



sunscreen



INTEGRATED MARKETING CAMPAIGN-SERVICE
Albuquerque Academy
6400 Wyoming Blvd NE, Albuquerque, NM 87109
Cindy Fan
1/30/24

Table of Contents

I. Executive Summary	1
II. Description of Service	2
III. Campaign Objectives	3
IV. Campaign Target Market	4
V. Campaign Activities and Schedule	6
VI. Budget	8
VII. Key Metrics	10
VIII. Bibliography	10

I. Executive Summary

Description

ABCsunscreen, founded in 2022 by students Cindy Fan and Jack Yu, is a community service project focused on raising awareness of skin cancer. Our initiative provides free sunscreen to educate people about the dangers of UV rays and promote preventive measures. Recognizing the prevalence of skin cancer in the US, we target both young children and underprivileged individuals, distributing sunscreen at various community events and educating through booths with brochures and posters. The project also maintains a website and Instagram page to share information about its mission, outreach efforts, and community events.

Objectives

- Increase awareness of skin cancer
- Increase sunscreen usage
- Increase volunteers

Activities

Rail Yards Farmer's Market

Think Summer

Kiddie Academy

Academy Invitational

Target Market

Primary Market: Secondary Market:

- Demographics:
 - Young Kids
- Psychographics
 - Needs sunscreen in a pinch
 - Involved in outdoor activities
 - Wants skin protection
- Geographics
 - Albuquerque, New Mexico
- Demographics:
 - 18-55
 - Adults
- Psychographics:
 - Need sunscreen in a pinch
 - Value skin care
 - Working outdoors
 - Active on Instagram
- Geographics
 - Albuquerque, New Mexico

Key Metrics

- Amount of people who put on sunscreen
- Amount of people who listen to our explanation of the importance of skin cancer
- Amount of brochures taken, website QR code scanned, and Instagram followers

Budget

Campaign Item	Cost	Campaign Items	Cost
Sunscreen	\$89.18	Booth Items	\$17.99
	\$13.71		\$18.98

II. Description of the Service

ABCSunscreen is a community service project, founded in 2022 by two students, Cindy Fan and Jack Yu, that helps promote awareness of skin cancer by giving out free sunscreen. We created this in hopes of educating people about the dangers of UV rays from the sun and how to prevent them. In the US, skin cancer is the most prevalent kind of cancer. Since sunscreen blocks the majority of the sun's harmful UV rays, it is one of the best defenses against the risk of skin cancer. However, many individuals need more knowledge to use sunscreen, and many others are not fortunate enough to own sunscreen. ABCSunscreen aims to address these issues. We teach preschoolers and elementary school students about the value of sunscreen, raise awareness of skin cancer, and encourage sunscreen use. We also distribute large amounts of sunscreen to individuals who are severely underprivileged and at a high risk of developing skin cancer.



ABCSunscreen distributes sunscreen at farmer's markets, preschools, school sports games, and other community events through booths. Anyone at these events can come to the booth and put on sunscreen for free. These booths also include brochures and posters that give information about the usage of sunscreen and the dangers of skin cancer. Our website also provides more in-depth details about the subject, the mission, outreach, resources, and information about the people who work on the project. ABCSunscreen also has an Instagram page with posts of some of the community events they have gone to.



SWOT

Strengths:

- Unique service
- Health promotion
- Social media presence

Weaknesses:

- Not popular idea
- Limited demographic reach
- Limited engagement

Opportunities:

- Connections with local events and business owners
- Volunteer engagement

Threats:

- Uninterested consumers
- Weather-dependent demand
- Limited funding

III. Campaign Objectives



Increase awareness of the importance of sunscreen and dangers of skin cancer by 25%



