Blending marketing data with traditional health data

Insights and recommendations
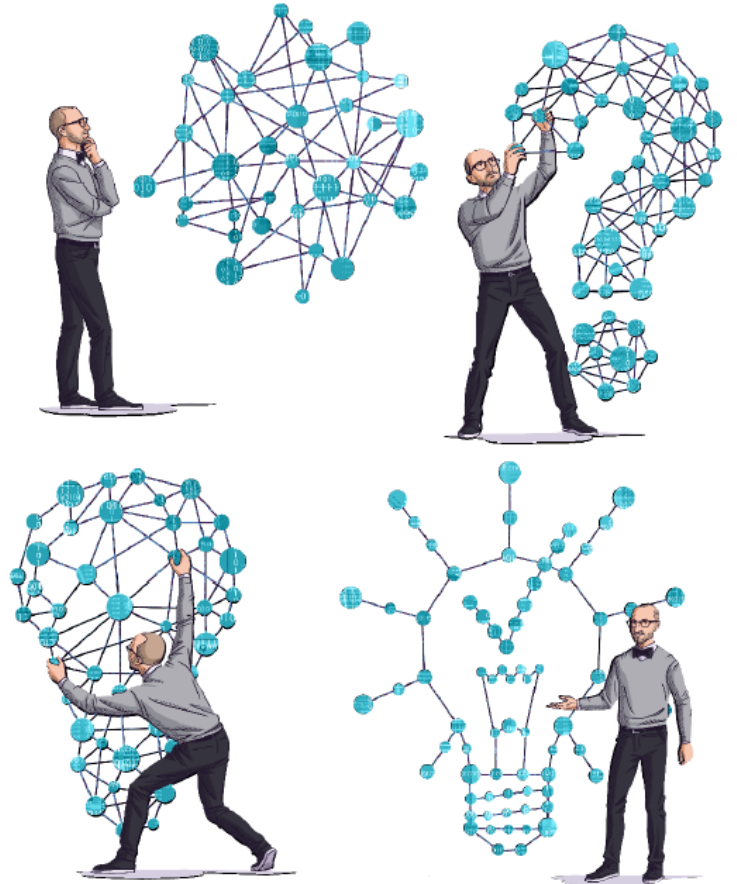
Environics Data Pilot 2019

PHSSC 5th of November 2019

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DATA. ANALYTICS.

INSIGHTS. RESULTS.

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Market Segmentation data

- Supplement traditional data with additional data sources to understand residents/clients/visitors

- Privacy compliant

Four main type of Market Segmentation https://learn.g2.com/market-segmentation	
GEOGRAPHIC Target customers based on a predefined geographic boundary. Differences in interests, values and preferences vary dramatically throughout cities, regions and provinces	**DEMOGRAPHIC** Divide a 'market' though variables such as age, education level, family size, occupation, income etc. This is the most widely used strategies amongst marketers
PSYCHOGRAPHIC Focus on the intrinsic traits the target customer has. Psychographic traits can range from values, personalities, interests, attitudes, conscious and subconscious motivators, lifestyles and opinions.	**BEHAVIOURAL** Attitudes towards the brand and knowledge base, purchasing behaviours, benefits sought (e.g. health), are behavioural examples

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Examples of health related market segmentation (US)

