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LONG TERM CARE

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"Color Your Mind" with Newman Long Term Care

A Plan to Drive Traffic to the Consumer Website by
Promoting the Coloring Book, "Color Your Mind" by
Maria Shriver

By: Alex Barton-Perez
July 6, 2017



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Insurance Solutions for Long Term Care are All We Do!

Executive Summary

This plan consists of a concise overview of an opportunity presented to the marketing team at Newman Long Term Care, an indepth description of the audience the proposed campaign will try to reach, and an outline of various strategies conceptualized specifically to reach the campaign goal and objective. This plan helps to execute what started as an idea and turn it into measurable results.

Situation Analysis

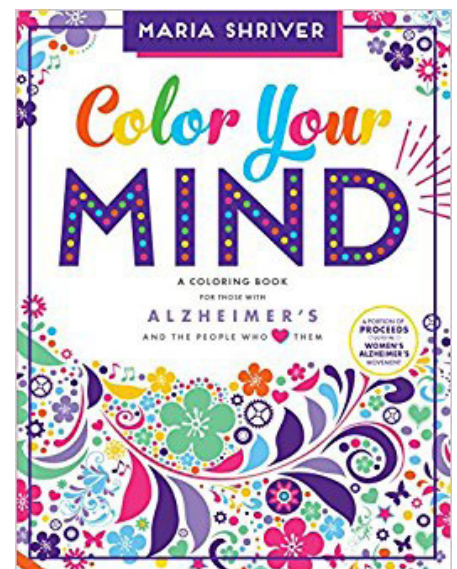
There are an estimated 5.4 million cases of diagnosed Alzheimer's disease with the number predicted to increase to 16 million by 2050. Alzheimer's disease is the 6th leading cause of death in the United States and is the only top-10 killer that cannot be prevented, cured or slowed. Once a patient is in the final stages of the disease, they are likely to need round-the-clock care. Over 15.9 family and friends are providing 18 billion hours of unpaid care to loved ones with Alzheimer's disease.

Media personality Maria Shriver has recently created a coloring book for Alzheimer's patients and their family members. Shriver's father was diagnosed with Alzheimer's and died 8 years after his diagnosis from the disease. Motivated to help others who witness the toll that Alzheimer's can have on patients and their families, Shriver teamed with doctors and other trained professionals to create the coloring book, "Color Your Mind."

Research shows that adult coloring books can relieve stress and anxiety by helping with the ability to focus. The repetition and attention to patterns and detail associated with coloring can change heart rate and brain waves.

The purpose of "Color Your Mind" is to create a calming activity for Alzheimer's patients and their caregivers. Often times, the conditions of Alzheimer's disease leaves patients debilitated with limited mobility. The hope is that this coloring book will allow Alzheimer's patients and their loved ones to have meaningful visits by engaging them in an activity that has calming and predictable results.

Alzheimer's patients and their caregivers fall into the general target audience of Newman Long Term Care. Individuals and their potential caregivers preparing for long term care are the ideal consumers of the solutions Newman offers. Newman hopes that these individuals, along with those currently living through a long term care event, are using Newman's consumer website as an LTCI resource.



Please note that none of Newman's competitors are promoting this new coloring book to the target audience mentioned above at this time.

Statement of Purpose

This plan presents a proposal for a marketing and social media campaign that promotes the coloring book, "Color Your Mind" by Maria Shriver, in order to drive consumer traffic to the Newman Long Term Care consumer website and to become a resource to potential and current long term care patients and their caregivers.

Target Audiences

The forthcoming plan targets five distinct audiences: Alzheimer's patients, caregivers, potential and current long term care insurance (LTCI) policy holders, long term care facilities, and trained healthcare professionals.



Alzheimer's Patients - The average Alzheimer's patient is above 65 years old and is expected to live anywhere from 3 to 10 years after their diagnosis. Two-thirds of Alzheimer's patients are women. The condition affects one's cognitive abilities which then affects their mental capacity and physical capabilities.



Caregivers - Most often times, caregivers are unpaid family members and friends. The majority of caregivers (65%) are women and are anywhere between ages 18-49 years old. Over 15.9 million caregivers provide over 18 billion hours of unpaid care per year. Seventeen percent of working adults provide unpaid care and 40 percent of them spend over \$5,000 out-of-pocket per year on providing care.



