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Final Project: Communication Campaign Development

I. Company or Organization Background

Carolyn Witte's journey to founding Ask. Tia began with her frustrations navigating the healthcare system as a young professional woman living in New York City. In her early 20's, Witte was undergoing her health struggles, through a three-year-long process to be diagnosed with a hormonal endocrine disorder called Polycystic Ovary Syndrome (PCOS) at the age of 25. These challenges inspired her to help women struggling in the healthcare system. "In 2016, she quit her job as a team lead at Google's creative lab to focus full-time on building a healthcare platform for women called Ask. Tia (Connley, 2020). Witte partnered with her college best friend Felicity Yost, who left her job as a product manager at Owler to focus on the startup and help cofound Ask. Tia. The initial plan for AskTia was for it to be a free informational app "that was almost personalized WebMD for women's health" (Connley, 2020). On the app, users can connect with healthcare professionals and receive a response to their questions. After the co-founders reviewed over 2,000,000 customer interactions in the first couple of months, Witte and Yost realized that their women wanted to Ask. Tia to be their healthcare provider.

In 2019, Ask. Tia expanded beyond the digital space and opened its first physical clinic in New York City. Opening physical locations required a significant amount of funding, which the company was able to receive 24.275 million, and in addition, the total amount of investor money was $32 million (Connley, 2020). The significant financial backing allowed Ask. Tia to expand the services offered to clients. The comprehensive care provided includes care for women during their reproductive journey, including prenatal obstetrical care. The founders themselves are not healthcare professionals. Initially, they worked with health educators for clinics or Planned Parenthood hotlines to address health concerns. Now, Ask. Tia works with doctors in the OB-GYN, mental health, and other health experts. "When we opened the Tia clinic, the premise

was to take all these different specialists that do not typically work together and bring them together, not just under one roof, but to work together in an integrative model to deliver what we describe as 'whole women's healthcare," Witte says (Connley, 2020).

Carolyn Witte and Felicity Yoset have evolved their roles as co-founders to prominent leadership positions in the company. As chairwoman, Carolyn Witte is responsible for working with the board of directors and leveraging her background in design storytelling. She fosters partnerships and collaborations with women entrepreneurs to achieve financial and social impact (*Team*, n.d.). Her passion for evolving the healthcare system to support women makes her the leading advocate of the brand. Felicity Yost acts as the CEO, focusing on the architectural aspect of Ask. Tia helped steer the strategy, backed by her data analytics expertise. Her passion for data allows her to refine the services and operations of Ask. Tia. She also ensures that the business model system is seamless for patients and healthcare providers (*Team*, n.d.). Together, this powerhouse team is blending storytelling with data-driven decisions to redefine women's healthcare.

II. Mission Statement

To enable every female to achieve optimal health, as defined by herself (*Tia Package — Culture Deck — Mission, Values & Principles*, n.d.).

- Health is an ongoing journey that considers every stage of life. It extends beyond the prevention and treatment of disease to the actual value of well-being.
- Support females on their health journey to achieve optimal health.

III. Brand Positioning

To: LGBTQ+ and women of color, Gen Z and Millennials.

Brand Is an innovative, women-focused healthcare provider redefining how healthcare is delivered.

That offers comprehensive, integrative care uniquely tailored to meet women's physical, mental, and emotional health needs.

Because It combines modern medical expertise, data-driven insights, and a compassionate, community-based approach to empower women with the knowledge and resources they need to make informed health decisions.

IV. Statement of Problem or Opportunity

Accessing necessary health care has always been more difficult for American women than for women in other high-income nations. The United States remains the only wealthy country with no universal healthcare (Zephyrin & Gunja, 2024). The lack of access to good primary healthcare has contributed to poor performance in preventing, diagnosing, and managing diseases (Grossi, 2024). Simultaneously, there are a lot of racial disparities that are observed in the American healthcare system. For example, Black women are more likely to die from pregnancy-related complications than White women (Collins & Roy, 2024). According to recent federal data, it has been revealed that women in the U.S. are more likely to take multiple prescription medications and have some of the highest mental health needs compared to women in other countries (Collins & Roy, 2024).

