

CLIENT BRIEF

LYMPHOMA RESEARCH FOUNDATION
PAUL FOUNDATION
ADRIAN COLLEGE AWARENESS CAMPAIGN

ERASE LYMPHOMA

focus on young adults

As presented by
PRush Creative Team | Adrian College
Academic Advisor Dr. Christy Mesaros Winckles
Professional Advisor Jennifer Ambrose
Bateman Competition

Meet the Team



Back Row Pictured from left to right:
Jennifer Key, Julia Bell, Olivia Sotelo, Blaire Weiman, Ashley Roeder
Front Row: Brandon Ravelo

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Blaire Weiman is a senior public relations major and business administration minor at Adrian College. She is also the co-president of the AC PRSSA Chapter. Throughout the Lymphoma Research Foundation Campaign, I assisted in fundraising and did secondary research on to write a thorough analysis of the target audience and overview of Adrian College and Lenawee County demographics.

Brandon Ravelo is a senior public relations major at Adrian College, member of the AC PRSSA Chapter and PR specialist for the student-run PR firm PRush Creative. His role for the campaign was to create and schedule social media posts to promote the lymphoma awareness trivia contest as well conduct post-campaign evaluation of the campaign challenges and opportunities for the client brief.

Ashley Roeder is a junior public relations major at Adrian College, co-director of the student-run PR firm PRush Creative and co-president of the AC PRSSA Chapter. During the campaign she helped with soliciting donations from local companies, copywriting for campaign campus announcements on ACTV, creating trivia contest posts, and writing the campaign goals, objectives and strategies for the client brief.

Jennifer Key is a senior public relations major at Adrian College, a member of the AC PRSSA Chapter, and PR specialist for the student-run PR firm PRush Creative. For the campaign, I worked with local health agencies and hospitals to share materials from LRF about young adult lymphoma. and kept track of key campaign data such as engagement (likes, comments, shares, and CTR to the Lymphoma Research Foundation website). Additionally, she wrote the evaluation section for each objective in the client brief.

Julia Bell is a senior public relations major, a member of the AC PRSSA Chapter, and a PR specialist for the student-run PR firm PRush Creative. For the campaign, Julia worked with Jennifer and coordinated drop-offs of LRF materials at Promedica's Herrick Hospital and the Beaumont Health Care Systems. She created the LRF informative poster that was hung at area hospitals and wrote the executive summary and primary research portions of the client brief.

Olivia Sotelo is a senior public relations major at Adrian College, a member of the AC PRSSA Chapter, and co-director of the student-run PR firm PRush Creative. For the campaign, Olivia created social media content for both the trivia contest and the hype week as well as writing the primary audience research, key publics, and messaging sections of the client brief.

LYMPHOMA

RESEARCH • FOUNDATION

A cancer diagnosis is extremely emotionally, physically, and mentally painful. The Lymphoma Research Foundation (LRF) and Paul Foundation are

committed to providing resources and drawing attention to young adult (AYA) lymphoma and helping them through this emotional process. LRF has a dual mission to eradicate lymphoma through funding innovative research and providing support and educational materials to individuals and families who are affected by lymphoma.

Their AYA initiative began in partnership with The Paul Foundation in 2013. Together through their “Erase Lymphoma” campaign, they hope to raise awareness of AYA lymphoma symptoms and resources to affected individuals. Yet, lymphoma awareness remains low among the AYA population. The [American Association of Cancer Research](#) lists February as Cancer Prevention Month, which provided a natural opportunity to create an awareness campaign on the Adrian College campus to help Erase Lymphoma. In partnership with the [Prush Creative](#) at Adrian College our team launched, a social media awareness campaign on the Adrian College campus mid-February through announcements on ACTV, the college television station, cross-promotion through Greek life, student government, and PRush Creative Facebook and Instagram accounts. Additionally, LRF print materials about AYA lymphoma were printed and distributed to ProMedica and Beaumont Health Systems to promote awareness county-wide among individuals 15-39 years old.

The PRush Creative was able to do additional secondary research on AYA lymphoma concerns in Southeastern Michigan through Beaumont Health Systems and connections team member Julia Bell had as an employee of Beaumont Health Systems. Because AYA lymphoma can affect teens starting as early as 15 years-old awareness is a key step to ensuring individuals receive proper treatment. Lymphoma is the most common cancer in teenagers and young adults leading to cancer accounting for around 1 in 5 cancers in young people. Symptoms can go unnoticed and unrecognized for long periods of time without the proper knowledge of the symptoms. The symptoms of lymphoma can eventually become deadly if not recognized and treated properly within the early stages of the diagnosis. The awareness of lymphoma is continuing to grow daily with the help of research through organizations like LRF and through campaigns like our student campaign at Adrian College.

Situation Analysis

Adrian College is located in Adrian, Michigan which is the county seat of Lenawee County Michigan. According to the [Adrian College website](#), the college has approximately 1,900 students enrolled for 2021-2022 academic year. Out of around 2,000 students, there are many active members of sports teams, clubs, and Greek life organizations. There are 892 student-athletes, 504 who are men and 388 who are women. Additionally, nearly 20% of the student body is in Greek life, which totals to around 300 members.

When referring to the [U.S. Census for Adrian, Michigan](#), we learned that the city of Adrian is predominantly Caucasian, with 73% of the population being of this race, while the rest of it is made up of Hispanic and Latino citizens by 19%. There are also 4.8% of Black or African American citizens present. The average income of someone living in Adrian is \$36,000, which was last recorded in 2019. When it comes to education, 84% have earned their high school diploma, while only 17.7% of the population has achieved a Bachelor's degree or higher.

Something that really stood out to the PRush Creative team when looking at the [U.S. Census](#), was how many households had computers to use and to potentially view this campaign. We found that 85% of people have a household computer while 74% of houses had a broadband internet subscription. When looking at how many people had health insurance, there was only 9.6% that didn't have it in the city. Unfortunately, within the area, there are limited to no resources and support services for people suffering from AYA Lymphoma. The county has one hospital, [Charles and Virginia Hickman Hospital](#) run by ProMedica. For specialized care residents often travel to [Beaumont Health Hospitals](#) in the Detroit region or [University of Michigan Medical Centers](#) in the Ann Arbor area.

Within the county, there are no resources that support the emotional struggle this disease can put on the youth. This is why this campaign means so much to us at Adrian College because we can make a large difference in people's lives and bring awareness to such a prevalent, but treatable cancer.

Campaign Goals

Raising awareness about cancer doesn't have to be scary....it can be both fun and informative! **Using the persuasive technique of gamification PRush Creative ran a four-day-long social media trivia contest about AYA lymphoma to promote engagement among Adrian College students.** Individuals who answered questions were entered into daily drawings for gift certificates and prizes from local businesses.

The campaign will tie into the larger theme of February is Cancer Prevention Month. The week prior to the contest was the build-up to the event with information about AYA lymphoma posted on PRush's Facebook and Instagram accounts for the six days prior to the launch of the trivia contest. Each post featured facts about AYA lymphoma as well as teaser information about the upcoming trivia contest on AYA lymphoma facts for the week of February 21-24.

Partner organizations in Greek life, academic affairs, and student government will also cross-share the posts on their own social media channels both during the build-up week and during the trivia contest. Announcements about AYA lymphoma and the trivia contest were also promoted at all Adrian College athletic events through ACTV over the weekend of February 18-20. Classrooms around campus also featured announcements about the social media campaign and what social media accounts to follow. **The campaign's target public was 18-24-year-old students on the Adrian College campus but because the campaign is on social media it is not restricted to that age range and anyone can enter the contest, expanding the potential reach of the campaign.**

Primary Research

In coordination with PRush Creative, the student-run PR agency on campus we had access to primary research on our local college students' social media usage. In the fall of 2021, PRush conducted an IRB-approved survey followed by three focus groups of both Adrian College and Siena Heights College students. **One hundred and forty-four students filled out the survey** noting their preferred local places to shop, residence during the academic year, involvement in campus organizations, and social media preferences. Survey **respondents overwhelmingly lived on campus** in either apartments or dorms which indicates a large percentage of Adrian College students have access to campus media channels and are regularly exposed to messaging from ACTV and campus organizations.

