

# Criteria for Consumer Marketing

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Campus/Service Line:

Contact:

Phone:

Cell Phone:

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**SUBJECT: (campaign description)**

**OVERALL GOAL:**

**Campaign**

**Yes                  No                  Somewhat**

Is this a campus specific initiative?

Does this ad/campaign have direct competition between campuses?

    If so, has the campaign been approved by the G8?

Does this campaign tie in to the current system initiative?

Would promotion of this service line benefit more than one campus?

If so, please list campuses/explain

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**Special Considerations**

Does this concept include a specific promotion (i.e. event or screening)?

Is it timely or time-sensitive?

Does this concept or promotion have any legal implications?

What is the call to action?

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How will you measure outcomes?

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**Audience**

Primary Target Audience

(include age, sex, other pertinent psychographics)

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**Duration and Time Frame**

Preferred Start Date:

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Duration:

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**Additional Comments (include any info you think would be beneficial for the Committee to know or consider)**

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