



ACKERMANN MARKETING

*smart strategy, creative thinking*

## CASE STUDIES

## Smart Strategy

Strategy always precedes execution. It is how we work and what makes us different. Strategy is critical because it dictates the most efficient use of marketing and communications resources against clearly-defined goals.

## Creative Thinking

Our ideas are at the core of our differentiation. We look at problems or situations from a truly creative perspective which results in unorthodox solutions that work.

## Integrated Approach

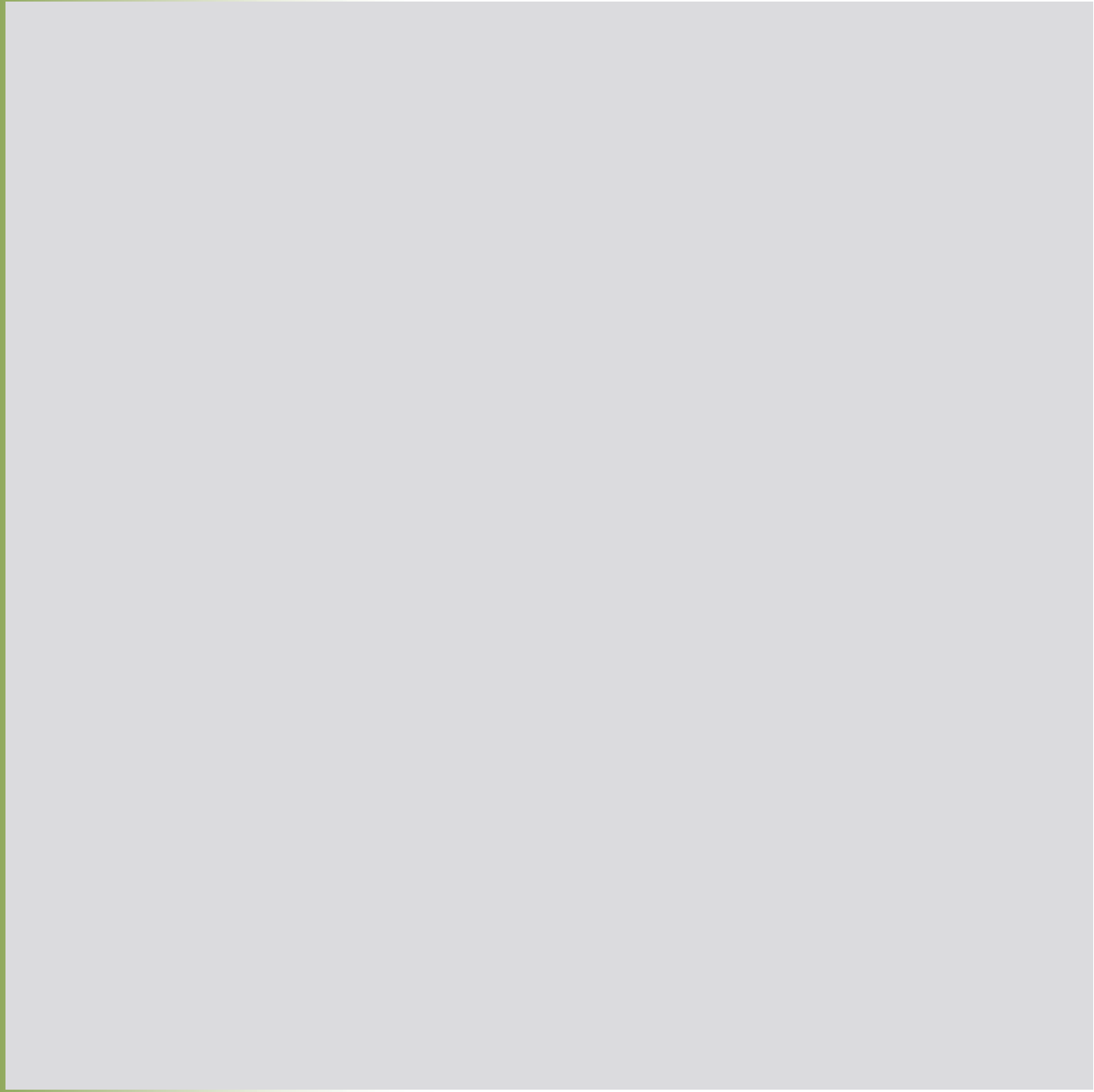
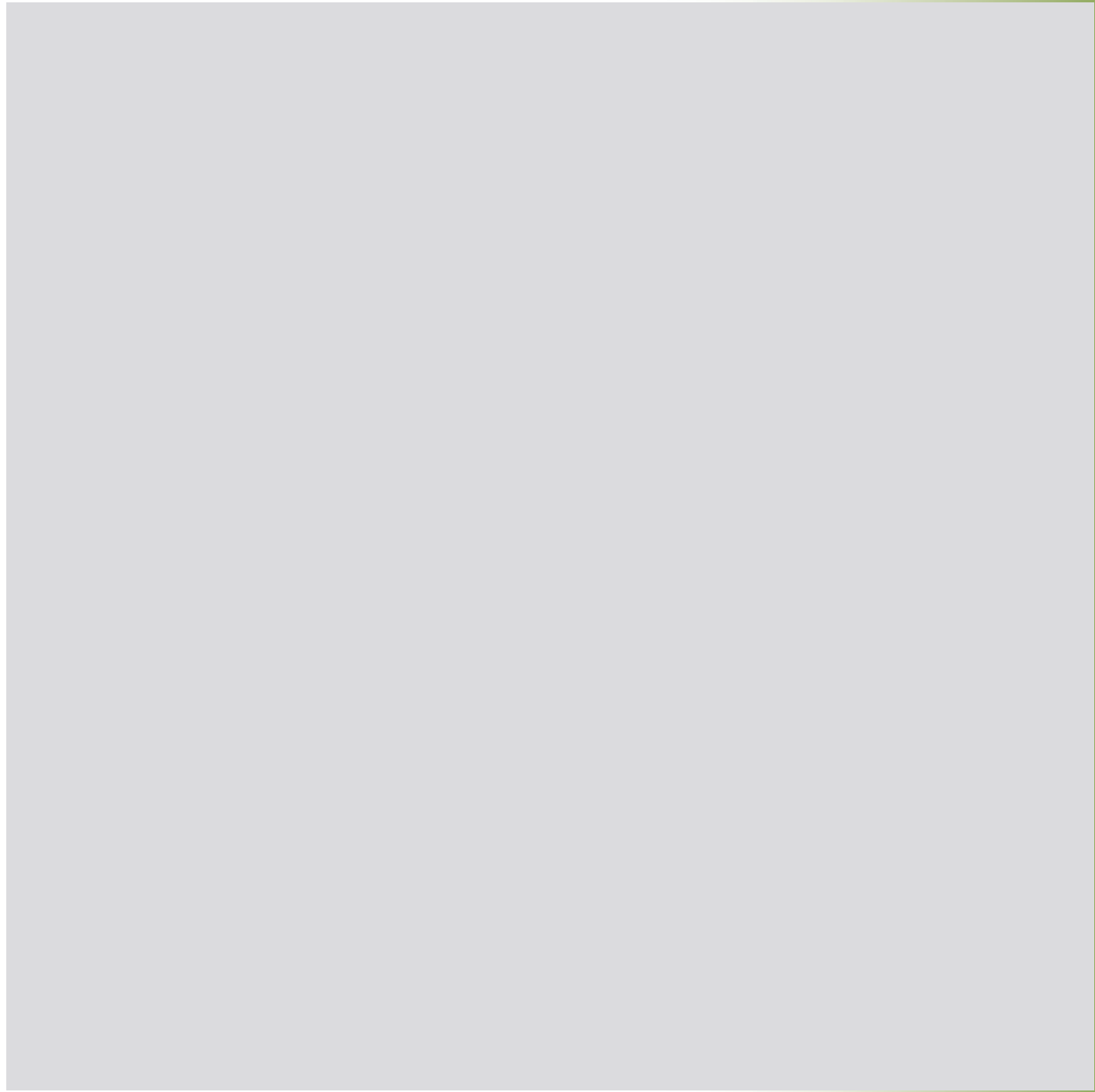
Our integrated marketing approach presents your brand as one consistent voice, across both traditional and non-traditional marketing channels, utilizing the most effective outreach methods to reinforce each other and create momentum.