The follow-up focus groups allowed PRush to ask in-depth questions about what students used various social media platforms for (social, shopping, information seeking, etc). Female focus group participants noted they use Instagram the most to track trends and find out information while male focus groups respondents noted TikTok as their primary source for information and trends, with Instagram followed as their second choice. All noted Facebook as a way to keep in track with family and Snapchat as a social media platform they use primarily to keep in touch with people.(For additional data see appendix 3 for PRush executive summary of this survey research).The campaign will be taking over the Instagram and Facebook accounts for PRush Creative and had hoped to work with micro-influencers on TikTok but unfortunately was unable to include TikTok in the campaign due to several challenges (**see challenges and opportunities section**).

Target Publics

For the campaign, our main target audience was students at Adrian College. Adrian College students mainly live on campus. There are 52.1% living in dorms, 23.6% in apartments, 14.6% in an on-campus house, and 9.7% living in their own homes. Female focus group participants noted they use Instagram the most to track trends and find out information while male focus groups respondents noted TikTok as their primary source for information and trends with Instagram followed as their second choice. All noted Facebook as a way to keep in touch with family and Snapchat as a social media platform they use

primarily to keep in touch with people. Going broader than just the campus of Adrian College, we wanted to target the town of Adrian as well as the AYA population is not limited to Adrian College.

Primary Messaging

- **Awareness-** AYA lymphoma what is it and who can it affect?
- **Focus-** preventative health & lymphoma symptoms
- **Support-** LRF resources

Campaign Objectives, Strategies and Tactics

Objective One: Raise **awareness** among 18-24-year-old students at Adrian College that preventive health is a tool to prevent AYA lymphoma through an awareness campaign on Instagram and Facebook. By working with student government, greek life, 107.9 FM WVAC, and ACTV to promote AYA lymphoma awareness through their social media channels February 14-February 20, 2020. We hope to at minimum increase current engagement rates on PRush Instagram and Facebook accounts from the original low engagement with the hashtags. The campaign will serve as a launch to an AYA lymphoma social media trivia contest from February 21-February 24, 2022.

Strategy: Facebook and Instagram Posts and Stories

Tactic: Take over the existing Instagram and Facebook accounts of the student-run PR firm PRush Creative for two weeks starting February 14, 2022, and ending February 24, 2022, and creating Facebook and Instagram posts and stories using the **hashtags #LRFAdvocacy #lymphomaawareness and #ACLymphoma**. Daily posts were then boosted on both Facebook and Instagram to expand their reach. **See Appendix 1 for the social media campaign calendar and posts.)**

Outcome: ACHIEVED We successfully raised awareness on Adrian Colleges campus community and throughout Lenawee County. We launched a campaign contest on Instagram and Facebook spreading awareness of Lymphoma. We had a contest that lasted a week-long, where people answered trivia-like questions to enter in winning prizes. We had some great feedback within our insights and many of our posts reached a lot of people. We gained many new followers on our social media PRush account from hosting this campaign. From **starting this campaign we gained 75 followers** on Instagram. We went from 47 followers to now 122. On day one of the hype campaign, we received 18 likes along with 21 comments. On day two we got 14 likes with 13 comments. On day three we got 10 comments with 13 likes.

Objective Two: Expand access to health care **support** literature on AYA lymphoma resources through reaching out in February to the two area medical systems (ProMedica in Lenawee County and Beaumont Health Systems for Southeast Michigan) and ask if PRush Creative can deliver posters about LRF's mission

and services and hang the posters in ProMedica's Herrick Hospital and throughout the Beaumont Medical System. Also, connect with Lenawee County Health Department and Adrian College Health Center to distribute materials.

Strategy: Printed Materials

Tactic: Using official materials requested from the Lymphoma Research Foundation a poster with the LRF mission and resources was created. Along with the poster, the social media account poster used in the previous Paul Foundation and LRF awareness campaign at Big Ten campus' health centers were also printed and hung at Hickman Hospital (services Lenawee County) with permission of ProMedica and at Beaumont Health System (services all of Southeast Michigan) locations with permission. **(See Appendix 2 for email correspondence and imagery of distributed LRF literature).**

Outcome: PARTIALLY MET ProMedica and Beaumont Health Systems was excited to have LRF content displayed. ProMedica gave PRush permission to post info on LRF around Herrick Hospital in Lenawee County and Beaumont asked permission to make copies of the posters and display LRF information at all their locations in Southeast Michigan. Our original intent was to hang up 2-3 at Herrick Hospital and the Adrian College Health Center and Lenawee County Health Department but the response from the regional health care providers was overwhelmingly positive and we were able to distribute info on LRF to a much larger audience than originally anticipated.

Objective Three: Help AYA individuals **focus on** specific warning signs of AYA lymphoma and raise **awareness** of the impact of AYA lymphoma on individuals 18-23. Using a gamification approach, encourage local 18-23-year-olds to learn more about AYA Lymphoma through a 4-day trivia contest February 21-24, 2022, on Facebook and Instagram where participants have to look up and then reply with **campaign hashtags #LRFAdvocacy #lymphomaawarness and #AClymphoma** to be entered into prize drawings.

Strategy: Facebook and Instagram Trivia Contest

Tactic: AYA Lymphoma Trivia Contest

Daily trivia question that students submit answers to the comment section of the Instagram or Facebook post of the day.

- February 21-24 a trivia question will be posted each day on PRush Facebook and Instagram accounts.
- It will be cross-promoted in Instagram stories so followers who read stories regularly but not posts will intentionally look at the PRush posts for the day.
- To be considered for the prize drawings entrants must reply to the PRush Creative post and use the campaign hashtags #LRFAdvocacy #lymphomaawarness

and #AClymphoma to be entered into prize drawings.

Outcome: ACHIEVED We wanted to reach both Adrian College students and local 18-23-year-olds who live in the area by participating in our Instagram and Facebook campaign. Many people commented on our posts with answers to our trivia questions along with the hashtags that we came up with for our campaign. We got a lot of positive feedback from people reposting our posts on their stories, along with quite a few likes and comments. Adrian College students were the ones who commented on all of our posts for the trivia contest using the hashtags we created. For day one we had 8 people comment on the trivia post with hashtags along with 21 people commenting. Day two and three we also had 8 people use our hashtags on the trivia post for that specific day. Day four 7 people responded to our post with hashtags. **(See Appendix 5 for social media analytics)**

Assessment of Campaign Challenges & Opportunities

Challenge: Initial AYA campaign ideas included using TikTok influencers at Adrian College to cross-promote the contest. However, with a lack of TikTok influencers at Adrian College, we are unable to utilize the social media platform to promote the trivia contest.

Opportunity: We were able to take advantage of existing Facebook and Instagram accounts run by the Adrian College student PR firm PRush Creative. By doing a two-week account takeover we started the campaign with a Facebook page that already had 72 followers and an Instagram account that had 47 followers. By using Instagram and Facebook we were also able to better coordinate with stakeholders who would cross-share our campaign posts. For example, the athletic department and all of its teams are actively engaging and sharing (see appendix 4 for LRF permission to keep up campaign social media posts)

Challenge: While AYA lymphoma is an important topic it was difficult to develop an awareness campaign that would spark engagement among 18-23-year-olds at Adrian College.

