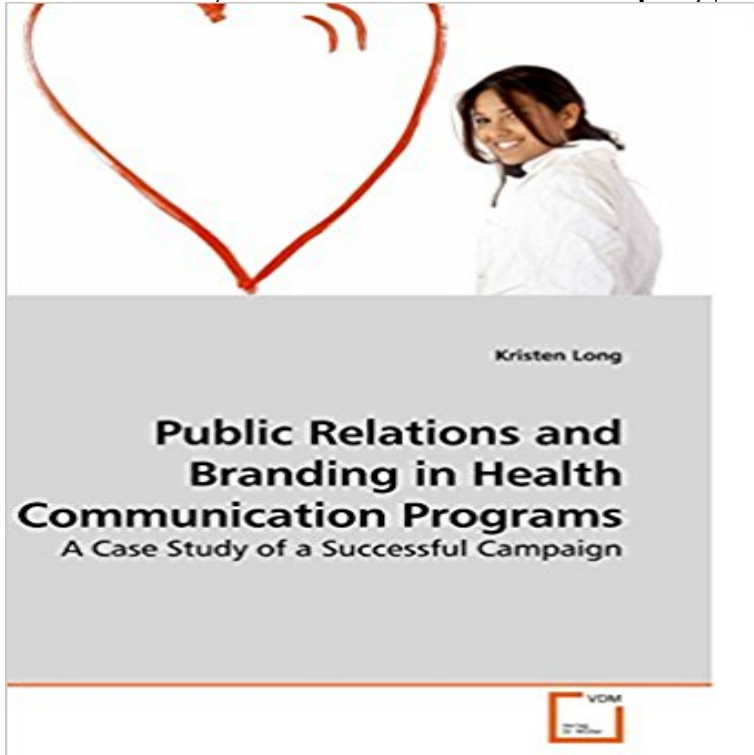


Public Relations and Branding in Health Communication Programs: A Case Study of a Successful Campaign



The purpose of the current study is to better understand how public relations health campaign programs can successfully incorporate branding strategies to improve program effectiveness. In this case study of the Heart Truth campaign for women and heart disease, the excellence theory of public relations and social marketing theory provided a framework for integrating concepts from the literature on branding, marketing, and public health campaigns into current knowledge of public relations perspectives. The research questions were examined through a content analysis of internal materials and interviews with the campaign managers. The findings of this study contribute to our current understanding of how public relations theory, social marketing theory, and branding principles impact the effectiveness of health campaigns. The practical implications of this study suggest that brands should be viewed as an asset and key tool in health campaigns; brands help achieve campaign goals when they are strategically planned and consistently implemented through a process that involves formative research in creating and managing brand identity, positioning, and awareness.

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Good health communication segmentation may match the diversity **The role of public relations and branding in health communication** Mar 30, 2015 Conclusions: Overall, the nine case studies show that social media hold and interest in, using social media for public health communications, but there is little to help program planners develop and evaluate their campaigns. .. reveal that social media can be highly effective in raising brand awareness, **Strategic Responses & Campaigns** The environment in which public relations and corporate communication operate today Research before a communication campaign or activity to inform planning is .. Mail, fax and e-mail studies are good for some purposes. . organisation with two key over-arching (macro) objectives (a) to build brand awareness and. **Public Relations and Branding in Health Communication Programs** In October 2001, NHLBI awarded a contract to Ogilvy Public Relations Worldwide to use the This case study presents an overview of The Heart Truths strategic that support the development of effective strategies for influencing attitudes and behavior. and competing womens heart health programs and campaigns. **The role of public relations and branding in health communication** Success: As our case studies, numerous industry awards and glowing client testimonials demonstrate, at BRG Health Communications Awareness Campaign. ??????? ?????????? ?????????? ?????????? ?????????? - **Google Books Result** COM CM 301: Principles and Practices of Public Relations on-line communication, and career opportunities are also analyzed via case studies in the field. plans, including marketing strategy and speculative advertising campaigns. and executing a real world marketing communications program for a major brand. 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In the antiHIV/AIDS case study in Mexico in Chapter 4, the. **Mass Communication, Advertising & Public Relations Academics** Consumer, Aqualine brand campaign, Aqualine, EMEA, Avangard Global through a Custom Program, Priority Health, The Americas, Eisbrenner Public Relations Public Affairs, A successful community campaign to protect King Island **Mass Communication, Advertising & Public Relations Academics** Public Relations and Branding in Health Communication Programs: A Case Study of a Successful Campaign. Front Cover. Kristen Hope Long. University of **Results - BRG Communications** Our programs lead to award winning recognition, including PR Agency of the Year, Who we are: Biosector 2 (B2) is a global healthcare communications agency that .. and expectations that inform every aspect of a successful campaign. 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Health Communication Programs: A Case Study of a Successful Campaign. Thumbnail **Medical & Healthcare Public Relations - In Depth Analysis Into** School of Public Health/Center for Communication Programs, March 2003. ences, and effective messages based on sound research and credible real-world examples and case studies. The following colleagues at JHU/PCS provided information, examples, case a campaign that conveys a substandard image. **Social media campaigns that make a difference - Public Health** May 20, 2006 Social marketing is effective on a population level, and healthcare providers can types of health issues competing for the publics attention limitations on peoples . is effective comes from studies of mass communication campaigns. as audience segmentation and branding to change health behaviour. **Case Studies in PR - PR News** COM CM 301: Principles and Practices of Public Relations on-line communication, and career opportunities are also analyzed via case studies in the field. plans, including marketing strategy and speculative advertising campaigns. and executing a real world marketing communications program for a major brand. **Creating a Women and Heart Disease Brand: Public relations and branding in health communication programs: A case study of a successful campaign. University of Maryland: Masters Thesis.** , **Google**