Consumer Segmentation: HEALTH GROUPS

U.S. Broadband Households

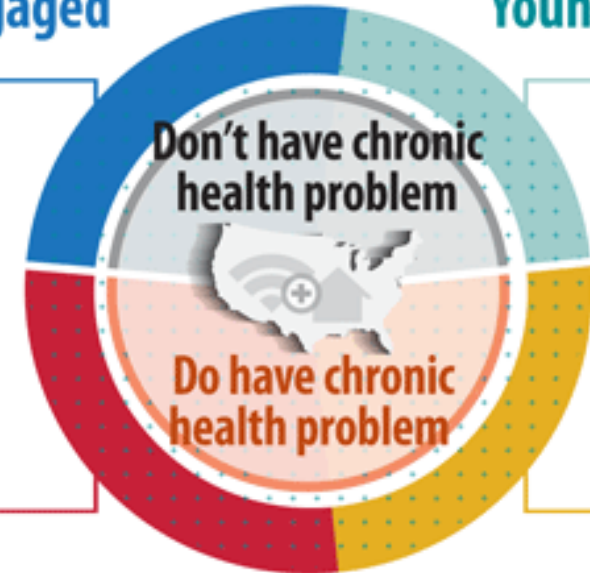**Healthy & Engaged**
Health Conscious

Young & Indifferent
Not Health Conscious

Don't have chronic health problem

Unhealthy & In Denial
Not Health Conscious

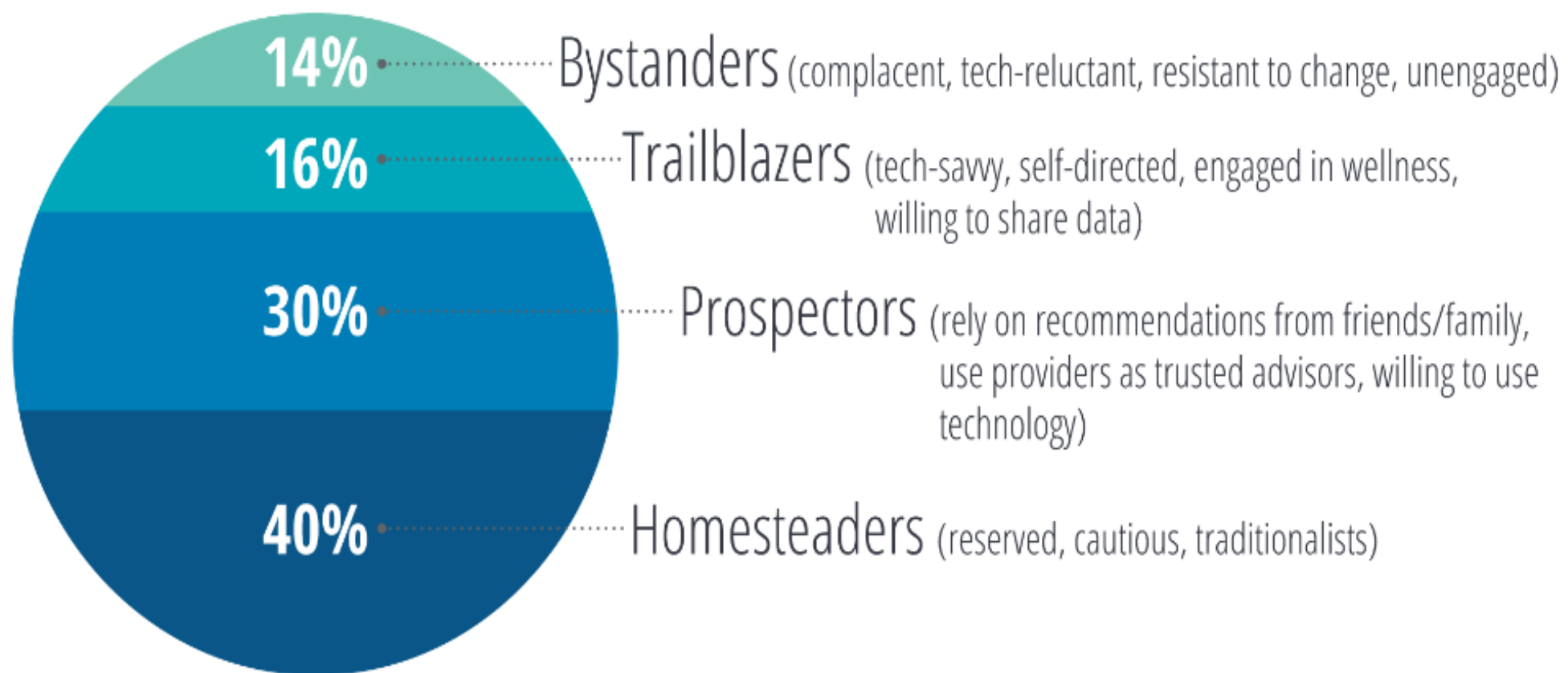Do have chronic health problem

Challenged but Mindful
Health Conscious

© Parks Associates

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FIGURE 1

## Distribution of segments in the Deloitte 2018 Survey of US Health Care Consumers

14% ········· Bystanders (complacent, tech-reluctant, resistant to change, unengaged)

16% ········· Trailblazers (tech-savvy, self-directed, engaged in wellness, willing to share data)

30% ········· Prospectors (rely on recommendations from friends/family, use providers as trusted advisors, willing to use technology)

40% ········· Homesteaders (reserved, cautious, traditionalists)

Source: Deloitte 2018 Survey of US Health Care Consumers.

