

THE COMPETITORS



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Endo Support

Endometriosis Support

• www.endosupport.com • support@endosupport.com

#TooLong



THE COMPETITORS



A worldwide non-for-profit that organises events for Endometriosis Awareness day. Other organisations can then organise events in their respective locations, as Endometriosis Australia does locally in each state.



An organisation which provides information on numerous women's health issues. Provides publications about Endometriosis, including videos and resources for medical staff. Specific publications are also aimed at teenagers.



An Australian non-for-profit which aims to promote awareness and fundraise for research into endometriosis. Runs the annual *Endometriosis Conference* with the Pelvic Pain Foundation of Australia and UNSW. Aimed at informing a younger audience (20s-40s).



An American non-for-profit based primarily on Facebook. Offers information resources, a discussion forum and buddy programs for sufferers. The emphasis is on creating a supportive community for sufferers to connect and empower each other.



An educational campaign aimed at teenage girls, taught in free courses at high schools in New Zealand, and in select Australian locations. Run by Endometriosis NZ.



The #TooLong campaign is run by non-for-profit Endometriosis UK. The campaign aims to get women and girls to share their experiences with endometriosis, along with their average wait for a diagnosis on social media to raise awareness of the long wait time for a diagnosis for the condition.



A small organisation that runs the #EndoDidYouKnow campaign on social media, which encourages girls and women to connect with each other and share their experiences, primarily on Facebook.