Significantly, the infamous court decision regarding the Roe V. Wade case in 2022 has hindered access to reproductive healthcare. This aligns with the alarmingly high rates of maternal deaths that occur in the U.S., especially among Black women, who are three times more likely to be impacted by pregnancy-related complications than White women. The LGBTQ+ community has been facing healthcare discrimination for centuries. On average, medical professionals receive under five hours of training to treat LGBTQ+ patients at medical school. One out of five transgender patients have been refused to be treated by a healthcare provider (National LGBT Cancer Network, 2024).

This gaping hole in the American healthcare system provides Ask. Tia has the perfect opportunity to provide inclusive and accessible healthcare. As an organization started by women of color that offers services by healthcare providers from various ethnicities and who belong to the LGBTQ+ community, inclusivity is an essential element of the brand.

By providing several healthcare services in one place, Ask. Tia offers accessible healthcare. From general health to mental health, reproductive health, and gender-affirming care, Ask. Tia addresses the essential and often overlooked gaps in America's public healthcare system.

A one-year integrated communication campaign is necessary for Ask. Tia positioned itself as the leading choice for women's healthcare nationwide. This campaign will help bridge the gap between equitable healthcare disparities among women in the U.S.

V. Research

Research Goals

To create an effective communication campaign for Ask. Tia, the following information should be necessary:

1. **Understanding Target Audiences:** Identified health concerns, frustrations with traditional healthcare, and awareness of inclusive services among women aged 24 and over, as well as LGBTQ+ individuals.
2. **Evaluating the Healthcare Market:** Assessed current offerings, pinpointed gaps in women's and LGBTQ+ healthcare, and analyzed emerging trends.
3. **Competitor Analysis:** Studied the positioning and services of established healthcare providers to identify opportunities for differentiation.
4. **Effectiveness of Communication Channels:** Evaluated preferred platforms and communication channels for Gen Z, Millennials, and LGBTQ+ individuals to optimize outreach efforts.

Research Methodology

Primary Research

a. Qualitative Research

- **Focus Groups:**

Conduct focus groups with 20-30 participants representing diverse demographics, including women aged 24–40 and LGBTQ+ individuals, at Ask. Tia's headquarters are in New York, California, and Arizona. These sessions will focus on gathering insights from vital urban markets, exploring personal healthcare experiences, frustrations with traditional providers, and expectations for a comprehensive, inclusive model like Ask. Tia. Sample Question: “What are the biggest barriers to accessing healthcare services?”

- **Interviews:**

Conduct in-depth interviews with 10–15 healthcare professionals and industry experts, including women’s health advocates and LGBTQ+ specialists. These interviews will examine systemic gaps in healthcare and opportunities for integrative approaches, offering insights into Ask. Tia's positioning in the market.

b. Quantitative Research

- **Surveys:**

Distribute surveys to over 1,000 respondents, targeting women aged 18–50 and LGBTQ+ individuals. The surveys will be conducted online via platforms like Google Surveys and social media. The questions include healthcare satisfaction, willingness to try new providers, and attitudes toward integrative care models.

Secondary Research

- **Academic and Industry Reports:**

Review studies on women's health disparities, mental health trends, and gaps in gender-affirming care, referencing sources like CDC publications and industry analyses from McKinsey & Company (e.g., CDC Report on Racial and Ethnic Disparities in Maternal Mortality; McKinsey & Company's "The Future of Women's Health").

- **Competitor Analysis:**

Assess existing providers such as Planned Parenthood and telehealth services (e.g., Their official websites and social media accounts), focusing on service models, inclusivity, and branding strategies. This analysis will help identify market gaps for Ask. Tia.

- **Healthcare Market Trends:**

Examine reports from Deloitte and similar firms to understand consumer demand for inclusive and integrated healthcare solutions, particularly among Millennials and Gen Z (e.g., "2023 Global Health Care Outlook," Deloitte; "Addressing Gaps in Gender-Affirming Care," PubMed).

- **Social Media Analysis:**

Analyze engagement trends on platforms like Instagram and TikTok, focusing on healthcare-related content to identify effective outreach strategies for younger, tech-savvy demographics (e.g., Popular hashtags such as #WomensHealth (#2.3M posts) and #MentalHealthAwareness (#4.5M posts).