Potential & Current LTCI Policyholders - The average LTCI policyholder is 61 years of age, but only 9 percent of this target audience is above the age of 70. The vast majority (75%) are married with a median income of over \$100,000. Almost 70 percent of all policyholders are college educated as well as employed.



Long Term Care Facilities - Slightly over 5 percent of the population over 65 years old reside in a long term care facility. The majority of long term care facility residents, however, are over the age of 80. Over 50 percent of these residents have some form of dementia. Other than patients, these facilities are also occupied by doctors, nurses, caregivers and volunteers. The average national cost of a private room in a nursing home is \$92, 378 annually.



Trained Healthcare Professionals - The diversity of this field is too vast to narrow this target audience to a few characteristics. However, there is one interesting trend among this industry in regards to education. Medical schools have begun to increase the amount of geriatric exposure and education after a survey concluded that physicians do not believe they have the full capacity to properly take care of elderly adults.

Goal:

To increase the amount of visitors to the consumer website and collect the information of such visitors as potential consumer leads

Objective #1:

To increase the average number of views and clicks by 25 percent on the consumer website and blog by August 15th

Objective #2:

Collect 15 consumer contacts, five of which are new, by August 15th

Tactics:

- Blog Post
- Social Media Calendar
- Endorsements
- Giveaway

Tactic #1: Blog Post

Content will be created and posted to Newman's consumer blog to target the five niche target audiences.

The content of the blog will begin with hard hitting facts and the truth about Alzheimer's disease in order to create an emotional response from readers. The conversation will then move into where the care is provided for Alzheimer's patients and who provides that care. Next, the blog will illustrate the long term care solutions that help pay for said care. Long term care insurance will then be highlighted as the preferred care solution. Lastly, celebrity endorsers for long term care will be examined, including media personality Maria Shriver. The blog post will end with a giveaway of Maria Shriver's new coloring book, "Color Your Mind."

There will be a submission section at the end of the post where visitors can type in their name and email address in order to be entered into the giveaway pool.

(See Appendix for content)

Tactic #2: Social Media Calendar

In order to effectively reach the target audience with the blog post, the link to the blog post will be posted to various social media outlets. The dates and times of these posts will be strategically chosen and outlined in a social media calendar.

Each post will have a slightly different message that will work as click bait to persuade readers to click on the link, read the post and enter the giveaway.

In addition, each post will contain hashtags and tags relevant to the posts. Some examples of tags and hashtags include but are not limited to @MariaShriver, #EndAlz and #ColorYourMind.















(See Appendix for example post content)

(See page 5 for Social Media Calendar)

July

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|----------|---|---|-----------|--|---|----------|
| | | | | | | 1 |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 |      | 18 | 19 |   | 21 | 22 |
| 23 30 | 24 31 |   | 26 | 27 |   | 29 |

August

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--------|---|---|-----------|--|---|----------|
| | |   | 2 | 3 |   | 5 |
| 6 |     | 8 | 9 |   | 11 | 12 |
| 13 |   | 15 | 16 | 17 | 18 | 19 |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 27 | 28 | 29 | 30 | 31 | | |

Tactic #3: Endorsements

One great strategy to expand reach is to use others as a resource. For this tactic, Newman will reach out to others who will be able to create for them a mutually beneficial relationship.

For this campaign, Lori LaBey of Alzheimer's Speaks will be contacted in hopes that she will promote the blog post and giveaway on her social media channels. In return, we can offer resources to her audience that will help them to better understand and prepare for long term care, which is similar to her mission and the foundation of her business - to improve dementia care through education.

LaBey has almost 8,000 followers on Twitter, making her reach much wider than Newman's. She is also a credible, local and national resource for Alzheimer's disease, so, Newman's campaign and giveaway would be very appealing to her followers.

LaBey was also a guest co-host on Savvy Senior Sources with Beth Paterson when Deb Newman appeared to speak on the topic of long term care insurance as an essential part of retirement planning.

(See Appendix for pitch)



Another media personality that could build a mutually beneficial relationship with Newman through this campaign is Cathy Wurzer of Minnesota Public Radio (MPR).

MPR has a massive audience of about 900,000 individuals. The majority of its audience are choice consumers, business leaders and influencers in Minnesota. This would help spread the word for Newman's campaign as well as reach people who are in need of the resources Newman has to offer.