Deloitte Insights | deloitte.com/insights

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Environics - 47 databases with more than 30,000 variables to help understand your population

- Demographic
- Segmentation
- Mobile Analytics
- Financial
- Psychographic
- Health
- Behavioural
- Media Highlights
- Location
- Contact
- Business

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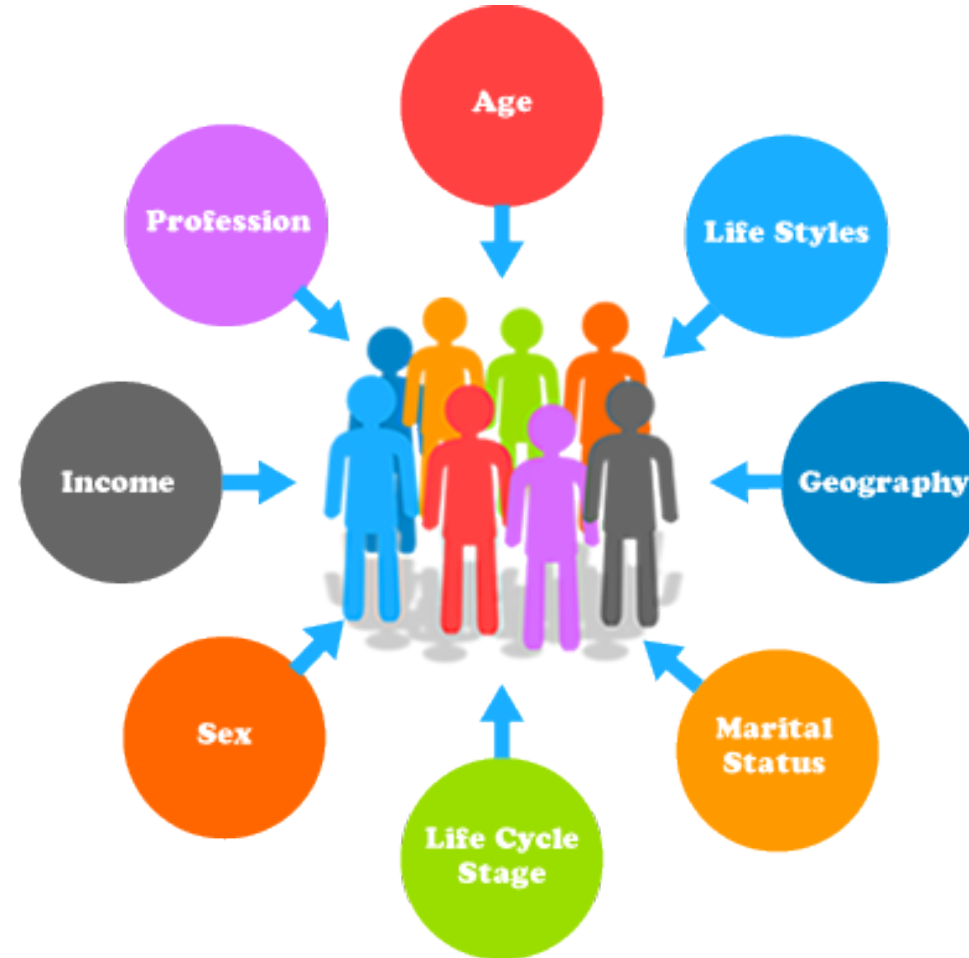
Why are these data useful to Public Health?