Opportunity: As a means to get more of our key publics involved and engaged with our content. We ran a trivia contest with prizes from the Adrian College Bookstore and donated gift cards from favorite local businesses of Adrian College students. We spread awareness for the cause in a fun and interactive way. Local business partners included Buzz Cafe, Rad Raptor Comics, Buffalo Wild Wings, and Hobby Lobby. Rad Raptor has 588 followers on Instagram and Buzz Cafe has 865. On the days each local business' gift cards were prizes the businesses were tagged so they could cross share the posts.

Challenge: The initial idea was to distribute printed materials through the college health center and health department in Adrian. However, we were not able to connect as we reached out several times, and no one returned our calls or emails.

Opportunity: Instead of distributing printed materials through the health services and health department, we took this opportunity to distribute them to ProMedica and Beaumont Health Systems.

Item	Cost
Printing Costs for LRF Materials (10 posters)	\$19
Boost Facebook Hype Posts	\$15
Bookstore Merchandise	\$80
Total	\$114
Donations	Value
Buzz Cafe Gift Card	\$20
Hobby Lobby	\$15
Buffalo Wild Wings	\$25
Rad Raptor Comics	\$30
Adrian College Bookstore Gifted Merchandise	\$112
Total	\$202

Budget Summary

The Bateman Competition allowed PRush to spend up to \$300 for expenses and accept in-kind donations up to \$1,000. We are pleased that we were able to stay well under budget, spending only \$114 and receiving \$202 in donations.

Conclusions

Overall, we believe that Adrian College saw great engagement due to our small

tight-knit community that lives on campus and in the city itself. The reason the poster campaign performed at the success rate it did is because we are a rural community. The largest cities like Ann Arbor or Grand Rapids already have the resources for people struggling with Lymphoma, such as support groups and health centers that can answer the proper and most frequent questions. However, since Adrian College is a smaller university with little to no resources about this type of cancer, the campaign caught the public's attention and they became more involved, and ultimately more aware of this important topic.

In conclusion, in evaluating what worked in the campaign we also became aware of ways that LRF could expand its reach. While we were able to engage many students at Adrian College through Instagram and Facebook, we were unable to utilize TikTok due to the absence of TikTok influencers on campus. In the future, LRF is currently not on TikTok but it's a fast-growing social platform that many AYA individuals use. We recommend LRF develop a presence on TikTok and work with AYA lymphoma survivors as ambassadors/influencers to reach more people on a national level. While campaigns like ours can reach a more local audience, the national awareness through TikTok influencer partnerships would be significant.

Appendix 1

Trivia Contest Hype Campaign Posts

<p>Monday Feb 14 12 p.m. IG & Facebook Post</p>	<p>Tuesday Feb 15 12 p.m. IG & Facebook Post</p>	<p>Wednesday Feb 16 12 p.m. IG & Facebook Post</p>	<p>Thursday Feb 17 12 p.m. IG & Facebook Post</p>
<p>February is Cancer Awareness month. Help PRush Creative raise awareness of young adult lymphoma Using #AClymphoma #LRFAdvocacy #lymphomaawareness</p> <div data-bbox="110 850 394 1081"> <p>LYMPHOMA Every 5 minutes someone in the U.S. is diagnosed with lymphoma SUCKS</p> </div> <div data-bbox="110 1087 394 1129"> <p>LYMPHOMA FOUNDATION PAUL FOUNDATION #LRFAdvocacy #AClymphoma #lymphomaawareness</p> </div>	<p>Raise awareness AND have a chance to win gift certificates to local businesses- win!win! #AClymphoma #LRFAdvocacy #lymphomaawareness</p> <div data-bbox="461 819 743 1045"> <p>Did you know... Each year 90,000 adolescents and young adults are diagnosed with cancer and lymphoma? Help erase lymphoma. Lymphoma Trivia Contest February 21-24</p> </div> <div data-bbox="461 1060 743 1102"> <p>LYMPHOMA FOUNDATION #LRFAdvocacy #AClymphoma #lymphomaawareness PAUL FOUNDATION</p> </div>	<p>Preventive health matters no matter what your age! Help raise awareness of AYA lymphoma this week and next! #AClymphoma #LRFAdvocacy #lymphomaawareness</p> <div data-bbox="792 886 1109 1201"> <p>DID YOU KNOW? Every 5 minutes someone in the U.S. is diagnosed with lymphoma?</p> </div> <div data-bbox="792 1318 1109 1516"> <p>5 p.m. IG & Facebook Post Have you or someone you love been affected by lymphoma? Share your story in the comments!</p> </div>	<p>Tune in next Monday, Feb 21, for the AYA lymphoma trivia contest? How much do you know?! #AClymphoma #LRFAdvocacy #lymphomaawareness</p> <div data-bbox="1130 850 1443 1096"> <p>Lymphoma Trivia Contest with PRush Creative 🐾 February 21-24 Participate for a chance to win giftcards to your favorite local Adrian businesses!</p> </div> <div data-bbox="1130 1108 1443 1150"> <p>LYMPHOMA FOUNDATION #LRFAdvocacy #AClymphoma #lymphomaawareness PAUL FOUNDATION</p> </div> <div data-bbox="1130 1318 1443 1516"> <p>5 p.m. IG Story</p> </div>

		 <p>Share Your Story</p> <p>Help Us Erase Lymphoma</p> <p>LYMPHOMA RESEARCH FOUNDATION PAUL FOUNDATION</p> <p>#LRFAdvocacy #ACLymphoma #lymphomaawarness</p>	 <p>Lymphoma Aware 2d</p> <p>ashley_3721</p> <p>TRIVIA CONTEST NEXT WEEK!!</p> <p>LYMPHOMA</p> <p>DID YOU KNOW? Every 5 minutes someone in the U.S. is diagnosed with lymphoma?</p>  <p>@PRUSHCREATIVE</p>
<p>Friday Feb 18 12 p.m. IG Post & Facebook</p>	<p>Saturday Feb 19 1 p.m. IG Story</p>		

Two days until the AYA lymphoma trivia contest begins!
#AClymphoma
#LRFAdvocacy
#lymphomaawareness

ERASE LYMPHOMA

CHOOSE HAPPY
DESPITE UNCONTROLLABLE CIRCUMSTANCES
YOU HAVE THE CHOICE

CHOOSE HAPPY
CHOOSE LIFE

LYMPHOMA RESEARCH FOUNDATION | **PAUL FOUNDATION** | #LRFAdvocacy #AClymphoma #lymphomaawareness

5 p.m. IG Story

Lymphoma Aware 1d
Did you know this?!

Yes 15% No 85%

Did you know...
Each year **90,000** adolescents and young adults are diagnoses with cancer and lymphoma?

Help erase lymphoma.

