

## Marketing Audit Script

**Introduction:** *I'm [NAME] from The Nixon Group. I'm calling on behalf of the Delaware Division of Public Health and the Public Health Foundation. The Nixon Group has been asked to assist in developing a marketing component for Healthy Delaware 2010, the new state health plan.*

*The purpose of these interviews is to collect relevant information from stakeholders, in both the private and public sectors, to ensure that people, businesses and organizations in Delaware recognize, understand and participate in Healthy Delaware 2010.*

*A summary of the feedback from these interviews will be given to the steering committee. Your identity will be kept completely confidential, so please feel free to speak openly and directly.*

**1) Have you or your organization ever been involved with or participated in a promotional or publicity campaign relating to a health or societal issue?**

If yes, which campaign(s)? \_\_\_\_\_

**Follow-Up Questions:**

- Was the campaign health related?
- Did it relate to a single health issue?
  - If so, what health issue did it cover?
- Was it a public or private health campaign?
  - If public, was it for Delaware Division of Public Health?
    - If yes, was it for the Healthy Delaware 2000 campaign?
  - If the campaign did not take place in Delaware, where did it take place?
- Was it for a national campaign?
  - What issue was being marketed?

**2) How did you or your organization first hear about the campaign you became involved with?**

**Prompts:** as an employee of the coalition being marketed; the entire office was invited to participate (by whom?; how? personally asked; word of mouth; advertisements; direct mail; fax; phone; brochure; flyer; events)

### 3) Why did you or your organization get involved with the campaign?

**Prompts:** was it work related? (in other words, did it affect the organization's bottom-line or its employees?); did your organization feel it would be a networking opportunity?; was your organization seeking community recognition?; was it issue related (if so, why is the issue important to your organization?); did your organization work with or for the coalition being marketed?

#### **Follow-Up Questions:**

- How were you or your organization involved?

**Prompts:** time; attended events; conversed with business leaders and decision makers; financially; lent expertise; skills

- To what extent were you or your organization involved? How many hours did your organization give?
- When were you and/or your organization involved? Have you or your organization been involved since?
- What might prompt you or your organization to be involved again?

**Prompts:** recognition; networking; advertising; issue-related

- If you or your organization were to be involved, would it be for the same campaign or for another campaign? Why or Why not?
- In your opinion, was the campaign effective?

#### **Follow-Up Questions:**

- If yes, name three contributing factors to the campaign's success
- If no, please explain in your opinion why not.

### 4) Have you ever heard of Healthy Delaware 2000?

#### **Follow-Up Questions:**

- If no, does it sound like something you or your organization might be interested in finding more information about?
- What words come to mind when you hear Healthy Delaware?

- If yes, how did you hear about it?

**Prompts:** events; brochure; flyer; newsletter; advertisement; billboard; website; direct mail; e-mailed update; work-related

- If yes, did you or your company/organization help market Healthy Delaware 2000?

**Follow-Up Questions:**

- If yes, please describe the type and level of participation.
- If yes, how would you describe Healthy Delaware 2000?
- If yes, in your opinion what were the goals of Healthy Delaware 2000?
- If yes, in your opinion, was Healthy Delaware successful in achieving its goals?
  - If yes, what three factors do you think made HD successful?
  - If no, why was it unsuccessful?

**Note to Interviewer:**

Healthy Delaware 2000, like Healthy Delaware 2010, is a vision for improving the health of all Delawareans by the year 2000. Representatives from the health, public and private sectors, united with the Delaware Division of Public Health to develop the plan for Healthy Delaware 2000. All in all, Healthy Delaware 2000 is a call to action for Delawareans to work together to achieve the goals and objectives for improved health in the state.

**5) What do you feel might attract other organizations like yours to join the marketing efforts for Healthy Delaware 2010?**

**Prompts:** media coverage; advertisements; events and activities focused on the new plan; one-on-one meetings with business leaders, office holders and health officials; recognition/exposure; sponsorship; networking; centrally related work issue

**6) What might attract you or your organization to join the efforts?**

**Prompts:** issue related (what issue; why is that issue important – to you personally or your business/organization); core work-related interest (what issue; how does that issue affect your business/organization . . .bottom-line; employees; funding for your organization; constituents/patients/stockholders; networking (with whom might you or your organization want to network? . . . health officials, business leaders, office holders); recognition and exposure for organization, official or business (how might your

organization most like to be recognized? . . . mentioned on all media information and at events)

**Follow-Up Question:**

What would be the most important factor?

- 7) **In your line of work, what's the most effective way to receive information?**  
(Rank in order)

**Prompts:** fax; phone; direct mail; e-mail; website searches; events; word of mouth; newsletters; brochures; bulletins; seminars; advertising campaigns; billboards

- 8) **What tools does your organization use to communicate with its employees, constituents and stockholders?**

**Prompts:** fax; phone; direct mail; e-mail; events; word of mouth; newsletters; bulletins; seminars

*We're trying to gather information about what people in your position might be willing to consider giving or doing to help market the Healthy Delaware 2010 campaign.*

- 9) **Do you think you or your organization might be willing to join the efforts to market the new HD 2010 plan?**

If no, will you please share with us why you feel that your organization might not be willing to participate in marketing the Healthy Delaware 2010 plan?

If yes, why?

**Prompts:** exposure/recognition; issue related; networking

**Follow-Up Questions:**

- In what capacity might your organization be willing to assist in marketing HD 2010?

**Prompts:** financial (is your organization currently helping to finance other marketing campaigns?; is the campaign health related?); in-kind (has your organization ever made an in-kind donation?; if yes, of what, to whom?; if yes, what goods or services might your organization be willing to offer? . . . direct mail; phone banks; billboard space; advertising space – TV, radio or print; venue space; website address; food; entertainment; printing (do you think your organization might be willing to underwrite some printing costs for marketing Healthy Delaware 2010?); expertise (what expertise or skills might your organization be willing to offer? . . . website design; direct mail; advertising; speakers; time (how much time might your organization be willing to offer?); volunteers

(how many volunteers might your organization be willing to offer?; for how long?);  
spokesperson (who?; has he/she ever been a spokesperson before?; if so, for whom or  
what?)

*Now that we've completed the interview, may we pass along your name and/or your  
interest in joining the campaign with the Delaware Division of Public Health? Of  
course, your comments would remain confidential.*

*Note to Interviewer:*

*Please keep careful notes of all concerns and requests for information that arise during  
the interview relating to Healthy Delaware 2000 or Healthy Delaware 2010. The Nixon  
Group will then forward the information to Terry Zimmerman at the Delaware Division  
of Public Health.*