With Environics data we can obtain an accurate overview of our clients by our enhanced understanding of:

- who they are
- where they live
- what they think
- how they behave
- how best to engage with them

….all within one platform

Targeted Marketing

Digital Marketing

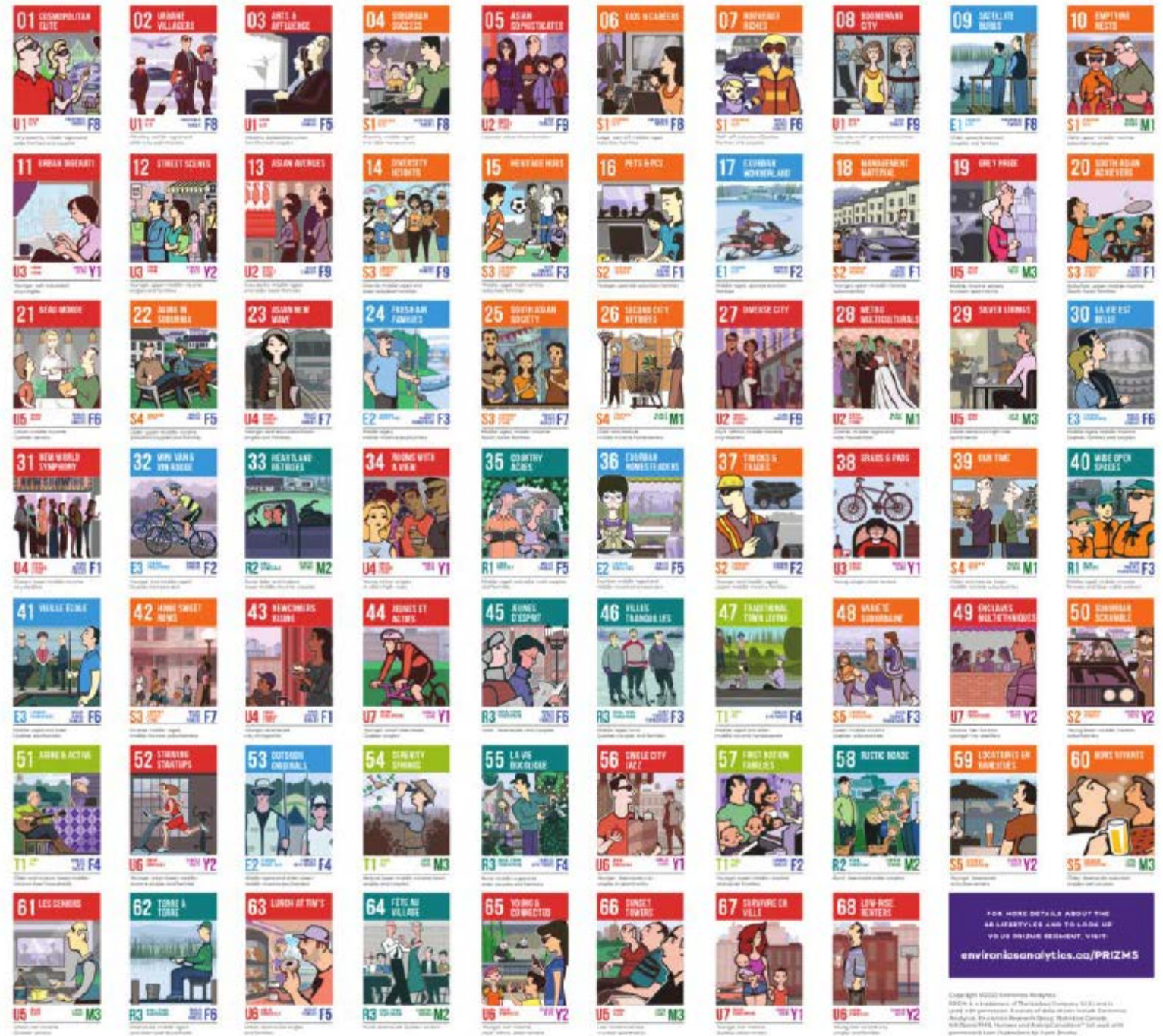Site Selection

Media Planning

Consumer Segments and Personas

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Canadian examples

Canada is large, diverse and complex

Simplified

Why is parenting important to health?