Lymphoma Trivia Contest
February 21-24

LYMPHOMA RESEARCH FOUNDATION | **PAUL FOUNDATION** | #LRFAdvocacy #AClymphoma #lymphomaawareness

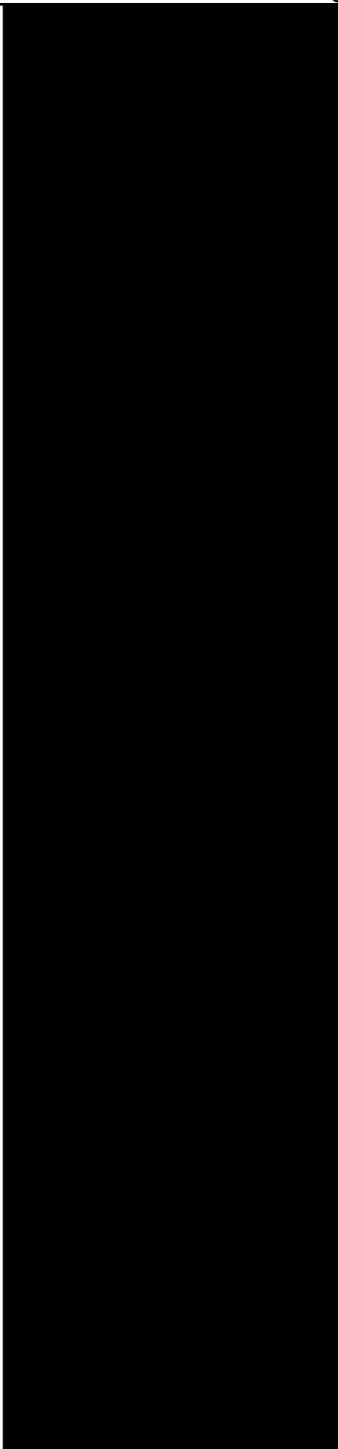
Your Story 9m

CHECK OUT SOME OF THE PRIZES! ❤️

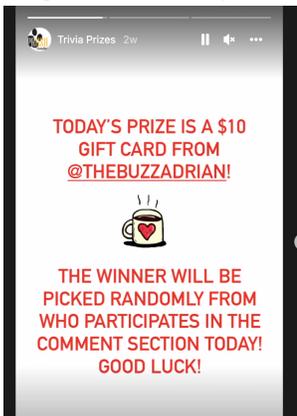
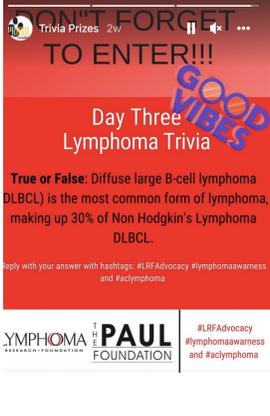
LYMPHOMA AWARENESS TRIVIA CONTEST

0 1 : 1 0 : 3 2

days hours minutes



Trivia Contest Campaign Posts

<p>Monday Feb 21 9 a.m. IG & Facebook Post</p>	<p>Tuesday Feb. 22 9 a.m. IG & Facebook Post</p>	<p>Wednesday Feb 23 9 a.m. IG & Facebook Post</p>	<p>Thursday Feb 24 a.m. IG & Facebook Post</p>
<p>reply with #AClymphona #lymphomaawarnes s #LRFAdvocacy and your answer to be entered into today's prize drawing!</p> <div data-bbox="110 852 396 1087" style="background-color: red; color: white; padding: 10px;"> <p align="center">Day One Lymphoma Trivia</p> <p>What are the odds of young adults getting lymphoma?</p> <p>Comment on this post with your answer and the hashtags #LRFAdvocacy #AClymphona #lymphomaawareness</p> </div> <div data-bbox="120 1094 380 1136" style="display: flex; justify-content: space-between;">   </div>	<p>reply #AClymphona #lymphomaawarnes s #LRFAdvocacy and your answer to be entered into today's prize drawing!</p> <div data-bbox="440 852 725 1087" style="background-color: red; color: white; padding: 10px;"> <p align="center">Day Two Lymphoma Trivia</p> <p>True or False: Lymphoma is the most common type of blood cancer. There is 1 in 5 diagnoses among young people.</p> <p>Comment on this post with your answer and the hashtags #LRFAdvocacy #AClymphona #lymphomaawareness</p> </div> <div data-bbox="449 1094 709 1136" style="display: flex; justify-content: space-between;">   </div>	<p>Reply to be entered into today's drawing! #lymphomaawareness #AClymphona #LRFAdvocacy</p> <div data-bbox="769 852 1039 1087" style="background-color: red; color: white; padding: 10px;"> <p align="center">Day Three Lymphoma Trivia</p> <p>True or False: Diffuse large B-cell lymphoma (DLBCL) is the most common form of lymphoma, making up 30% of Non Hodgkin's Lymphoma DLBCL.</p> <p>Reply with your answer with hashtags: #LRFAdvocacy #lymphomaawareness and #aclymphona</p> </div> <div data-bbox="769 1073 1029 1129" style="display: flex; justify-content: space-between;">   <div data-bbox="948 1073 1029 1129" style="font-size: 8px; color: white;"> <p>#LRFAdvocacy #lymphomaawareness and #aclymphona</p> </div> </div>	<p>Reply to be entered into the drawing today! #lymphomaawareness #AClymphona #LRFAdvocacy</p> <div data-bbox="1070 852 1369 1087" style="background-color: red; color: white; padding: 10px;"> <p align="center">Day Four Lymphoma Trivia</p> <p>Name one of the resources the Lymphoma Research Foundation provides to individuals affected by lymphoma.</p> <p>Reply with your answer with hashtags: #LRFAdvocacy #lymphomaawareness and #aclymphona</p> </div> <div data-bbox="1070 1094 1330 1136" style="display: flex; justify-content: space-between;">   <div data-bbox="1265 1094 1330 1136" style="font-size: 8px; color: white;"> <p>#LRFAdvocacy #lymphomaawareness #aclymphona</p> </div> </div>
<p>12 p.m. IG Story</p> <div data-bbox="110 1272 407 1688" style="background-color: #f0f0f0; padding: 10px;">  </div>	<p>12 p.m. IG Story</p> <div data-bbox="440 1272 688 1688" style="background-color: #f0f0f0; padding: 10px;">  </div>	<p>12 p.m. IG Story</p> <div data-bbox="769 1272 1039 1688" style="background-color: #f0f0f0; padding: 10px;">  </div> <div data-bbox="769 1591 1029 1633" style="display: flex; justify-content: space-between;">   <div data-bbox="948 1591 1029 1633" style="font-size: 8px; color: white;"> <p>#LRFAdvocacy #lymphomaawareness and #aclymphona</p> </div> </div>	

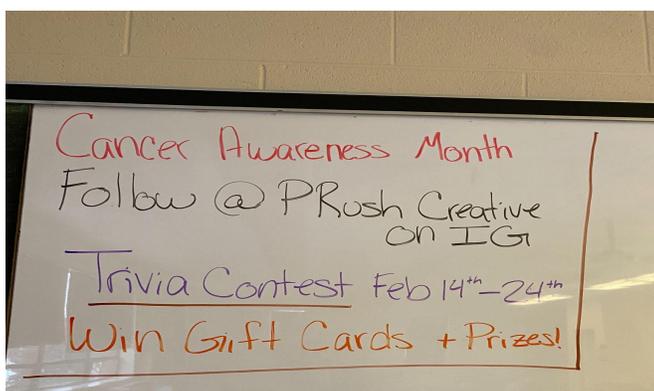
ACTV Campaign Announcement

Was announced at all 8 commentating sporting events from Feb-14.- Feb-18 for the hype campaign. Then for the following week for the campaign Feb 21-Feb 25, it was announced 5 commentating sports events.

February is Cancer Awareness Month and in partnership with the Lymphoma Research Foundation public relations majors at Adrian College are helping raise awareness about young adult lymphoma. Each year nearly 90,000 young adults ages 15 to 39 are diagnosed with cancer and lymphoma, the most common type of blood cancer, accounts for nearly 1 in 5 young adult cancer diagnoses.

Help raise awareness and support the work of our Adrian College students by following PRush Creative's trivia contest, on Instagram on February 21st-24th. Using #AClymphoma #LRFAdvocacy #lymphomaawareness can help bring awareness towards lymphoma during this important month. Thank you again for tuning into ACTV...

Hype Announcement on AC Classroom Board- put in every academic room on campus.



Appendix 2: Poster Campaign Supporting Materials

Locations & Imagery of LRF Materials Posted at Area Health Centers



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focus on young adults

Peer Support Groups

Financial Assistance

Resources on Lymphoma Treatments



visit www.lymphoma.org

This poster was created by PRush team members and hung in Herrick Hospital and Beaumont Hospitals to raise awareness of LRF resources.