Information Sources

1. Centers for Disease Control and Prevention (CDC)
   Website: https://www.cdc.gov

2. McKinsey & Company Healthcare Reports
   Website: https://www.mckinsey.com/industries/healthcare
3. Deloitte Insights
   Website: https://www2.deloitte.com/us/en/insights
4. PubMed
   Website: https://pubmed.ncbi.nlm.nih.gov

VI. Situation Analysis (SWOT)

Strengths:

- A unique business model that avoids third parties→, More efficient for customer service, → more loyalty among users.
- The company actively strives for diversity, including representation of minority groups within corporate demographics and the healthcare professionals employed (AskTia, n.d).
- An extensive range of services is offered, including birth control implant insertion/removal, biopsy, colonoscopy, ultrasound, vaccines, etc. (AskTia, n.d).

Weaknesses:

- Niche market (targeted toward younger women) and limited locations → limits reach to a broader audience, reducing the potential for growth and diversification.
- Internal leadership and operation challenges (delays in follow-up appointments, slow resolution of billing issues, poor customer service) →, poor online reviews→, reputation damage (Reddit, 2024).
- Limited Services for niche or specific health concerns limit comprehensive healthcare options→; potential customers may seek specialized care elsewhere→, reducing competitive knowledge.

Opportunities:

- The company can expand nationally and internationally and place businesses in smaller towns.
- Collaborate with influencers and college campuses to increase outreach and brand awareness.
- Create family-friendly and student-friendly plans to create accessibility.

Threats:

- People under the age of 25 are still under their parent's healthcare, limiting engagement with alternative healthcare services and reducing the potential customer base (Covered California, n.d)
- The business faces challenges in reaching and appealing to older women, which is a critical demographic for growth→, and it needs stronger marketing and outreach strategies.
- The political atmosphere threatens healthcare companies by potentially impacting access to reproductive and gender-affirming healthcare → limits potential clients if political talk turns into restrictive laws and policies.
- Highly saturated healthcare market→ Established healthcare workers have more access to resources and have a loyal customer base.

VII. Strategic Insights

1. Rising Demand for Women and LGBTQ+ Inclusive Healthcare

The mainstream healthcare system has long neglected women and LGBTQ+ populations. This neglect is evident in systemic misdiagnoses, lack of gender-affirming care, and inadequate attention to women's reproductive and mental health. For example, LGBTQ+ patients often encounter bias and insufficient medical knowledge in their care (Harvard Medical School, 2023). The rise in public awareness of these disparities shows an urgent need for inclusive healthcare services tailored to these communities.

- Campaign Impact:

Ask. Tia can emphasize its innovative, integrative care model to fill this gap, positioning itself as a trusted ally for these underserved groups and addressing the lack of research and representation in traditional healthcare.

2. Addressing the Lack of Awareness Through Education

Many women and LGBTQ+ individuals remain unaware of the benefits of integrative healthcare services like those offered by Ask. Tia. Misconceptions about accessibility and affordability and a lack of trust in traditional systems contribute to this. Additionally, a gap in health education leaves individuals unable to make informed decisions (Kaiser Family Foundation, 2023).

- Campaign Impact:

Hosting educational workshops, panel discussions with experts, and engaging social media campaigns can bridge this gap. These initiatives can position Ask. Tia as a healthcare provider, trusted educator, and advocate for better health practices.

3. Navigating Political Turmoil to Build Trust

The rise of conservative leadership has led to increasing challenges for women's healthcare and LGBTQ+ rights. Policies that restrict reproductive healthcare access and the introduction of numerous anti-LGBTQ+ bills highlight a growing systemic neglect of these groups (Solace Global, 2024).

- Campaign Impact:

Ask. Tia can stand out as a progressive, inclusive healthcare provider that actively advocates for marginalized communities. Through targeted messaging and campaigns, the organization can position itself as a beacon of hope and a voice of support, ensuring access to critical services and addressing the anxieties faced by vulnerable populations.

VIII. Communications Goals

Goal #1: Develop a one-year integrated communication plan to position Ask. Tia as the leading choice for women's healthcare across the United States.

- Target messaging to resonate with women of all ages and backgrounds while addressing key concerns such as reproductive health and mental wellness.
- Craft compelling and inclusive messages tailored to women of diverse ages, cultural backgrounds, and health needs.
- Emphasize Ask. Tia's unique blend of technology-driven solutions and personalized care positions the brand distinctively among competitors.