Increase sunscreen usage for all demographics by 15%

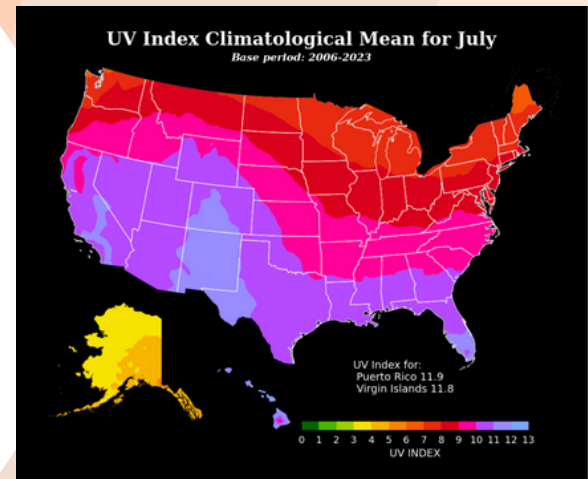


Increase volunteers and booths amount by 10%

By going to public events like farmers' markets, sporting games, and educational events, ABCSunscreen allows people to have access to sunscreen when they have forgotten it or do not have any. Our booths encourage those to put on sunscreen and learn about it. These objectives were formulated to leave a lasting impact that fits the goals and capabilities of the project.

IV. Campaign Target Market

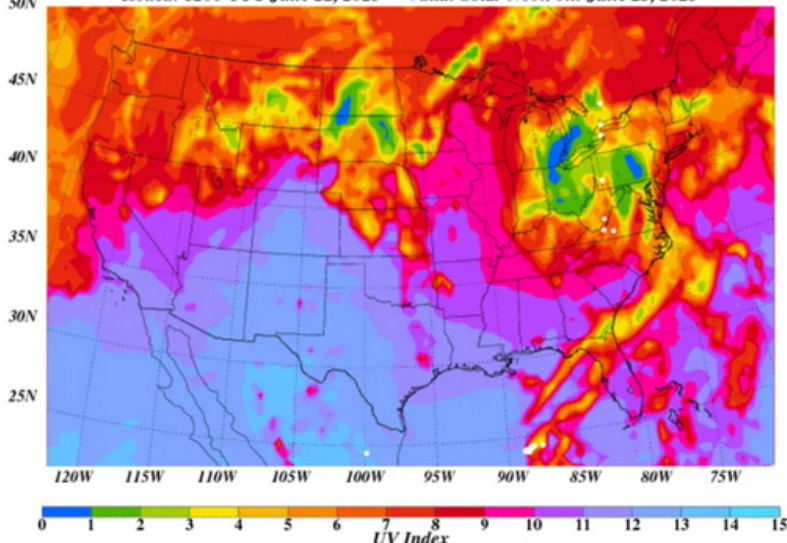
Currently, ABCSunscreen is based in Albuquerque, New Mexico. The reason why we started this campaign is because of the high UV level in Albuquerque. Across the entire US, New Mexico has the highest UV index. On average during the summer, the UV index is 6 or 7, but during prime times for the sun, around noon or midday, the UV index can get up to 13. Along with this, due to Albuquerque's higher elevation, around 5000 feet above sea level, you are closer to the sun and therefore are more prone to getting sunburn and eventually skin cancer. For every 1000 feet of elevation, there is a 6-10% increase in UV exposure.



Not only do those in Albuquerque face an increased vulnerability to skin cancer, but children have an even larger susceptibility to sun damage that could affect them in the future. The harmful effects of solar radiation build up over the course of a lifetime, but 80% of that exposure occurs before the age of eighteen. And, due to the incomplete development of natural defensive mechanisms, child skin is more sensitive than adult skin.

UV INDEX FORECAST

Issued: 1200 UTC June 22, 2023 - Valid: Solar Noon on: June 23, 2023



Primary Market:

- Demographics:
 - Under 18
 - Young Kids
- Psychographics
 - Usually with their parents
 - Need sunscreen in a pinch when they forget it
 - Involved in outdoor activities or sports
 - Want skin protection from the sun
- Geographics
 - Albuquerque, New Mexico

Our primary target market includes individuals under the age of 18, particularly young kids. We also wanted to focus on kids who individuals are often engaged in outdoor activities or sports, and are typically accompanied by their parents. By engaging parents in our booth, we can also give them more convenience by providing them with sunscreen if they forgot or left it at home, especially, if they prioritize skin protection from the sun.