Finished Back of Card



LRF kindly shared a social media infographic created for their earlier awareness campaign with the Paul Foundation. Copies were distributed and hung in Herrick Hospital and Beaumont Health System.

Appendix 3: Primary Research on Adrian College Community

PRush Adrian College Student Consumer Behavior Project Summary

During the fall 2021 semester PRush Creative conducted a college student consumer behavior study for the Adrian Downtown Development Authority. The goal of the study was to help downtown businesses better understand the entertainment, shopping, and dining choices to better cater to the college community. College students from both Adrian College(AC) and Siena Heights University(SHU) were asked to complete a short survey during the Downtown Adrian Welcome Back Bash hosted by Visit Lenawee and Downtown Adrian hosted.

We received IRB approval from both SHU and AC for the study.

Welcome Back Survey Results

On August 27, 2020, Visit Lenawee and Downtown Adrian businesses hosted a welcome back bash for area college students. PRush Creative sent a team to the event to collect initial survey responses from attendees. Data is summarized below, and the results will be used to help ensure focus group participants from Adrian College and Siena Heights are representative of many different students on each campus.

Thirty-three students self-identified as from AC participated in the survey. Eleven of those respondents were juniors, eight seniors, nine sophomores, and four freshmen. Seven students self-identified from SHU and 115 students chose not to identify which college they attend.

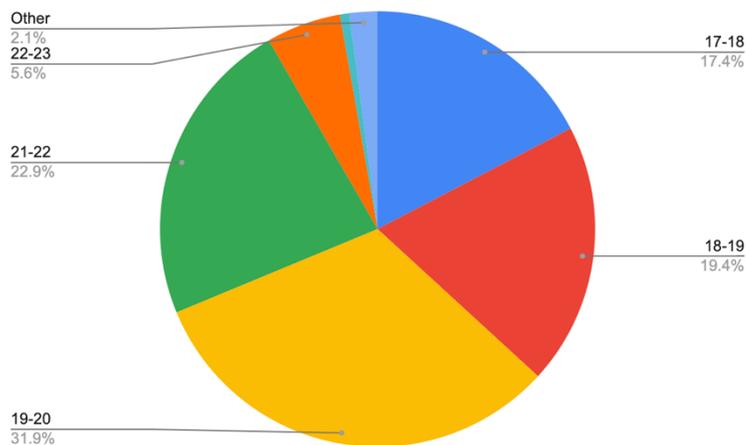
As you review the results the ability of survey respondents to skip questions has been problematic in analyzing results as certain pieces of key information were not included (such as which college they attend). The intent of allowing students to choose whether or not to answer was to encourage completion of the survey. PRush associates went around the Welcome Back Bash with QR codes and encouraged students to take the survey but because the survey wasn't the primary reason they were at the bash we wanted to do everything possible to prevent only partial completion. The spring survey will not have the option to skip questions.

Demographic Information from Welcome Back Bash Respondents:

Age & Gender

- o 144 students participated in the survey which is a great response rate!
- o Many respondents were between **19-20 years old (46)** with **female students making up 68%** of the respondents and men **32% of respondents**. We also had 6 students self-identify as nonbinary.

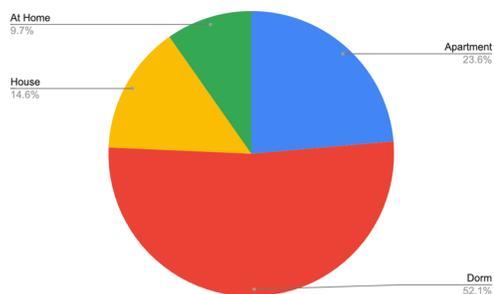
Breakdown of Number of Respondents by Age



Residence

- o 75 out of 144 respondents live in dorms
- o 34 out of 144 in apartments
- o 21 out of 144 in houses
- o 14 out of 144 at home with parents

Breakdown of Percentage of Respondents by Residence

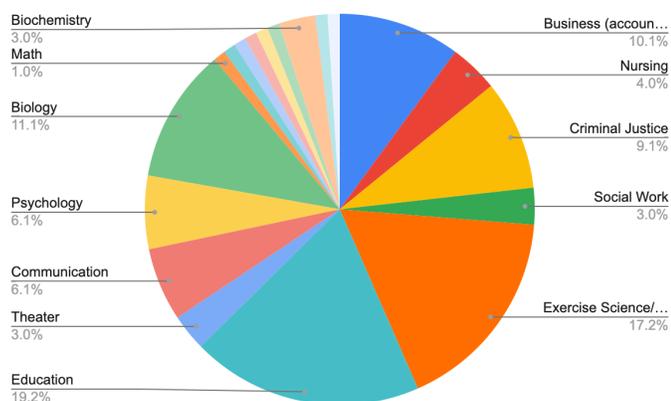


Hometowns of Students Living at Home

City	Number of Responses
Tecumseh	4
Adrian	11
Holly	1
Fenton	1
Lyons, Ohio	1
Addison	1
Montague	1
Jackson	1
Saline	1
Sterling Heights	1
Woodburn	1
Onsted	1
Hamler, Ohio	1
Hudson	1

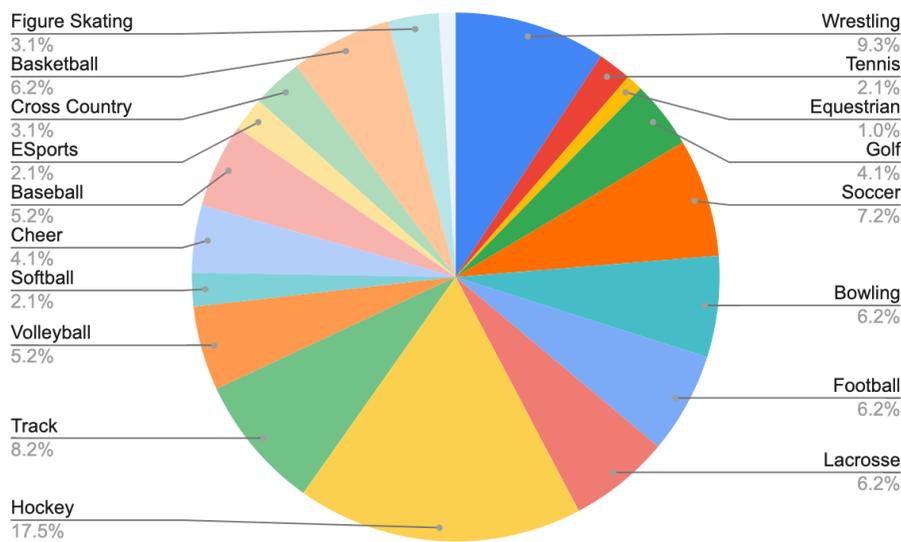
Academic Majors of Respondents

We had a diverse range of majors participate in the survey.



Student-Athletes Among Respondents

Athletics is a major recruitment tool at both Siena Heights and Adrian College so we wanted to see how many respondents participated on a college team. We found that 88 out of 144 (61.1%) respondents were student-athletes. The pie chart below represents the teams represented among respondents.