Goal #2: Strengthen connection with target audiences and develop campaigns addressing healthcare concerns of women and LGBTQ+ individuals

- Feature stories from actual clients who have benefited from Ask. Tia's services highlight the positive impact, leveraging testimonials and case studies to humanize the brand and highlight the positive impact on women and LGBTQ+ healthcare.
- Increase engagement with healthcare professionals and stakeholders by collaborating with specialists and influencers in women's and LGBTQ+ health to build credibility and expand the network.

- To foster community trust and engagement, host interactive events, webinars, and online Q&A sessions featuring healthcare professionals and advocates.

IX. Communications Objectives

- Be covered by at least 5 major media outlets to boost brand visibility and increase website traffic within a week of coverage release.
- On International Women's Day, we will feature three prominent female doctors and activists, such as Trinetera, to discuss women's health and position Ask. Tia as a key player in the women's health space.
- Secure at least three celebrities, such as Billie Eilish, for Instagram and TikTok to discuss mental health topics and promote Ask. Tia services→. • Celeb endorsements bring significant attention to the company, increasing brand awareness.
- Achieve a 40% increase in social media engagement and a 20% increase in followers after celebrity Instagram takeovers → Influencers and celebs can spark significant engagement, attract new followers→, and build a solid online community around the brand.

Target Audiences

1. **Big Pharmaceutical Company**

Demographics

- Age: 70 years
- Income: $5 Million (*Theramex Financial Overview, Employee Count, and Competitors*, n.d.) Nationality: Monaco (*Our History - Theramex*, 2023)

Psychographics

Values

1. Passion: "We are dedicated in heart and mind to improving care in Women's Health, and strive for absolute excellence in everything we do" (*About Theramex - Theramex*, 2024).
2. Integrity: "We hold ourselves to the highest ethical principles and treat every individual with fairness and respect" (*About Theramex - (Theramex*, 2024).

3. Collaboration: We listen to women's health needs and continuously work with our partners to improve and expand our offerings, giving doctors and women the best possible outcomes (*About Theramex—Theramex*, 2024).
4. Agility: “In a fast-paced environment, our combined professional experience means we can make not just quick decisions, but also the right ones”(*About Theramex - Theramex*, 2024).

Beliefs: “We believe in empowering women to make informed decisions about managing the natural cycles and stages of their lives. To do this, we provide education and support around contraception, fertility, menopause, and osteoporosis” (*About Theramex - Theramex*, 2024b).
Attitudes: Believe in Empowering and taking care of women.

Geographic:

Western and Eastern Europe offices, Australia, Brazil

Sociocultural Influences:

Culture

- Western European Offices: Belgium, France, Germany, Ireland, Italy, Netherlands, Spain, Portugal, Switzerland (*Where Are We Based? - Theramex*, 2024).
- Politics: Strong socialist holding in government. “In France, Italy, Holland, Austria, and Switzerland, the cabinets contain socialist ministers today” (The Atlantic, 2022).
- Abortion is legal: Today, almost all European countries allow abortion on request or broad social grounds, and only a tiny minority maintain highly restrictive laws prohibiting abortion in almost all circumstances” (European et al.).
- Eastern Europe: Offices Poland, Romania and Slovakia (*Where Are We Based? - Theramex*, 2024).
- Politics: Romania's center-left government (PolitPro, 2024).
- Abortion is legal in most Eastern European countries (*Legal Abortion in Eastern Europe*, 1961).
- Slovakia: Center-left government (PolitPro, 2024a).
- Poland: Recent shift to left-leaning with the new prime minister (Schmitz, 2023)
- Australia Politics: Left Learning Priminister (*About the Prime Minister*, n.d.)
- Abortion is legal throughout all of Australia (Healthdirect Australia, 2024)
  Brazil (*Where Are We Based? - Theramex*, 2024).

- Politics: Shifting right (Reuters, 2024).
- Abortion only in specific cases (*Here Are 4 Threats to Legal Abortion in Brazil*, n.d.)

2. Celebrities and Influencers

Demographics

- Age: 18-45
- Education: Well-educated on women's health and passionate about discussing this topic.
- Nationality: American
- Ethnicity: Women of color

Psychographics

- Value: Equality for Women
- Beliefs: Pro-choice, Gender affirmative care, Free healthcare
- Attitudes: Pessimistic about Trump Presidency
- Lifestyle: Health conscious and active

Geographic

- Urban areas
- Located in major cities on the East and West Coast: Boston, LA, San Francisco, New York, etc.

