

PromoAid

About PromoAid

PromoAid is a company that has streamlined how marketers and agencies screen, research and select marketing programs used to execute their strategic plans. PromoAid provides a one-of-a-kind marketing data platform containing comprehensive information on 1,700+ marketing service vendors. Backed by decades of experience in marketing and consumer promotion, the PromoAid team has put together an automated service that performs program and vendor searches based on our clients specific marketing needs. PromoAid compiled the most sought after information - reporting up to 30 data points of information for each vendor/programs, enabling detailed matching, evaluation and comparison for programs that match our client's specific needs. This provides our clients a more effective and efficient way to manage the selection process of marketing programs and gives them greater exposure to the types of programs available.

Client Situation / Challenge

- Situation: National feminine hygiene brand challenged to dispel myths about the usage and resulting implications of their product within the Hispanic market
- Client's goal: Identify methods to communicate directly with 12-17 year old Hispanic females and their mothers (either individually or jointly) with a "myth vs. fact" message
- Client request: Client specifically interested in communication opportunities within doctors' offices

How PromoAid Addressed the Situation

- Ensured a thorough understanding of the current situation and specific objectives of the client by clarifying:
 - What the myths vs. facts are and how these myths have been perpetuated
 - How this campaign will be measured (what is the ROI metric which will be evaluated)
 - Why the client was specifically interested in doctors' office communications
 - If the communication needed to be in English, Spanish, or both
 - If sampling or couponing could potentially be part of the campaign

- Strategized the best communication method(s) to reach this specific audience with this particular message:
 - Understanding the specific request for opportunities within doctors' offices, first identified 4 programs that enable bilingual communication within OB/GYN and Pediatrician offices
 - Investigated alternative communication methods to reach this specific audience with this potentially sensitive message
 - Continually ensured suppliers contacted had experience not only with the category but also with this audience specifically, as this issue has deep-seated ethnic roots

Results

- The PromoAid Custom Search Report included four categories of programs to deliver on the specific needs of this client. The client was presented with several programs in each category with up to 30 data points of information about the program along with specific notes collected by PromoAid in reference to the client search:
 - Category 1: The "Doctors Office" programs specifically requested
 - Category 2: Sampling and Literature programs -- These programs offer the opportunity for direct, 1-to-1 communication with the target audience via a variety of methods including email, Mom networks, clothing boutiques, and restroom posters enabling a more personal approach to interact directly with the consumer
 - Category 3: Location Based Media programs -- These programs offer the opportunity to reach the teen target audience in a location where they will be receptive to this message, including in-school gyms/locker rooms or in health clubs, placing the message in locations where the topic would not be embarrassing or out of place
 - Category 4: Social Media programs: These programs could stand alone or be a strong augment to a program in an above category, extending the reach of the message and providing the opportunity to communicate both on a mass scale and also in a more personal manner utilizing media such as Facebook's Hispanic community (Being Latino)

Outcome

- The client has engaged with select vendors in each category to pursue programs that will be utilized to achieve their strategic objectives
- This custom search benefitted the client by saving hours of internal research time, introducing new categories of programs for consideration and enabling them to gain specific information from suppliers anonymously