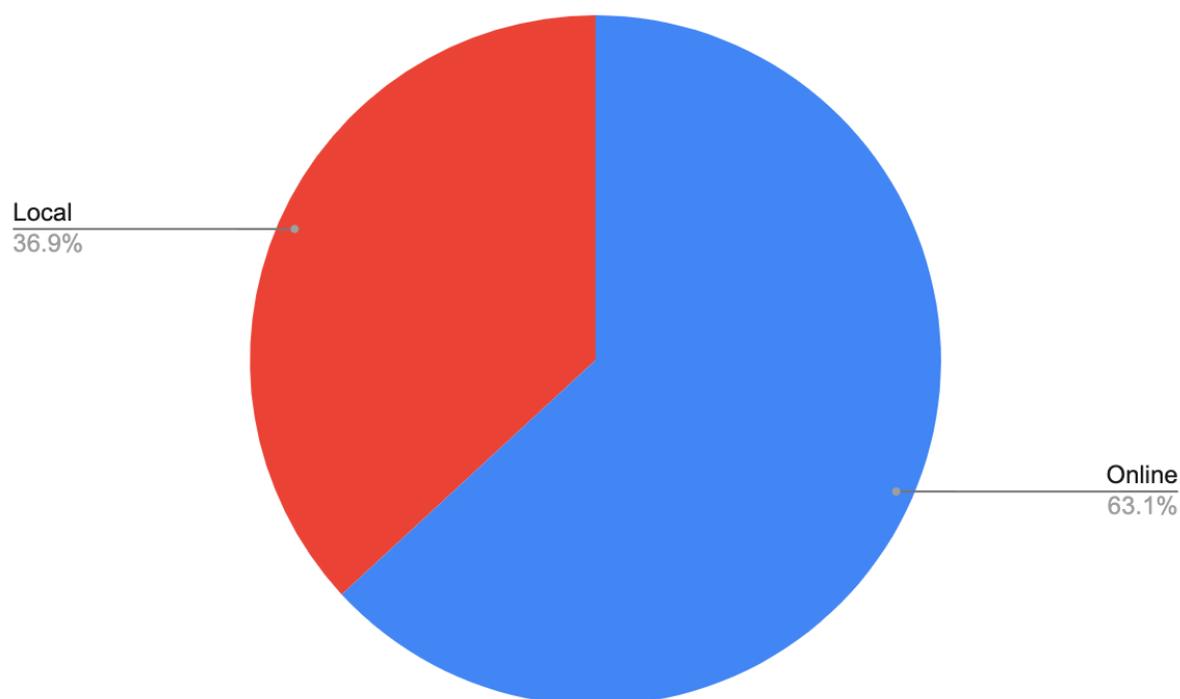


Online vs. Local Shopping

We asked respondents to tell us their shopping preferences. Did they shop at local stores in Adrian or do their shopping online? It should be noted that students consider Kohls, Marshalls, Ulta, Meijer, etc. as local stores. When we conduct focus groups we will get detailed information on the specific places they shop to see where in town the students go shopping.

We had several students choose to skip this question so we only have 141, not 144 responses. Thirty-nine percent of the respondents who live in dorms shop locally; 33% of apartment residents shop locally, 30% of those who live in houses shop locally and 40% of students who live at home shop locally. (*Cont. on the next page*)

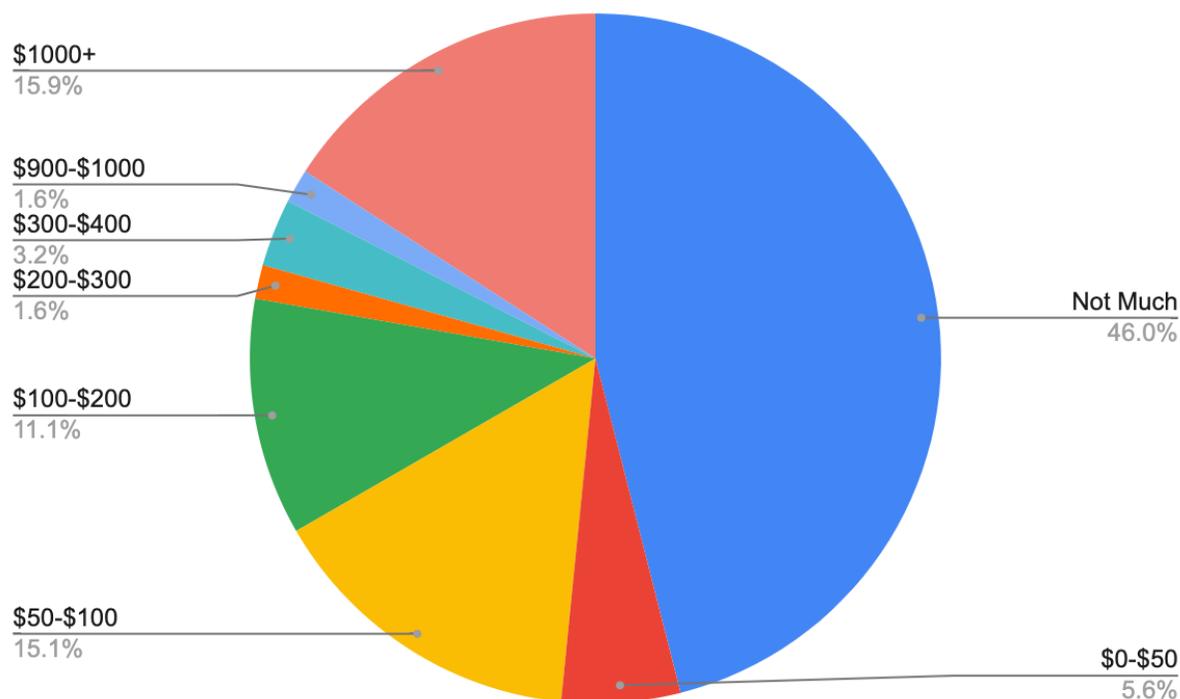
Total Responses for Local vs. Online Shopping



Monthly Expendable Income

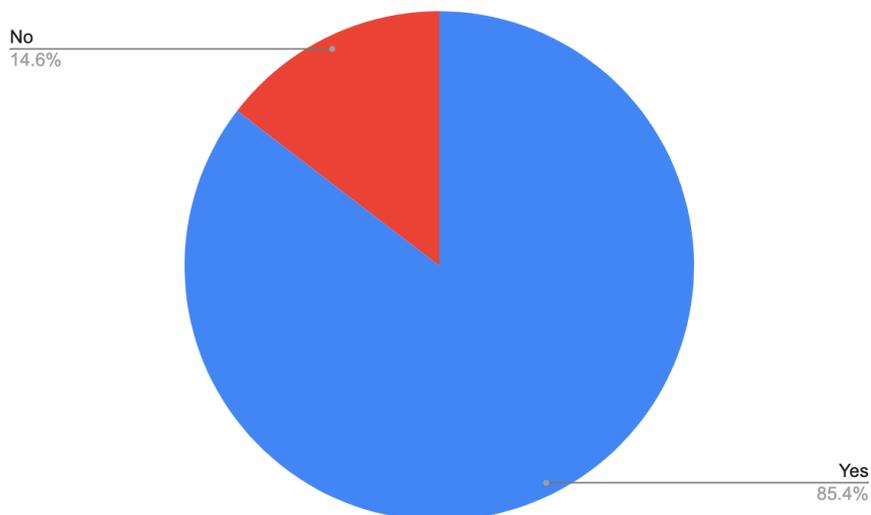
We had 126 out of 145 respondents share their average expendable income per month. This is self-reported information so the amount is based on each student's understanding of their available funds, and as can be seen from the results almost 46% of respondents were not sure of their monthly expendable income.

What is interesting is that 15.9% note they have over \$1000 and 11% has between \$100-200 each month. The students that lived at home and not on campus were some of the students with the highest expendable income with those in apartments and houses having the second-highest disposable incomes.



