

Convention/Meetings Marketing

2019 Winner: American Society for Cell Biology

Entry Title: Model Organism Quiz Marketing and Engagement Campaign

Project Overview

After attending a workshop at the 2018 MM&C Conference on "Creating Iconic Advantage," the instructor suggested that we take one of our brand signature elements, the ASCB Annual Meeting T-Shirt, and expand it into a huge campaign. To accomplish this, our team took model organisms – the species our scientists use to study biological processes – and created a "Which Model Organism are You?" quiz. We teamed up with a local science artist in San Diego (where our meeting would be held) and came up with a concept design using model organisms drawn in as constellations. Our team then asked our membership on social media for input on which organisms they would like to see on the shirt. We used their suggestions and demographic data to finalize the organisms used in the quiz. Then our team created a series of free stickers with our hashtag #ASCBModelOrganism, and the graphic t-shirt.

To engage meeting attendees, we also asked that people retweet their results on Twitter for a chance to win one of the t-shirts. The shirts, stickers, and quiz created buzz about the meeting before, during, and after – acting as a successful demonstration of engagement marketing.

Our team began working on the campaign in July and it ran through our meeting in December 2018.

Goals/Objectives

Goals are based on exact or subsets of initiatives in our five-year strategic plan:

1. Inclusion: Further democratize the society by ensuring leadership and decision making reflect the broad range of membership and their interests and priorities.
2. Leadership in Science Outreach: Expand leadership in science outreach, including science literacy for the public and advocacy/public policy.
3. Engagement & Marketing: Invite meeting attendees to be a part of the conversation and learn about the meeting, and drive traffic to the website.
4. Financial Stability: Use the marketing campaign to build up excitement about t-shirts and other merchandise to be sold at the meeting.

Strategy/Tactics

1. Inclusion: Worked with Postdoctoral member/science artist local to our meeting area to create the t-shirt, and crowd-sourced which organisms should be on the shirt via

social media. Local artist and crowd-sourcing also increased member desire to see the final design, which they then helped create.

2. Leadership in Science Outreach: Create a quiz in a format that is enjoyed by scientists who want to see their favorite organisms in art form, but also helps the public get excited about learning about model organisms by engaging in a fun activity.

3. Engagement & Marketing/Financial Stability: Use quiz as a vehicle to get people to learn about the meeting by placing banner ad on the quiz homepage as well as creating a Twitter contest to win a t-shirt at the meeting by sharing their quiz result using the hashtag #ASCBModelOrganism.

Success Metrics/Results Achieved

1. Inclusivity: Over 600 individuals responded to the social media poll about organisms on the shirt.

2. Leadership in Science Outreach: Our team was told by an attendee, who was an educator, that she used the Model Organism Quiz to get her students engaged in learning about Model Organisms. She expressed that she hoped the quiz would be up year-round. The tool was enjoyed at the meeting and outside of the meeting by both scientists and non-scientists.

3. Engagement & Marketing: The quiz was the third most popular interior page on the ASCB website for 2018. Engagement and responses on Twitter were overwhelmingly positive – people tweeted at us and emailed us after the event asking us to do a reprint of the t-shirts and stickers.

4. Financial Stability: Sold out of ALL Model Organism t-shirts on day two of the meeting as well as almost all other merchandise at the 2018 meeting.

Learn more

[Click here to view:](#)

Model Organism Quiz Campaign

Model Organism Quiz Results

Association Website:

www.ascb.org