are hosting his personal story on our website, as a subpage to our *Athletes & Blood Clots* web page, and working closely with his agent to identify other awareness efforts that might be appropriate/possible as we work to integrate him into upcoming Marcom efforts. Specifically, we are exploring a partnership with Mr. Carson tied to NBCA’s potential upcoming World Thrombosis Day communications plans, and we may also explore collaborative opportunities with the NFL after Marcom is able to discuss the matter with a key NBCA Board member.

Jeri Ward, Mrs. Ohio, Stroke and Blood Clot Survivor

On March 1, 2019, just as BCAM was kicking off, Jerri Ward, a widely regarded role model and community advocate in Ohio, reached out to us via Facebook to express her interest in sharing her story as a stroke survivor. Jerri is still recovering from a brain clot and stroke she suffered in 2018 that left her unable to speak or walk, but she has made tremendous progress with her recovery and is now selflessly committed to raising awareness about blood clots and clot-provoked stroke.

For BCAM 2019, we shared Jerri’s story on our website and via social media. Since then, we expanded our collaboration with her, and she is working with us on a modest social media effort in May – Stroke Awareness Month – regarding clot-provoked stroke. She also is scheduled to do several local media appearances in Ohio in May, and will point to NBCA’s website as a resource.

Moving forward, we are exploring a possible initiative with Jeri, and other key influencers she is aligned with in Ohio, such as the Junior League of Dayton. Specifically, we are evaluating opportunities to work with Jeri on a World Thrombosis Day communications effort in October.



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