Socio-Culture Influences

- Strong Mother influence
- Have kids or close with parents
- Middle to upper-class
- Part of and follower of American pop culture

3. Women exploring options for independent healthcare needs

Demographics:

- Women ages 24 to 40
- Income: An average income of $59,921 (Josephson, 2024)
- Currently living in the U.S.

Psychographics:

Values

1. Equality: “Women are significantly less satisfied than men in four areas: the amount of money they earn, the health insurance benefits their employer offers, their on-the-job stress, and their ability to work remotely” (Saad, 2023).
2. Healthcare Coverage: “At the same time, women are much more likely than men to report they delayed medical treatment of some kind in the past 12 months because of the cost -- 43% and 32%, respectively. That 11-percentage-point difference is fairly typical of the gender gap in delayed treatment since Gallup began tracking this in 2001” (Saad, 2023).
3. Safety: “Gallup finds a 38-point difference in women’s versus men’s worry about being sexually assaulted -- the largest gender difference in anything reviewed for this article. Nearly half of women report worrying about this frequently or occasionally, contrasted with just 9% of men. Women also worry more than men about being mugged and having their home burglarized while they are there” (Saad, 2023).

Geographic: U.S. cities across various states

Sociocultural Influences:

- “Gen Z places a high premium on values and beliefs. They are motivated by social status, peer recognition, and political consciousness. These core values are the driving forces behind their consumer choices” (Media Culture, 2023).
- “Gen Z is a socially and politically conscious generation. They lean progressive and strongly support social justice causes like immigration reform, climate change, and LGBTQ+ rights. In addition, they are more likely to purchase from brands that support the Black Lives Matter (BLM) movement (28% versus 13% less likely)” (Media Culture, 2023).
- “Recent changes in states’ ability to outlaw abortions within their borders, starting with passage of a restrictive Texas law that took effect in September 2021 and the Supreme Court’s overturning the landmark Roe v. Wade decision last June, have markedly altered how women look at abortion laws in the U.S. After two decades when no more than a quarter of women were dissatisfied with the nation’s abortion laws because they wanted them to be less strict, that view jumped to 32% in January 2022 and 50% in January 2023” (Saad, 2023).

4. LGBTQ+ Community

Demographics:

- Gen Z and millennials (ages 18-43)
- LGBTQ+ identification is more common among women in the U.S. (Jones, 2024)

Psychographics:

Values

- Positivity: “More than 40% of LGBTQ respondents identified positive values and characteristics, including acceptance, inclusivity, empathy, love, vibrancy, joy, and support” (Dowd, 2024).
- Diversity: About one-third (31%) of respondents said that LGBTQ people and communities added to LA County’s rich diversity. They mentioned that by living their lives openly and with pride, LGBTQ inspire everyone to accept themselves and live openly as their authentic selves” (Dowd, 2024).
- Equity and Intersectionality: “We believe that the diversity of LGBTQ+ people is one of our greatest strengths, yet deep disparities exist -- especially for those of us who sit at the intersection of marginalized identities. Oppression in all forms is inextricably linked, which means our mission for LGBTQ equality will only be realized when we collaborate with our partners to break down every barrier and ensure that all LGBTQ+ people have the same ability to thrive (Human Rights Campaign, 2024).

Sociocultural Influences:

- “More than one in five (22%) respondents described how LGBTQ people give back to LA County by supporting marginalized communities, volunteering, and participating in the political process” (Dowd, 2024).
- “LGBTQ individuals are disproportionately impacted by a wide range of health threats when compared with their heterosexual or cisgender peers—the consequences of which are compounded by anti-LGBTQ discrimination and other systemic barriers to accessing healthcare services prevalent across locations and settings in the United States” (National Coalition for LGBTQ Health, 2023)
- “Over 500 anti-LGBTQ+ bills have been introduced since 2023 alone in the U.S.—almost all of them introduced by Republican lawmakers. Trends from past elections show that LGBTQ+ people vote overwhelmingly for the Democratic Party and

will keep doing so as long as the Republican Party continues to push extreme laws that are harmful to the LGBTQ+ community. ” (Sanchez and Bennet, 2024).