This campaign may also be in particular interest to Wurzer given that she did a story in 2015 on the journey of a patient suffering from ALS. The story, "Living While Dying" by Wurzer, has similarities to the journey of a patient suffering from Alzheimer's disease. Thus, this campaign may also spark interest in not only Wurzer but her audience as well.

(See Appendix for pitch)

Tactic #3: Endorsements (cont.)

The last proposed media endorsement is Kari Berit. Berit hosts a radio talk show titled "The Unexpected Caregiver." Berit is a caregiving expert that broadcasts her talkshow on three different radio stations in Minnesota and Wisconsin.

Not only would this endorsement help to expand reach locally, but it would also help to expand reach right outside of Minnesota.

The show covers a wide range of topics surrounding the topic of caregiving from advice on how to cope with the stress of caregiving to talks about long term care insurance. Alzheimer's is also a popular topic of discussion on her show.



Deb Newman has already been featured on Berit's show, so a mutually beneficial relationship has been previously established.

(See Appendix for pitch)

Tactic #4: Giveaway

For the last tactic, we will give away five copies of Maria Shriver's "Color Your Mind" coloring book.

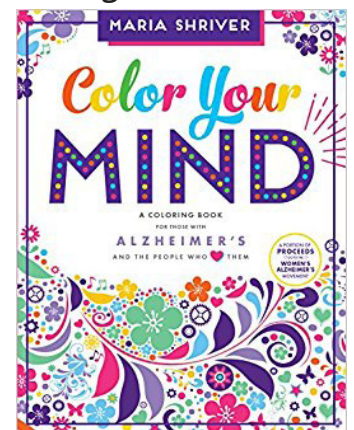
At the bottom of the blog post, there will be a section to electronically enter a name and an email. These names and emails will be collected and automatically entered into the drawing pool for a free coloring book.

Not only does this give consumers an incentive to click and read the article, it will also give Newman contact information that can be used in the future making these contacts potential consumer leads, if they have not already worked with Newman before.

The last day to enter will be August 14th, and the drawing date will be August 15th. The contacts who entered their information will receive an email prior to the drawing date stating when and where they can watch the video of the drawing.

Each name electronically entered will then be hand written on piece of paper and mixed into a container. A Newman representative will draw 5 names at random. This drawing will be recorded, and the video will be uploaded to the Newman Long Term Care Facebook account.

The winners will be informed via email, and their mailing addresses will be collected at that time.



Timetable

| | |
|------------|---|
| July 6: | - First blog draft - Hailey |
| July 10: | - Blog draft review - Alex |
| July 11: | - Final blog draft sent for final review - Craig |
| July 17: | - Blog posted to consumer site - Social media calendar begins - Facebook, Twitter, Google+ & LinkedIn post |
| July 20: | - Facebook & Twitter post - Pitches sent to Endorsers |
| July 25: | - Facebook & Twitter post |
| July 28: | - Facebook & Twitter post |
| August 1: | - Facebook & Twitter post |
| August 4: | - Facebook & Twitter post |
| August 7: | - "Last Chance!" posts begin - Facebook, Twitter, Google+ & LinkedIn post |
| August 10: | - Facebook & Twitter post |
| August 14: | - Facebook & Twitter post - Reach out to submitters about when and where they can watch the drawing - Purchase coloring books |
| August 15: | - Drawing takes place - Video recording of drawing is uploaded to Facebook |
| August 16: | - Contact winners and collect mailing addresses - Send "Thank You" to Endorsers and Participants |

Budget

| | |
|---|---------|
| "Color Your Mind" coloring book, 5 copies | \$48.40 |
| TOTAL | \$48.40 |

Challenges

There are several challenges that could prevent the success of achieving the goals of this plan. The greatest challenge is to get a large enough reach through the blog post and social media posts that Newman hits the mark on the objectives to increase visitors to the consumer site and obtain 15 contact names, five of them being new.

The second greatest challenge is to persuade the endorsers to work with us. Their schedules and interest in the campaign is out of Newman's control.

