

Reduce Your Risk: A Promotional Campaign

A well-known health organization is frustrated by the rise in health problems such as heart disease and high blood pressure, despite the many promotional campaigns aimed at preventing such diseases. Searching for a method that works, the organization has contracted the marketing firm of Innovators Inc. and challenged them to come up with a more successful approach to boosting the health of the public. Identifying your age group as the one they would most like to target, Innovators Inc. has sent you the following:

Innovators Inc. Request for Proposal:

Project Goal:

We are seeking to hire someone to design a health campaign utilizing the approach you think would be most effective to influence your peers to adopt a healthy lifestyle that lowers their risk of developing preventable diseases.

This campaign can target the prevention of a specific disease, or make general recommendations that encompass the prevention of a number of diseases. New ideas and approaches are encouraged and preferred.

Please submit a proposed health campaign using the attached forms. You may write on the back if more space is needed.

Proposals will be ranked according to the following criteria:

Topic: Disease target(s) or purpose of campaign is stated

Key Points: Campaign is designed around key points that are clearly stated

Medical Merit: Key points are appropriate for disease target(s)

Write Up: Campaign is clearly described in proposal write-up

Innovation: Campaign is different from the typical health campaign

Below is a list of potential topics your campaign may focus on:

Proposal must be in by : _____

Official Proposal Form



This Proposal Submitted by:

Topic:

Key Points Campaign Will Address:

Proposed Campaign (describe the campaign here):

Innovation: How is this approach different from existing campaigns?

Materials Used (circle all that apply):

- | | |
|--|----------------|
| Paper | Video Camera |
| Pencil | TV monitor |
| Computer | Voice recorder |
| Internet Access | Other_____ |
| LCD Projector | Other_____ |
| Poster Board | Other_____ |
| Art supplies (markers, paint, scissors, glue, tape etc...) | |