X. Current Audience Brand Perception

- It is a women-centric, LGBTQ+ friendly, and all-inclusive healthcare clinic that is tech-savvy.
- The clinic works on a model set up for urban localities and, therefore, has premium pricing that is not affordable.

XI. Desired Audience Brand Perception

- A groundbreaking healthcare model led by an integrative care team specializing in women’s health, providing accessible, quick, and convenient in-person and telehealth care.
- Inclusive, non-judgemental healthcare with affordable and insurance-friendly payment options.

XII. Key Message Mapping

- Single-minded message: Ask. Tia is the number one healthcare provider for women in the United States, offering comprehensive, personalized care that addresses physical, mental, and reproductive health through a modern, tech-enabled approach. “Tia is what healthcare would look like, work like, and feel like if it was designed for women and treated them as whole people, versus part.” (Burnett, 2023).
- Audience-Specific Messaging: Women (aged above 24) - Ask. Tia is a one-stop-shop clinic that addresses all your physical, mental, and emotional needs. Amid the nation's ongoing challenges surrounding reproductive healthcare, Ask. Tia is a trusted ally, providing comprehensive support and care for all women. “I am proud and excited about how Ask. Tia can fill some of the informational gaps around sexual and reproductive health we see today and help women navigate an increasingly complex world of healthcare at a time of extreme volatility.” (Witte, 2021).
- LGBTQ+ community: Ask.Tia offers a safe space for individuals from the LGBTQ+ community by providing non-judgemental and gender-affirming healthcare for all. “Trans people and nonbinary individuals are welcome and celebrated at Tia and are active

members of the Tia patient community today." (Tia, n.d.). With a special advisory council, Ask. Tia is committed to becoming a more inclusive healthcare provider.

- Pharmaceuticals: Ask. Tia is dedicated to innovating and changing the healthcare landscape for women and LGBTQ+ in the U.S. Partnering with Tia provides access to data from a diverse and new part of the market. "We're proud to present our Women's Primary Care "Plus" Outcomes Report, which explores the state of healthcare for women in the U.S. and shares exciting findings" (Tia, n.d.).
- Celebrities and Influencers: Ask. Tia focuses on advertising and marketing that is authentic and raw. "Tia aims to drive systemic change in the healthcare industry, encouraging women to call out medical gaslighting and providers to listen by featuring them in still photography on billboards and digital ads." (Tia, n.d.). Join Ask. Tia, in advocating for better, more inclusive healthcare by sharing your platform to amplify our mission of delivering accessible and revolutionary care.

XIII. Strategies

1. **Utilize important months (Mental Health Awareness Month, Breast Cancer Awareness Month, Pride Month) to launch campaigns, conduct events, and collaboration posts.**

Ask. Tia can launch events and collaboration posts about months surrounding specific health issues, such as Mental Health Awareness Month, Breast Cancer Awareness Month, and Pride Month. Campaigns, events, and collaboration posts about these specific events can spread awareness about Ask. Tia and what it can do to help minority groups with their health issues. These also allow Ask. Tia to stay relevant in the health and wellness spaces.

2. **Sponsor women and LGBTQ+ events (Pride parades, Miss Universe)**

Ask. Tia can be part of women's and LGBTQ+ events to help spread awareness of its company, with Ask. Tia, being implemented in safe spaces and events specifically for minority groups, allows people to connect with the idea that Ask. Tia is a safe space for minorities. Having the company appear in these safe environments also allows the brand to show that it supports and stands with minority groups consistently.

3. **Collaborate with brands (CORA Tampons, Calm app, Flo)**

Since the company is in a niche market, collaborating with brands that cater to women's health can expand its brand awareness to women using these apps and products. These collaborations could also allow the brand to gain recognition from pharmaceutical companies and potentially open more sponsorship opportunities for Ask. Tia.

4. **Outreach trips to conduct women and LGBTQ+ health awareness forums to smaller localities with marginalized communities**

Ask. Tia can expand its brand awareness by visiting and implementing offices in marginalized communities. The company currently has offices in Los Angeles, San Francisco, New York, and Scottsdale, Arizona (Ask. Tia, n.d.). Having offices in cities with a rise in LGBTQ+ communities allows the company to expand and further strengthen its branding and mission statement, which is to be a safe space where anyone can get health treatment and care.