Transportation

We had 144 out of 145 respondents answer the transportation questions on the survey. Eighty-four percent (123 respondents) have a car while attending college. Of the twenty-one respondents who said they did not have a car all noted that they did have access to transportation. *(Cont. on the next page)*



Key Findings

- Students at Adrian College are very active in campus activities and many are on an athletic team which makes outreach to AC Athletics key to promoting any message.
- Transportation is not the issue when it comes to student engagement downtown.
- The question on local vs. online shopping needs to be explored in greater detail and will be part of the focus group questions.
 - We need to know how a college student defines “local” shopping. Is it downtown, Meijer, Walmart, Kohls, etc?
 - We need to find what specific products they are buying online and if there are comparable local offerings.
- Promoting Downtown Adrian businesses via social media is only one way to reach the students.
 - Future research will focus on finding specific platforms the students use from focus group participants as well as how they find out about events through official campus channels.
 - Working with specific academic departments to promote internships with the city and downtown businesses is another way to build a connection.

Appendix 4: Receipts & Other Documentation

Approval to keep LRF Campaign Social Media Posts on the PRush Instagram & Facebook account after the campaign was completed.

2/21/22, 11:08 AM

Adrian College Mail - Bateman Competition Question



Christy Mesaros-Winckles <cmesaros_winckles@adrian.edu>

Bateman Competition Question

Christy Mesaros-Winckles <cmesaros_winckles@adrian.edu>
To: Nichole Musumeci <nmusumeci@lymphoma.org>

Wed, Feb 2, 2022 at 10:29 AM

Hi Nichole

Sorry to bother you again. My students are in the planning stages this week so we keep coming up with a few questions we can't find an answer to in the brief and we want to make sure anything we do is on brand for LRF.

We have a social media component to our awareness campaign and the students are making some original infographics but they also wanted to use some of the LRF inspirational quotes from your Instagram account.

Is it okay to reuse the content from those posts since we are tagging you guys in the posts? I'm extremely cautious with reuse of materials due to copyright concerns and I wouldn't want the students to reuse any content without permission. They are following the brand guidelines you sent through for any original posts they create.

Thank you for the help. It's our first year doing this competition and my first year advising a team. So I apologize if I'm missing something you already went over.



Dr. Christy Mesaros-Winckles
Preferred Pronouns: She/Her/Hers
Learner, Deliberator, Activator, Intellect, Discipline
Associate Professor/ Department Chair
PRSSA & Lambda Pi Eta Advisor
Communication Arts and Sciences
cmesaros_winckles@adrian.edu
Rush Hall
110 S. Madison St, Adrian, MI 49221
My Office is a Safe Zone

"Do the best you can until you know better. Then when you know better, do better." - Maya Angelou

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2/21/22, 11:08 AM

Adrian College Mail - Bateman Competition Question



Christy Mesaros-Winckles <cmesaros_winckles@adrian.edu>

Bateman Competition Question

Nichole Musumeci <nmusumeci@lymphoma.org>
To: Christy Mesaros-Winckles <cmesaros_winckles@adrian.edu>

Thu, Feb 17, 2022 at 1:52 PM

Hi Christy,

Totally fine to leave it up – you have our approval.

Thanks,

Nichole

Nichole Musumeci

Associate Director of External Communications

Lymphoma Research Foundation

Wall Street Plaza
88 Pine Street, Suite 2400

New York, NY 10005

Direct: (212) 349-2390

LYMPHOMA
RESEARCH • FOUNDATION



From: Christy Mesaros-Winckles <cmesaros_winckles@adrian.edu>
Sent: Thursday, February 17, 2022 11:51 AM
To: Nichole Musumeci <nmusumeci@lymphoma.org>
Subject: Re: Bateman Competition Question

Hi Nichole

[Quoted text hidden]

[Quoted text hidden]

Receipts for Social Media Posts

3/9/22, 12:40 PM

Gmail - Your Facebook Ads Receipt (Account ID: 10629285)



Christy Winckles <christywinckles@gmail.com>

Your Facebook Ads Receipt (Account ID: 10629285)

1 message

Facebook Ads Team <advertise-noreply@support.facebook.com>

Sun, Feb 27, 2022 at 8:17 AM

Reply-To: noreply <noreply@facebookmail.com>

To: Christy Mesaros-Winckles <christywinckles@gmail.com>



Receipt for Christy Mesaros-Winckles (Account ID: 10629285)

Summary

AMOUNT BILLED

\$14.93 USD

DATE RANGE

Feb 14, 2022, 12:00 AM - Feb 23, 2022, 11:59 PM

PRODUCT TYPE

Facebook Ads

BILLING REASON

You're being billed because your ads ended.

Payment method

MasterCard · 0718

REFERENCE NUMBER ⓘ

YSKJCTYL2

You'll receive your next bill when your ad costs reach \$250.00 or on your monthly bill date, whichever comes first.

CAMPAIGN	RESULTS	AMOUNT
Instagram post: February is Cancer Awareness...	642 Impressions	\$5.93
Post: "February is Cancer Awareness month. Raise..."	1,057 Impressions	\$6.00
Instagram post: Reply to be entered into today's...	349 Impressions	\$3.00
CAMPAIGN TOTAL		\$14.93
TOTAL		\$14.93

Transaction ID: 4855586111222862-9357062

Thanks,
The Facebook Ads Team[Manage Your Ads](#)[See Full Receipt](#)<https://mail.google.com/mail/u/0/?ik=90589e6fa2&view=pt&search=all&permthid=thread-f%3A1725922368094987520&siml=msg-f%3A1725922368094987520>

1/2

Receipt from poster printing

3/24/22, 1:28 PM

Order Details | Staples®



- All Products ▾
- Business Cards ▾
- Signs, Banners & Posters ▾
- Cards & Invitations ▾
- Document Printing ▾
- Same-Day Pickup
- Print Solutions ▾

Order Details

Your Order Number is: 6931571889

Order Date: 2/21/2022
 Status: Complete(Picked Up)
 Recipient: Christy Ellen Mesaro Winckles

[Return to My Orders](#)

In-Store Orders

Product



Status Complete (Picked Up)

Description LRF Social Card.pdf - Simple Print

Quantity 12

Unit Price \$0.77

Price \$9.18

[Edit & Reorder](#)

Product



Feedback

3/24/22, 1:28 PM

Order Details | Staples®



All Products ▾

Business Cards ▾

Signs, Banners & Posters ▾

Cards & Invitations ▾

Document Printing ▾

Same-Day Pickup

Print Solutions ▾

Unit Price \$0.77

Price \$9.18

Edit & Reorder

Pick Up Location:

Staples #592
1416 S. Main St.
Adrian, MI 49221
517-266-1176

Order Summary

Pickup Subtotal	\$18.36
Estimated Tax	\$1.10
Order Total	\$19.46

Feedback



About

Contact Print & Marketing Services

3/24/22, 1:28 PM

Order Details | Staples®



All Products ▾

Business Cards ▾

Signs, Banners & Posters ▾

Cards & Invitations ▾

Document Printing ▾

Same-Day Pickup

Print Solutions ▾

My Projects

My Orders

Store Locator

More Business Solutions

Business Forms

Checks

Promotional Products

Online Marketing Services

Join Us On

Feedback

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Receipt from Bookstore for trivia giveaways

Adrian College
 Arrington Bookstore
 110 S. Madison St.
 Adrian, MI 49221
 (517)264-3185
 www.adrian.edu
 CUSTOMER COPY

Account Sale
 Receipt: AC-138112-2 001 001
 Cashier: ABURRECE 02/16/22 10:06
 StudentID: 1130
 Student Name: COMMUNICATIONS 1130
 Email:

