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Direct Response — No.3

Overcoming existing market perceptions

CLIENT: Ontario Long Term Care Association (OLTCA)

PRODUCT/SERVICE: Representation and support for operators of long term care facilities

SITUATION:

Two different associations represented Long Term Care (LTC) operators in Ontario. The OLTCA traditionally had represented the for-profit group and another organization the not-for-profit facilities. The sector had become increasingly competitive with funding for the most part equal among both types of facilities.

The OLTCA needed to overcome negative perceptions in the not-for-profit sector to increase membership among this group. Primarily, the OLTCA had to overcome the perception that it focused on championing the concerns of large, multiple-site, for-profit operators and that it was more concerned with funding for capital programs than resident care.

OBJECTIVE:

To motivate not-for-profit organizations to register for a free trial membership with the OLTCA.

STRATEGY:

Communicate the benefits of membership in the OLTCA by highlighting:

- Proactive advocacy initiatives that represent all operators in the sector;
- Responsive, timely communication with all members;
- Strong and cohesive partnership between the OLTCA and the represented facilities;
- Education initiatives and member services.

TACTICS:

A self-mailing invitation to join the OLTCA to selected target organizations in the not-for-profit, LTC sector.

RESULTS:

OLTCA was **successful in registering 100% of the facilities they had specifically targeted in this campaign.**

The initiative was so successful that the competitive not-for-profit association initiated an aggressive, retaliatory campaign to dissuade their members from registering for the trial.