XIV. Tactics

Paid: Sponsored social media posts, billboards, TV commercials

- Having sponsored media constantly circulated in social media, television, and out-of-home areas can drive its target audiences to become aware of the brand, research more about it, and potentially want to become clients. Media will consist of weekly healthcare tips posted on Ask. Tia's social media platforms, billboards of Ask. Tia's primary campaign ads and TV commercials tie into Ask. Tia's help in healthcare specifically catered to minority communities. Sponsored media such as these can establish further credibility for the company (Caiola, 2022).

Earned: Recognized by top national health conferences, media relation

- Gaining recognition from well-known doctors and specialists can help Ask. Tia gain more awareness in the healthcare industry. Positive reviews from professionals can help the company gain a more substantial reputation and build trust with its target audiences. Participating in huge conferences hosted at the beginning of 2025, such as the CES Digital Health Summit, Fierce JPM Week, and ViVE 2025, can help bring Ask. Tia has more stakeholders who would like to help strengthen Ask—Tia's healthcare services.

Shared: Partner with brand ambassadors/organizations for women's health outreach

- Partnering with brand ambassadors and organizations can extend Ask—Tia's brand awareness. Partnering with celebrities and influencers who care about mental health, such

as Billie Eilish and Emma Chamberlain, can bring attention and credibility to Ask. Tia. These partnerships can also help Ask. Tia's social media presence will be more distinct and further push traffic toward Ask.Tia's owned media. These partnerships can also help the company gain trust due to how trustworthy figures and organizations choose to be partnered with Ask. Tia.

Owned: Website, blog, press release on women's health R&D and our accomplishments

- Posting blogs and articles can help keep Ask. Tia reliable and open to clients. These types of media give Ask. Tia's authenticity to clients further strengthens its branding for being open to anyone—publishing achievements about the staff at Ask. Tia offices can make it appear to audiences that Ask. Tia does care for the people who work at its clinics. Posting health content and articles on its website can further show that the company has experts in health, which strengthens its credibility (Ask.Tia, 2023).