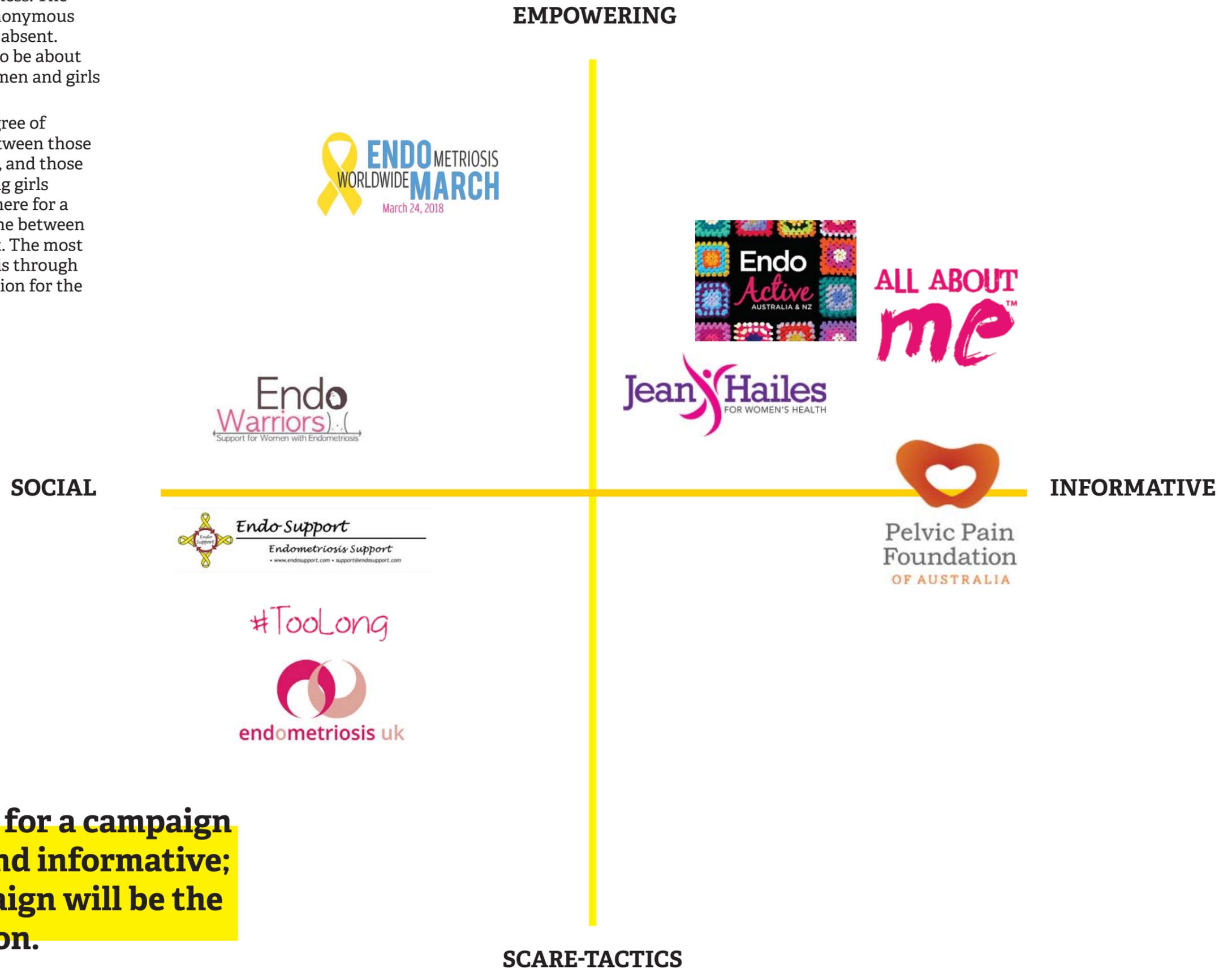


The Pelvic Pain Foundation of Australia is run by endometriosis specialists. Its specialists conduct research into endometriosis, and the site provides information for sufferers and families. They also host events such as seminars and conferences for other medical professionals to share and collaborate their knowledge of and research into endometriosis. Aimed at both the medical community and the public.

COMPETITOR ANALYSIS

The vast majority of campaigns and non-for-profits are using empowering messages to raise awareness. The use of a scare-tactic campaign, which is synonymous with many other health awareness areas, is absent. The overall message communicated seems to be about improving knowledge and empowering women and girls to take their health into their own hands.

While all of these campaigns have some degree of social interactivity, there is an even split between those which have an information based approach, and those that choose to focus primarily on connecting girls and women with each other. There is a gap here for a campaign which runs the middle-of-the-line between social connectivity and informative content. The most effective way to communicate the message is through empowerment, so that will be an ideal solution for the campaign strategy.



There is a gap evident for a campaign which is both social and informative; an empowering campaign will be the most beneficial solution.

COMPETITOR ANALYSIS

In analysing the competition to the proposed campaign, it is evident that the majority of campaigns have been executed well presentation-wise. Where there is a failing in this category, it is because of a lack of graphic application to make information readable, or a lack of website functionality.

In terms of ease-of-use, overall the mode of media delivery is well-suited where applicable, with websites being easy to find and access, and most of the campaigns optimised for search-engine functionality, making users able to find and interact with each. Where the campaigns lack in this category, there is minimal website functionality, with single-brand social media delivery restrictive to many potential users.

There is room for a campaign to fill the gap in ease of use, while still presenting a quality finished product. Multiple modes of delivery are ideal for ease of use.

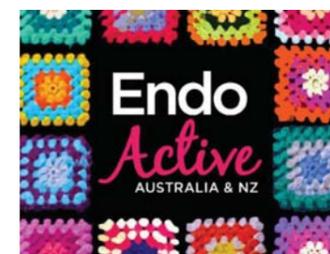
POORLY PRESENTED

#TooLong



EASY TO USE

ALL ABOUT
me™



PRESENTED
WITH QUALITY



DIFFICULT TO USE

There is a gap for a campaign that is easy to use, while still being presented with quality. Multiple delivery modes are ideal for ease of use.

COMPETITOR ANALYSIS

Analysing the results of the positioning matrix reveal that there are few, namely only one, campaigns aimed specifically at teenage girls. The lack of specificity is evident across the board, with the majority of campaigns choosing to provide general information about endometriosis in order to reach the broadest market possible. In doing so, there is the potential to fail to reach sectors of the market which are lacking in quality, targeted information, as is the case with teenage girls. The market gap therefore reveals that a campaign aimed at teenage girls specifically will be well placed, and providing information tailored specifically to them will provide a unique approach that will benefit girls at a time when they often require additional support.

A market gap of campaigns aimed specifically at teenage girls could lead to a unique advantage in the market if filled.

AIMED AT SPECIFIC MARKET

WOMAN FOCUSED

AIMED AT EVERYONE

YOUNG GIRL FOCUSED



#TooLong