Evaluation

The evaluation of this campaign is simple since the two objectives share the same tactics and the programs involved in the tactics have built-in insight features. The following list outlines how this campaign will be evaluated:

- Weekly social media analytics will be recorded on Facebook, Twitter, Google+ and LinkedIn
- Weekly analytics of the consumer blog given to Newman will be recorded
- Weekly recording of the number of names and emails entered through the blog post
- Number of reactions, retweets, clicks, etc. from the social media posts of Newman's endorsers will be recorded weekly

Conclusion

Newman has been presented with a unique and timely opportunity. This opportunity could lead to business expansion, improvement to brand reputation and new consumer leads. This can be achieved and the tactics can be properly executed by following this thorough and strategic marketing plan.



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Appendix

I. Tactic #1: Blog Post

Title: "Color Your Mind" Book Giveaway

Alzheimer's: A topic of conversation that is unfortunately making its way into the homes of more Americans these days. Within the last 15 years, the number of individuals in the United States living with this disease has increased by 55 percent, with the expected number of cases projected to rise to 16 million in 2050.¹

Reports indicate that the total number of patients living with Alzheimer's today may be even more dramatic than what originally meets the eye. The estimated number of Alzheimer's cases is 5.4 million. However, when combined with the number of patients who have developed the illness but are not yet symptomatic, the running total of those with Alzheimer's disease is then somewhere around 11 million.²

With the number of Alzheimer's patients on the rise, more families are tasked with either the burden of providing care to their loved ones themselves or finding a suitable long term care solution that fits their needs as well as the needs of their loved ones.

Although there are many locations in which long term care can be provided, there seems to be a shift towards home healthcare. Research from Centers for Disease Control and Prevention show that more patients are beginning to utilize care options that take place within the home when it comes to Alzheimer's care.

In 1999, just 13.9 percent of Alzheimer's patients died within the comfort of their own homes as compared to the current 24.9 percent of patients. While this data may seem to suggest that more family members are deciding to burden themselves with the full-time job as an unpaid caregiver of an Alzheimer's patient, this may not actually be the case.

What many individuals fail to realize is that 80 percent of long term care is provided at home.³ This means that patients have the option of receiving professional care without having to move into an organized facility, such as a nursing home. A long term care insurance policy can help make this possible.

While it's great that patients are presented with more attractive options for their long term care these days, the bottom line is that the unpredictability of when an individual may need long term care is something that could potentially present a problem to all families.

This is where the importance of a long term care plan comes into play. By taking out the guesswork of when care will be needed, families can rest assured that they have the necessary coverage to provide for their loved ones without needing to make major sacrifices in their own lives. This is especially true for most Alzheimer's cases since around-the-clock care is usually required at the final stages of the disease.

In a campaign by Genworth Financial, celebrities came together to discuss the importance of long term care insurance and being prepared for the future. Their compelling personal experiences and stories shed light on how common it is to need some form of care as we age. This fact reins

especially true when facing the severe cognitive effects of diseases such as Alzheimer's.

Celebrity Endorser of Genworth Financial, Maria Shriver, has a particularly close tie to the Alzheimer's issue. After witnessing the toll that the disease took on her father when he was diagnosed in 2003, Shriver was eager to create something that would allow the family members of Alzheimer's patients to continue to have meaningful interactions with their loved ones as the disease progresses.

In an article on Today, Shriver recounted how she would frequently take to doing puzzles or doodling with her father, Sargent Shriver, when she went to visit him because many other activities were unsuitable for his condition. With this in mind, Shriver set out to create "Color Your Mind," a coloring book developed to "create a calming, soothing, guided activity that patients and caregivers can do together."⁴

The idea of coloring books tailored towards an older demographic is not necessarily a new one. For years now, coloring books aimed to help adults manage stress and improve mindfulness have been increasingly popular. The repetition of coloring the same image over and over has been shown to physically change heart rates and brain waves of individuals, while allowing them to focus on a single accomplishment.⁵ Shriver's new book claims to have the same stress reducing effects of any other coloring book on Alzheimer's patients.

In the spirit of nurturing the relationships within families as loved ones age, Newman is extending an exciting giveaway opportunity. From now until August 14th, we will be collecting names to give away copies of Maria Shriver's new book, "Color Your Mind," to five lucky drawing winners. To be entered into the drawing, please submit your name and email below. Winners will be declared on August 15th.



Newman is a great resource to help explore long term care solutions that would fit you best. For 26 years we have focused solely on long term care insurance and pride ourselves on our expertise in the industry.