Discount	Sale
1 SHOT GLASS BLK AC SEAL METAL I 10251157 GW559-JOB846107 N \$6.95 Account Discount \$-1.39	
1 HAT BLK AC TONAL 3D EMB ADJ W 10250235 G19-W0000037 N \$19.95 Account Discount \$-3.99	
1 SOCKS CREW WHT M MASCOT 10220108 LBBPC3-NON54501 B N \$12.95 Account Discount \$-2.59	
1 WTRBTL SMOKE W/ACB1859 GLD WI 10234655 SB170-JOB805015 N \$12.95 Account Discount \$-2.59	
1 INTERLOCKING AC DECAL ADRIAN 10234464 IN7791-AC4-LD-01 N \$5.95 Account Discount \$-1.19	
1 MASCOT FC DECAL ADRIAN COLLEG 10240090 IN7791-AC4-LD-02 N \$5.95 Account Discount \$-1.19	
1 PENNANT MASCOT GLD/BLK 7X18 10104835 7224-FV042116 N \$15.95 Account Discount \$-3.19	
1 DSTRING BKPK BLK NYLON FC AC 10245798 C103 N \$6.95 Account Discount \$-1.39	
1 CELL PHONE POCKET YLW PAW AC 10213155	

Account Discount	\$-2.00
1 INTERLOCKING AC DECAL ADRIAN 10234464 IN7791-AC4-LD-01 N \$5.95 Account Discount \$-1.19	
1 MASCOT FC DECAL ADRIAN COLLEG 10240090 IN7791-AC4-LD-02 N \$5.95 Account Discount \$-1.19	
1 PENNANT MASCOT GLD/BLK 7X18 10104835 7224-FV042116 N \$15.95 Account Discount \$-3.19	
1 DSTRING BKPK BLK NYLON FC AC 10245798 C103 N \$6.95 Account Discount \$-1.39	
1 CELL PHONE POCKET YLW PAW AC 10213155 CA034-JOB743826 N \$5.95 Account Discount \$-1.19	
1 STADIUM CUP GLD ACB1859 BLK C 10234662 BM715-JOB805018 N \$1.95 Account Discount \$-0.39	
1 STADIUM CUP GLD ACB1859 BLK C 10234662 BM715-JOB805018 N \$1.95 Account Discount \$-0.39	
1 STADIUM CUP GLD ACB1859 BLK C 10234662 BM715-JOB805018 N \$1.95 Account Discount \$-0.39	
Subtotal:	\$79.52
Tax:	
Total:	\$79.52
Tender:	
OFFICE SUPPLIES	\$79.52
Tax Exempt: AC	
Change Due:	\$0.00
Customer Savings:	\$19.88

Thank you & Go Bulldogs
 All electronics and electronic
 accessories may not be returned
 without original packaging.

Shop our Spirit Gear

Appendix 5: Social Media Analytics

Reach

Facebook Page Reach ⓘ

1,301 ↑ 779.1%



Instagram Reach ⓘ

985 ↑ 1.7K%



Campaign reach- includes both hype week and trivia contest

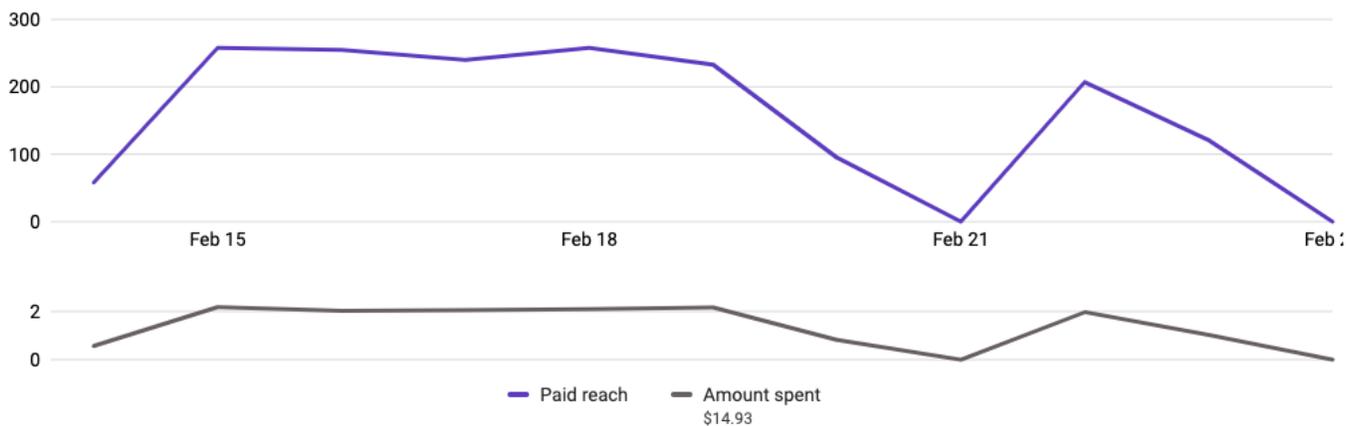
Ad trends

Paid Reach ⓘ

887 ↑ 299.5%

Paid Impressions ⓘ

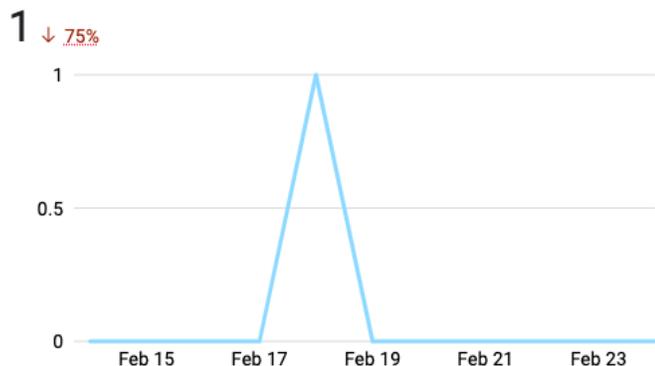
2,230 ↑ 509.3%



Reach of boosted Facebook and Instagram posts and evaluation of ROI.

New likes and followers

New Facebook Page Likes ⓘ



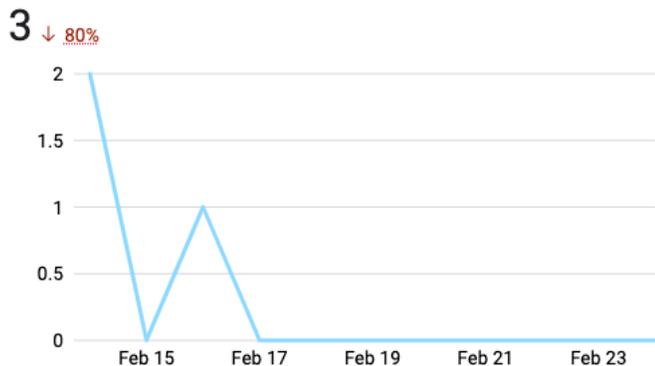
New Instagram Followers ⓘ



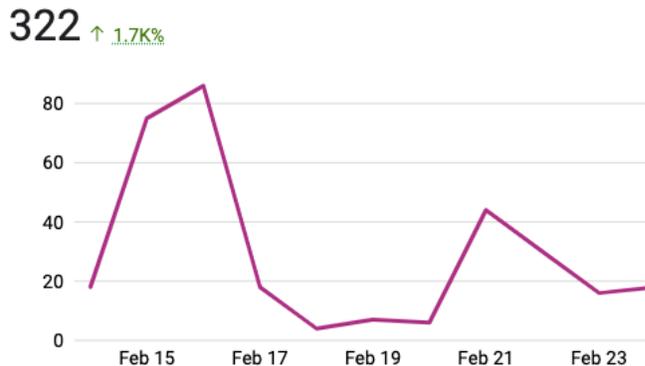
Number of new likes and followers for PRush Creative Facebook and Instagram accounts during the campaign.

Page and profile visits

Facebook Page Visits ⓘ



Instagram Profile Visits ⓘ



During the campaign PRush Creative IG account changed the website from the PRush website to LRF so all profile views on IG also had a way to click and learn more.