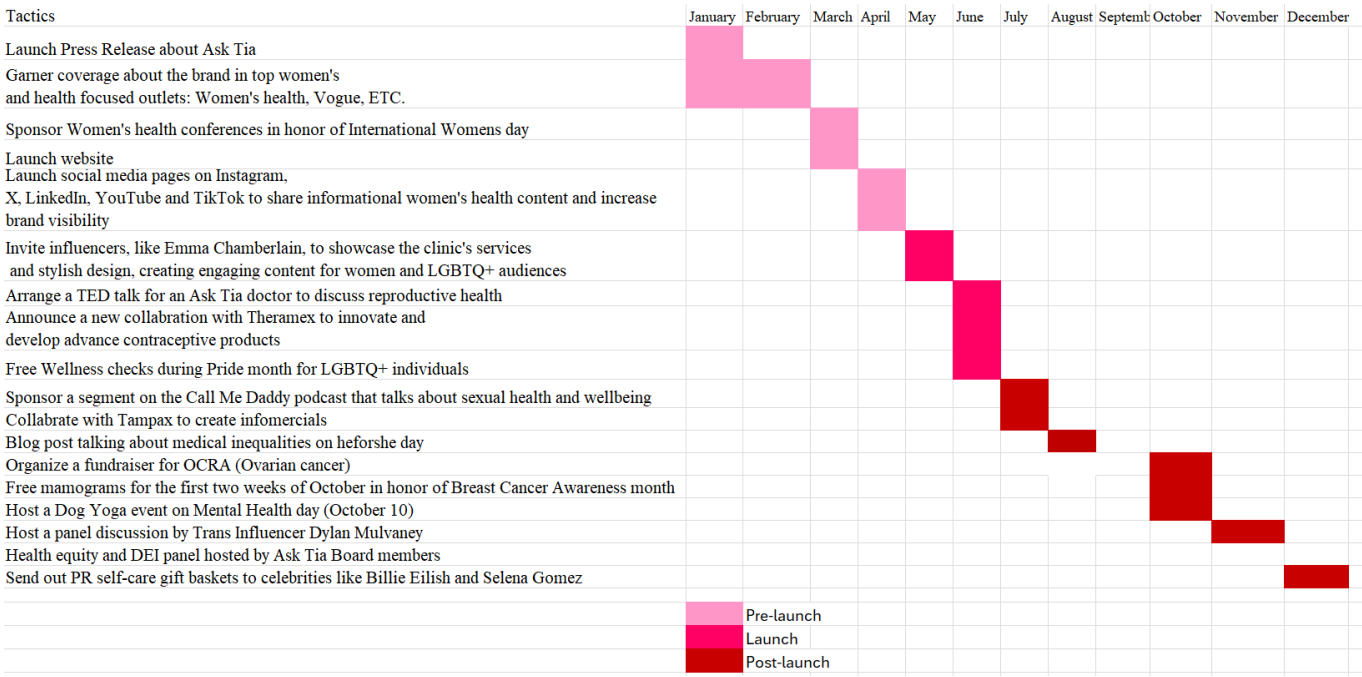
KPIs – Measurement & Evaluation

1. SEO Performance
    - Metric: Achieve a 30% increase in organic search traffic and improve keyword rankings for terms like "inclusive healthcare" and "women's health clinic" leading up to International Women's Day.
    - Measurement: Use Google Analytics and SEMrush to track traffic growth, keyword rankings, and bounce rates.
    - Rationale: Enhanced SEO ensures Ask's Tia's visibility campaigns support the objective of driving increased traffic to the website following media coverage.
2. Social Media Growth and Engagement
    - Metric: Boost social media engagement by 40% and increase followers by 20% during the May campaign featuring social media takeovers by three celebrities.
    - Measurement: Leverage platform-native analytics such as Meta Business Suite and TikTok Analytics.
    - Rationale: Increased engagement during high-profile campaigns reflects success in connecting with the target audience and creating impactful content.
3. Website Conversion Rates
    - Metric: Measure a 15% increase in new subscriber sign-ups following the International Women's Day panel event featuring three prominent doctors and activists.

- Measurement: Utilize tools like Google Tag Manager and HubSpot to track user actions and subscriptions.
- Rationale: High conversion rates from the event indicate that the messaging is effective and aligns with consumer needs.

4. Influencer Collaboration Reach
    - Metric: Generate 1 million impressions and track measurable increases in website traffic and social media engagement during Mental Health Awareness Month campaigns.
    - Measurement: Track using Aspire and GRIN for influencer campaign analytics.
    - Rationale: Collaborations ensure the effective promotion of Ask.Tia's mental health services and alignment with campaign objectives.
5. Sentiment Analysis of Newswire Releases
    - Metric: Achieve 90% positive sentiment for all press releases related to campaign events and outcomes, including International Women's Day and Mental Health Awareness Month activities.
    - Measurement: Use platforms like PR Newswire and BuzzSumo for detailed sentiment analysis.
    - Rationale: Positive sentiment in coverage supports Ask—Tia's mission is to redefine women's healthcare and communication with the target audience.

XV. Timeline


Tactics
January
February
March
April
May
June
July
August
Septemb
October
November
December
Launch Press Release about Ask Tia
Garner coverage about the brand in top women's and health focused outlets: Women's health, Vogue, ETC.
Sponsor Women's health conferences in honor of International Womens day
Launch website
Launch social media pages on Instagram, X, LinkedIn, YouTube and TikTok to share informational women's health content and increase brand visibility
Invite influencers, like Emma Chamberlain, to showcase the clinic's services and stylish design, creating engaging content for women and LGBTQ+ audiences
Arrange a TED talk for an Ask Tia doctor to discuss reproductive health
Announce a new collabration with Theramex to innovate and develop advance contraceptive products
Free Wellness checks during Pride month for LGBTQ+ individuals
Sponsor a segment on the Call Me Daddy podcast that talks about sexual health and wellbeing
Collabrate with Tampax to create infomercials
Blog post talking about medical inequalities on heforshe day
Organize a fundraiser for OCRA (Ovarian cancer)
Free mamograms for the first two weeks of October in honor of Breast Cancer Awareness month
Host a Dog Yoga event on Mental Health day (October 10)
Host a panel discussion by Trans Influencer Dylan Mulvaney
Health equity and DEI panel hosted by Ask Tia Board members
Send out PR self-care gift baskets to celebrities like Billie Eilish and Selena Gomez
Pre-launch
Launch
Post-launch

References

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