- A growing body of research suggests that good parenting skills and a supportive home learning environment are positively associated with children's early achievements and wellbeing.

- Easily accessible and tailored approaches for preparation for parenting and parenting support have been shown to improve outcomes for the child and family, especially for those more at risk.

- Public Health can support parents from pre-conception, through to pregnancy and across the lifespan from birth to 18 years of age with a variety of evidence based programs.

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Clinics and Classes

Register online for clinics, classes and groups

Becoming a Parent / Pregnancy

Classes, home visits, planning and pregnancy

Feeding your Baby

Breastfeeding, formula and starting solids

Babies / Toddlers 0-3

Safety, growth and development, mental health and classes

Kids / Children 4-12

Classes, healthy living, safety and mental health

Youth / Teens 13-18

Alcohol and drug use, healthy living, sexual and mental health

Community Resources

Abuse, education, indigenous, mental health, newcomers

Healthy Schools

Concussions, cooking program, youth services and support

Dental Health

Clinic schedule, dental appointments and screening

Brief overview of methods – Niagara Parents

Project team → drafted initial budget and items for the campaign

Selected data to use → Healthy Babies Healthy Children Screen (with Risk)

Environics → segments → target groups (primary and secondary)

Environics → data used → demographics, media consumption, social values, select psychographics

Map target groups

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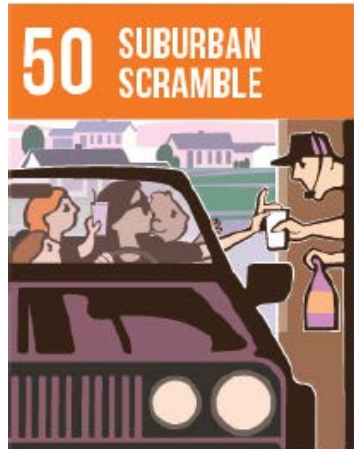# Example of a target group: Young Suburban Lower Income

Segments

- 50 Suburban Scramble
- 52 Striving Startups
- 68 Low-Rise Renters

Characteristics (N=40,189)

- Young families
- Low-middle income
- Low/mixed education
- Service sector occupation
- Low rise apartments
- Rent/Own
- Low diversity
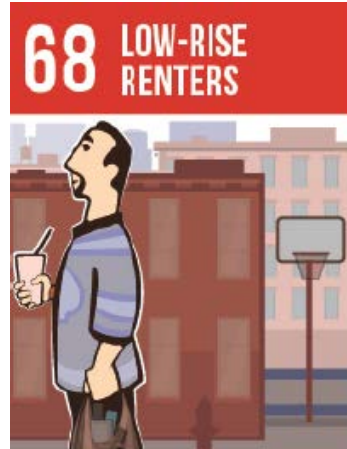- Lone-parents / young families

Media highlights: Young Suburban Lower Income

If you are from the young suburban lower income group, you are more likely to:

- Be heavy users of the internet
  - Common sites visited: online dating, auctions, online classifieds (kijiji)
- Travel locally (within 50km of town)
- Read/respond to Door hangers
- NOT be heavy users of TV, radio, newspaper (print) media outlets
- NOT want to receive coupon booklets/flyers/newsletters etc
- Be a heavy user of social media

- Messaging and imagery selected to reflect social values of the target groups which included *'rejection of authority, multiculturalism and equal relationships with youth'*.

- Target population looks at door hangers → creating these for distribution in specific locations

- Posters and billboards in very specific geographic locations

- Targeted social media campaign across several platforms (FB/Twitter etc)

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Pilot project – Cannabis

Legalization and increase in Cannabis related ED visits in 2019

New and more diverse cannabis products available (e.g. edibles)

New messaging about how to use these safely

Working on key messages to specific target groups

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Pilot Project - STI

- Similar to provincial data, there have been increases in STIs (especially Chlamydia) in Niagara.

- Lack of protection is one of the main reasons

- Need to create more specific health promotion messages to target groups.