One of our main goals is to allow families to enjoy each other's company without the burden of having to handle a long term care plan on their own. With a similar goal, this book facilitates the families of Alzheimer's patients to connect and spend time with their loved ones in a meaningful way and make the most of their time together.

If you wish to enter our drawing for a copy of "Color You Mind" by Maria Shriver, please enter your name and email below:

(Insert submission boxes here)

If you wish to learn more about long term solutions, please contact us at 612 454 4400.

¹ CNN, Death rate from Alzheimer's disease in the US has risen by 55%, says CDC

² Forbes, Alzheimer's Affects Twice as Many People as Estimated Suggests New Study

³ Congressional Budget Office, Rising Demand for Long-Term Services and Supports for Elderly People

⁴ Today, Maria Shriver creates first coloring book for people with Alzheimer's

⁵ Medical Daily, The Therapeutic Science of Adult Coloring Books: How This Childhood Pastime Helps Adults Relieve Stress

II. Example Social Media Content

Post #1:

Twitter:

Attention Caregivers! Learn about Alzheimer's disease and enter for a free giveaway here: (link)

Facebook, LinkedIn & Google+:

Read our latest blog post to learn about the facts and detrimental effects Alzheimer's disease has on patients and their families. Also, enter to win a FREE adult coloring book created by @MariaShriver specifically for Alzheimer's patients and their caregivers. #ColorYourMind #EndAlz

Post #2:

Twitter & Facebook:

@MariaShriver created a coloring book for Alzheimer's patients and their caregivers. Click the link to win a free copy #ColorYourMind (link)

Post #3:

Twitter & Facebook:

In 2050, every 33 seconds one American will be diagnosed with Alzheimer's. Click to learn more #EndAlz (link)

Post #4:

Twitter & Facebook:

Alzheimer's disease leaves caregivers struggling to find meaningful activities to do with loved ones. This book can change that: (Link)

Post #5:

Twitter & Facebook:

GIVEAWAY! We are giving away 5 copies of @MariaShriver #ColorYourMind coloring books for Alzheimer's patients (link)

Post #6:

Twitter & Facebook:

Alzheimer's is the only top 10 killer that cannot be prevented, slowed or cured. Learn about the facts, #LTCI & more: (link)

Post #7:

Twitter:

Only one more week to enter to win a free copy of #ColorYourMind coloring book for Alzheimer's patients #EndAlz (link)

Facebook, LinkedIn & Google+:

Thank you to everyone who has entered our giveaway! If you have not yet entered to win your free #ColorYourMind coloring book for Alzheimer's patients click the link! Also, click to learn more about the facts and effects of Alzheimer's disease #EndAlz #LTCI (link)

Post #8:

Twitter & Facebook:

Who doesn't love giveaways!? Click the link to learn more and enter to win! #ColorYourMind #EndAlz #LTCI

Post #9:

Twitter & Facebook:

Last Chance! Click the link to enter for a FREE adult coloring book for Alzheimer's patients #ColorYourMind (link)

III. [Pitch to Lori LaBey](#)

TO: Lori@AlzheimersSpeaks.com
SUBJECT: Exclusive on Alzheimer's Disease and LTCI

Dear Lori,

Newman Long Term Care has began a marketing and social media campaign that is centered around the unfortunate and inevitable prevalence of Alzheimer's disease and the value of long term care insurance as a solution.

Our "why" at Newman is for the caregivers. We do what we do to help protect the people our consumers care about most. So, when Maria Shriver released her new adult coloring book, "Color Your Mind", we could not help but seize the opportunity to promote this if it meant making caregiving just a little bit easier for someone out there caring for an Alzheimer's patient. With that being said, we are offering five free copies of this coloring book to those who enter to win.

We believe the audience you draw could greatly benefit from this giveaway. [You can follow this link to read our latest blog post](#) about the facts and detrimental effects of Alzheimer's disease and learn more about our giveaway.