## Compelling Communication

We build campaigns and programs that communicate the most complex ideas in easy-to-understand and compelling ways.

## Team Depth

We have a team of senior level marketing strategists focused on creating strategic, research-driven big ideas that deliver measurable business growth. We don't have any beginners.





## ISSUE

CDC Traveler's Health was tasked with developing and implementing a national public awareness campaign to influence tourists during the 2009/2010 flu season to include H1N1 prevention and awareness in their travel plans. CDC Traveler's Health selected Oak Ridge Associated University as the prime contractor to map out the public awareness campaign. ORAU selected Ackermann as a subcontractor to drive the campaign's overall creative, advertising, media, public relations and digital and social media strategies.

## IDEA

Alongside crews from ORAU and CDC, Ackermann developed an overarching flight plan that included:

- Implementation of a broad-based umbrella national communications campaign to inform and educate United States travelers
- Support for the umbrella strategy with audience-specific seasonal communication initiatives
- Creation of specific seasonal or special occasion promotions within the campaign
  - Holiday travel, 2010 Olympics, Spring break

The creative strategy included developing consumer-focused graphic and copy platforms that would resonate with the traveling public and break through today's enormous consumer communications clutter.

The advertising strategy was to intercept domestic and international travelers during the peak holiday travel season, and to approach as a national, consumer campaign utilizing a communications media mix that balanced high-visibility, reach, frequency and cost. The media mix included national newspaper – USA Today, XM Satellite Radio, major airport diorama displays, Yahoo platform behavioral targeting online advertising, and online advertising on the Expedia and Travelocity travel websites.

## IMPACT

As of take-off, the campaign launch announcement had generated several thousand media, blog and Twitter pickups. The projected audience reach for the advertising components of the two-month campaign was 131,600,000 impressions.











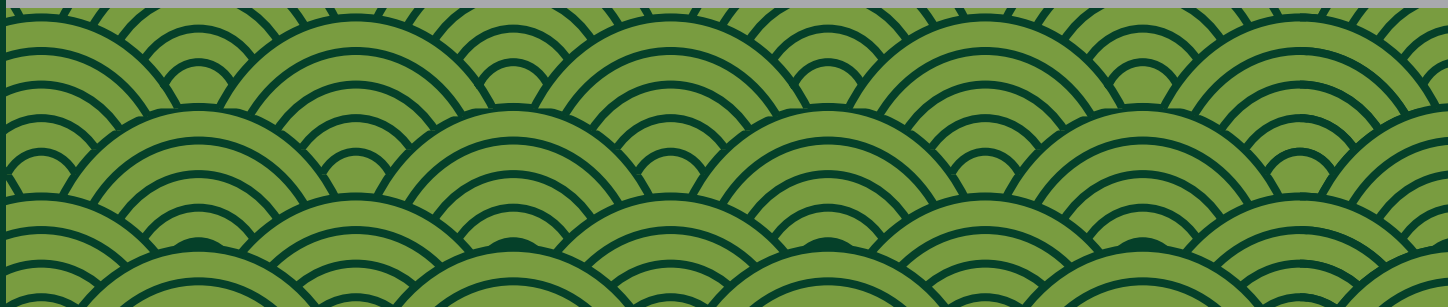


























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Strategic Planning	Public Relations
Product Marketing	Brand Identity
Digital Strategy	Advertising