**Creative Brief**

RCCA

DATE: 2/19/20

PROJECT NAME: Clinical Trials Page

CREATED BY: Leslie Brooks

**BACKGROUND:**

The client recently began conducting their own clinical trials and building up their clinical trials program without the corporate umbrella (which was apparently doing a poor job).

Now that they have established their program for a year or so, we are going to start marketing their clinical trials to get more patients.

**OBJECTIVE OF PROJECT:**

To advertise that RCCA has clinical trials and are accepting patients into the program.

**MARKETING GOAL(S):**

Drive awareness of the program and drive program sign-ups

**THE ASSIGNMENT/DELIVERABLE:**

1. We are revising the current [clinical trials page](https://centraljerseyrcca.com/services/clinical-trials/) on their website
2. Creating a new clinical trials digital campaign

For the website specifically, we need to revise the current messaging so that it’s less “about” clinical trials (although it’s ok to have *some* copy) and more about going through clinical trials at RCCA. We are adding a list of their open clinical trials to the site (attached separately in BC) that will link to the corresponding study on the .gov site.

We would need a Marketing type opening/intro paragraph; then list all of our current trials with links to the [clinicaltrials.gov](http://clinicaltrials.gov/). Please the Car-t cell trials first, all others in alpha order.

It’s very important we keep this high level so we don’t have to go through the approvals board. But we need to make it compelling enough so that interesting patients will call.

Lastly, *we will have a separate number* that patients can call that will go directly to the team in the clinical trials department(?)

**CHANNELS/MEDIUMS PROJECT WILL LIVE IN:**

Website & digital media

**TARGET AUDIENCES:**

People who currently are undergoing cancer treatment.

**WHAT DO WE WANT AUDIENCE(S) TO DO?**

Contact the clinical trials team to inquire about joining the program.

**MESSAGING/KEY TAKEAWAYS:**

They have advanced clinical trials (like what you would find as prestigious hospitals & large cancer centers)

Convenience of close to home – don’t have to travel to the city to get the latest in clinical trials and cancer care.

**BRAND TONE:**

Same as all other materials

**MANDATORIES:**

Must list all clinical trials, Car-t cell first. We can only really list the name (title) of the trial & link it out.

**PERFORMANCE METRICS:**

KPIs TBD, but ultimately we want to drive patients to sign up.

**BUDGET:**

**TIMING:**

First draft of copy due 3/6.

Would like to launch page by end of March at the latest.