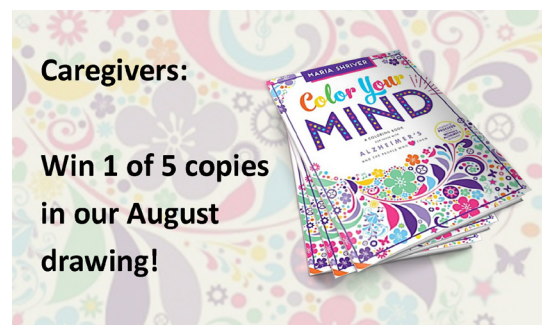
We ask that you promote our campaign by sharing our link above to any of your social media platforms. Also, we would like to offer exclusive insights from our CEO Deb Newman, who can speak on your show about why long term care insurance is a great solution in case of a long term care event and especially for an Alzheimer's disease diagnosis.

We received such great feedback from Deb's appearance on Savvy Seniors Sources hosted by Beth Paterson and co-hosted by you, that we would love to work with you again and reach your followers specifically on this issue.

Please contact me before August 1st if you are interested in this opportunity. Thank you for your time and consideration.

Best,

Alex Barton-Perez
Marketing Intern
Newman Long Term Care
612 454 4408
AlexB@NewmanLTC.com



IV. [Pitch to Cathy Wurzer](#)

TO: cwurzer@mpr.org
SUBJECT: Exclusive on Alzheimer's disease and LTCI

Dear Cathy,

Newman Long Term Care has began a marketing and social media campaign that is centered around the unfortunate and inevitable prevalence of Alzheimer's disease and the value of long term care insurance as a solution.

After reading your story about Bruce Kramer's difficult journey battling ALS and seeing the traction the story picked up, we believe that your audience would not only find great interest and benefit in our insights and what we have to offer, but they would also take action.

Our "why" at Newman is for the caregivers. We do what we do to help protect the people our consumers care about most. So, when Maria Shriver released her new adult coloring book, "Color Your Mind", we could not help but seize the opportunity to promote this if it meant making caregiving just a little bit easier for someone out there caring for an Alzheimer's patient. With this being said, we are offering five free copies of this coloring book to those who enter to win.

[You can follow this link to read our latest blog post](#) about the facts and detrimental effects of Alzheimer's disease and learn more about our giveaway.

We ask that you promote our campaign by sharing our link above to any of your social media platforms. Also, we would like to offer exclusive insights from our CEO Deb Newman, who can speak with you in a one-on-one interview about why long term care insurance is a great solution in case of a long term care event and especially for an Alzheimer's disease diagnosis.



Please contact me before August 1st if you are interested in this opportunity. Thank you for your time and consideration.

Best,

Alex Barton-Perez
Marketing Intern
Newman Long Term Care
612 454 4408
AlexB@NewmanLTC.com

V. [Pitch to Kari Berit](#)

TO: beritkari80@gmail.com
SUBJECT: Exclusive on Alzheimer's disease and LTCI

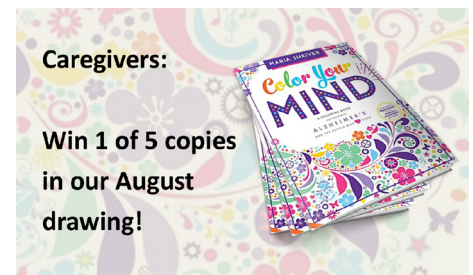
Dear Kari,

Newman Long Term Care has began a marketing and social media campaign that is centered around the unfortunate and inevitable prevalence of Alzheimer's disease and the value of long term care insurance as a solution.

Our "why" at Newman is for the caregivers. We do what we do to help protect the people our consumers care about most. So, when Maria Shriver released her new adult coloring book, "Color Your Mind", we could not help but seize the opportunity to promote this if it meant making caregiving just a little bit easier for someone out there caring for an Alzheimer's patient. With that being said, we are offering five free copies of this coloring book to those who enter to win.

We believe the audience you draw could greatly benefit from this giveaway. [You can follow this link to read our latest blog post](#) about the facts and detrimental effects of Alzheimer's disease and learn more about our giveaway.

We ask that you promote our campaign by sharing our link above to any of your social media platforms. Also, we would like to offer exclusive insights from our CEO Deb Newman, who can speak on your show about why long term care insurance is a great solution in case of a long term care event and especially for an Alzheimer's disease diagnosis.



We received such great feedback from Deb's appearance on your show back in 2013 , that we would love to work with you again and reach your followers specifically on this issue.

Please contact me before August 1st if you are interested in this opportunity. Thank you for your time and consideration.

Best,

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