

Campaign: For Her Too

Core Message: Black women do so much for the ladies in their lives, but often forget their most important girls. Let's give some love to your *girls*.

Public Relations Strategy

- Goals X
1. Increase awareness around TNBC
 2. Establish READI as a trustworthy resource
 3. Increase Traffic to Owned Media Channels
 4. Facilitate an intergenerational conversation
- Press Release / Pitch Email X
- [Press Release](#)
 - [Pitch Email](#)
- Search Engine Ads.....X
- Search Engine Ads
 - Target
 - Black Women
 - Ages 18-34 & 35+
 - Searching Breast Health, Breast Cancer
- Social Media.....X
- Social Media
 - Mediums: Facebook, Instagram, Twitter, Snapchat and TikTok
 - Social media campaign
 - Collaborate with influencers
 - Sponsored Social Posts via Influencers
 - Influencers and Micro-Influencers
 - Using both will push the conversation further
 - Sharing personal experiences
 - Sharable informational posts
 - Hashtags
 - #ForHerToo / #WeAreREADI
 - I always ride for #ForHerToo and that means getting checked and advocating for myself throughout my healthcare journey.
 - #READI4Everything Challenge
 - Purpose: Women support their girls through everything and now they're challenging them to get tested. This challenge activates the already socially-engaged population that we're targeting to not only spread the word about the importance of getting tested but to get tested themselves, and challenge their girls to do the same.
 - Facebook Profile Picture Frame
 - Use the ReadI Logo & #ForHerToo as a Facebook profile picture sticker.
 - Instagram Stickers & GIFS
 - Use the READI Logo and GIFs that follow the creative flow to create stickers and GIFs to use on Instagram Stories
 - Snapchat Filters
 - Allows users to express their support

Influencers.....X

- Real Women Within the TNBC Community
 - @rickidove
 - @phenomenal_tricia
 - @_cayatanita
 - @pretty.sic
 - @vonceil_b

- Black Doctors in the Medical Field
 - @elissiaphd
 - @DrKameelahSays

- NYC Based Instagram Influencers
 - @kellyaugustine
 - @ontheQtrain
 - @khadeeniam
 - @theyoungsmiths
 - @mynameisjessamyn
 - @aBrooklynBabe

Media Tour.....X

- TV
 - Good Morning America / Robin Roberts
 - Today with Hoda and Jenna / Hoda Kotb
 - The Tamron Hall Show
 - The REAL

- Radio
 - Terrestrial Radio w/ DJ Live Read
 - Hot 97/Ebro in the Morning
 - Power 105.1/The Breakfast Club & The Breakfast Club Podcast
 - WBLS/Deja Vu in the Afternoon

Experiential Marketing.....X

- COVID-19 Friendly
 - Webinars/Zoom Events
 - Panel Discussion
 - Panelists: Instagram Influencer Doctors, NYC Influencers, TNBC Community Instagram Influencers and Partnered Physicians, as listed below
 - Self-Care Sundays
 - help participants build their at home self-care kits and arm them with the knowledge about relaxation, *light* mental health, and a guide on taking care of your girls
 - via Zoom
 - Partner with Black owned businesses to expand the our reach and share exclusive deals for registered participants

- Dining Event

- “The Legacy of Our Girls”/ “The State of The Girls”
- Goal: Create the space for fellowship, sisterhood and instagrammable moments
 - Gala
 - Focused on fundraising, while galvanizing political and community support and celebrating the TNBC community.
 - Brunch Event
 - The event will have speakers, doctors, authors, and “empowerment speakers” that will provide a space for women to be surrounded by their sisters while learning and gaining knowledge. Ultimately, activating them to become better advocates for themselves in their healthcare journeys and encouraging the women around them to do the same.

Partnerships X

- Partner with Black Owned Companies
 - **Wine:** McBride Sisters Collection: Black Girl Magic & The Guilty Grape
 - **NYC Food:** Brooklyn Chop House, The Gold Room, Amarachi, Chocolat, Melba’s, Sister’s Caribbean Cuisine, Bodega 88, Casa Del Toro, Le Soleil, Kokomo, etc
 - **Candles:** The Black Home, Johanna Howard Home, Harlem Candle Company, and Joe and Monroe
 - **Personal Care:** BLK+GRN and Golde
 - **Cosmetics:** Hyper Skin and Mented Cosmetics
- Black Physicians, Scientists and Researchers
 - Dr. Arnethea L. Sutton: Her research focuses on breast cancer disparities across the continuum. Dr. Sutton is interested in developing methods to improve genetic counseling and testing uptake amongst Black women at-risk of hereditary breast and ovarian cancer
 - Dr. Lori Wilson: Cancer Surgeon at Howard University Medical Hospital: From Doctor to Patient
 - Dr. Elissia Tenea Franklin: Scientist and Research Her Podcaster

Paraphernalia..... X

- Purpose: Will continue the conversation outside of set campaigns and give women the opportunity to continue to share their experiences in their daily lives.
- Shirt Copy:
 - #Readi4Everything
 - #ForHerToo

Media List X

- Journalists
 - Ivie Ani, New York based journalist works as a freelancer
 - Keli Goff, New York based journalist works as a freelancer
 - Patrice Peck, New York based Race and Culture Journalist
 - Linda Villarosa, New York Times Magazine Contributing Writer, Author, College Professor
- Publications
 - The New York Times

- New York Post
- New York Daily News
- The New York Amsterdam News
- The New York Carib News
- New York Beacon
- The Haitian Times

- Paid Content Promotion
 - 21Ninety
 - WBLS Circle of Sisters
 - HelloBeautiful
 - GROW/N
 - I Don't Do Clubs / Take Care Self Care

- Community Organizations
 - Black Women's Health Imperative
 - The Loveland Foundation
 - National PanHellenic Council of NYC's Sororities
 - Alpha Kappa Alpha Sorority, Inc.
 - 8 Chapters City Wide
 - Delta Sigma Theta Sorority, Inc.
 - 7 Chapters City Wide
 - Zeta Phi Beta Sorority Inc.
 - 8 Chapters City Wide
 - Sigma Gamma Rho Sorority, Inc.
 - 4 Chapters City Wide