Chlamydia in Females Between 2010 and 2016
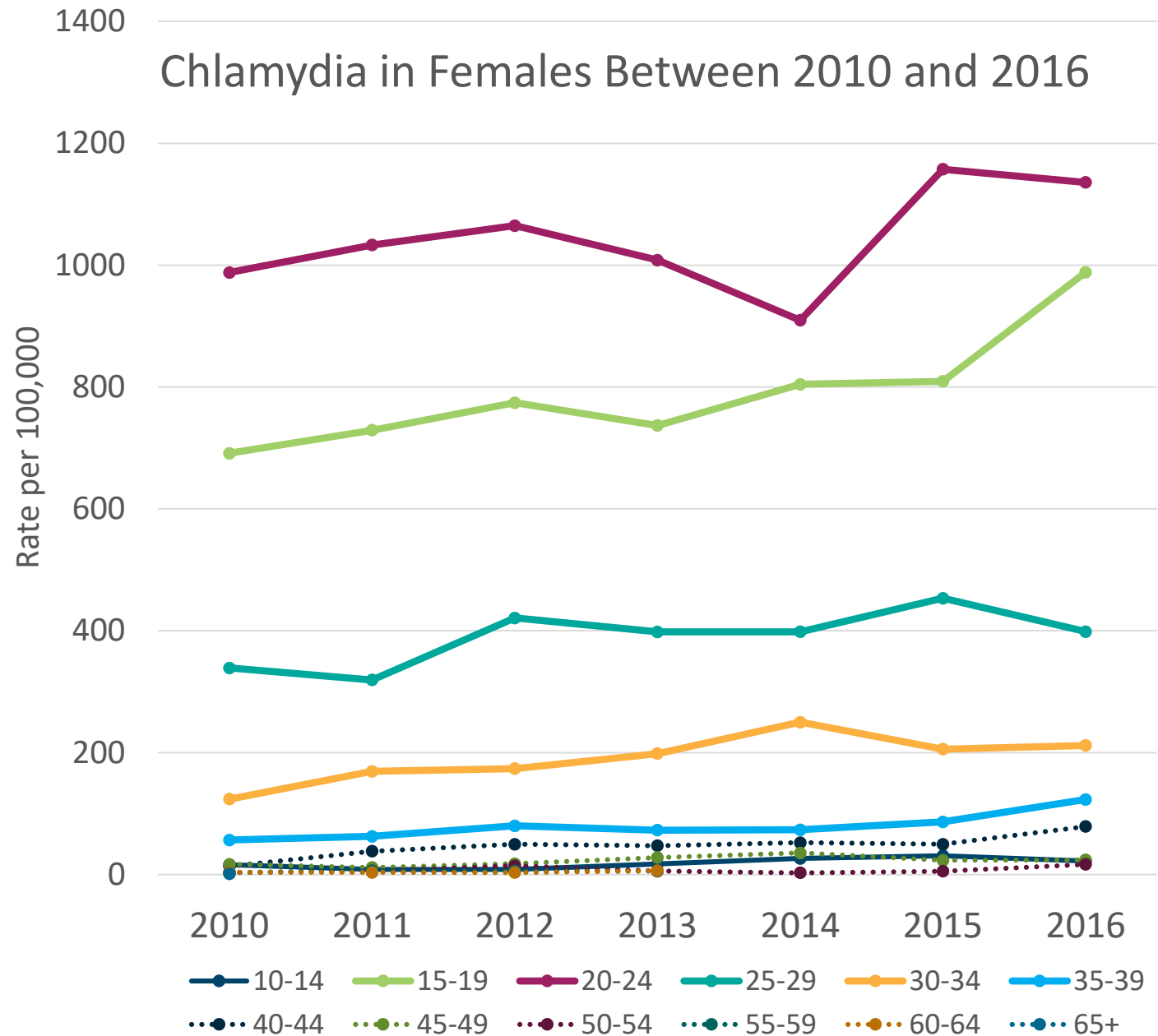
Review

- NRPH has piloted the blending of traditional health data with marketing data.

- Obtaining a deeper insight into our clients (use similar techniques to product marketers)

- 3 pilot projects in 2019
  - Niagara Parents
  - Cannabis Insights
  - STI campaign

- Help shape promotional and outreach activities, messaging and images

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Thank you