Secondary Market:

- Demographics:
 - 18-55
 - Young adults and adults
- Psychographics:
 - Need sunscreen in a pinch when they forget it
 - Value skin care by lessening the chance of wrinkles and skin cancer from the sun
 - Working outdoors for long periods of time
 - Active on Instagram
- Geographics
 - Albuquerque, New Mexico

Our secondary market extends to young adults and adults within the age range of 18 to 55. This group is comprised of individuals who are actively working outdoors for extended periods of time and who need sunscreen on the go, especially when it may be forgotten. Additionally, these people value skincare as a preventive measure against wrinkles and skin cancer, emphasizing the significance of sun care in their daily routines, and are actively engaged on Instagram.

V. Campaign Activities and Schedule

General Booth Setup

At every one of these locations, students would help set up the booth to give out free sunscreen. Our booth not only provides sunscreen but also we have many other items that help educate local people which include posters, brochures, and signs. Our posters provide information about the statistics of skin cancer and when to reapply. Our brochures also include more detailed information on skin cancer and about us. Another item that we have on our booth is a UV index sign that gives the UV index for the day and states whether or not the UV index is low, medium, high, very high, or extreme and how long it will take to burn depending on the day.



5/28/23 - Rail Yards Farmer's Market #1

The first activity is one of many booths, specifically at the Rail Yards Farmer's Market in Albuquerque, New Mexico. Rail Yards Market is a non-profit-operated Farmers' Market open every Sunday from 10 am-2 pm May-October. The Rail Yards Market was originally established in 2014 by volunteers and neighborhood residents, celebrating all things local and at the heart of New Mexican culture. To secure a booth spot, we emailed Ching, the Programming Coordinator for the Rail Yards Market, and he gave us dates for setting up our booth. Each day Rail Yards had different themes like Indigenous, Equity & Activism, STEAM, Pride, etc. Still, our booth did not necessarily have to match up with a certain theme, so due to scheduling and convenience, our first booth theme was Indigenous. In the first booth, we serviced 235 people, and three students attended to help with the booth. This day was an extreme UV index day.



6/4/23 - Think Summer program at Albuquerque Academy

The second booth we had was at the Open House for a summer program at the Albuquerque Academy called Think Summer. Think Summer is a six-week-long summer experience for children in pre-grades K-12. They offer multiple different classes with all types of subjects and offer comps. During Open House, the teachers usually set up in their classroom so the students and parents can come and see the classes or camp that the student will be in. In this booth, we serviced 85 people, and three students attended to help with the booth. This day was a very high UV index day.



6/10/23 - Kiddie Academy



The third booth we had was at the Kiddie Academy of Paradise Hills location. The Kiddie Academy is an educational childcare center that provides education for ages from infants to kindergarteners to those getting ready for school. They believe that learning is personal and powerful, and confidence and creativity grow with every interaction in and out of the classroom. At Kiddie Academy, they held a free fundraising event that included many fun activities for kids of all ages. At this booth, we serviced 50 people, and four students attended to help with the booth. This day was a high UV index day.

The fourth booth we had was again at the Rail Yards Farmer's Market. This time, the theme was literacy and learning which was a little more in line with what we were doing since we were trying to teach those who passed by the importance of sunscreen. We had some good interactions with the local community during this booth which included thanking us for the sunscreen and appreciating our act for the community. Some even asked us if we were interested in dermatology and perhaps medical school in the future. In this booth, we serviced 108 people, and four students attended to help with the booth. This day was an extreme UV index day.

7/2/23 - Rail Yards Farmer's Market #2



9/16/23 - Academy Invitational soccer game at Albuquerque Academy

In our fifth booth, we attended the Academy Invitational soccer game at Albuquerque Academy. This was a school sports event that had student-athletes playing on the field and parents and others watching. In this booth, we not only provided sunscreen to the spectators but also to the athletes as well, which is especially important since they are playing out in the open field in the sun. In this booth, we serviced 50 people and five students attended to help with the booth.



VI. Budget

Campaign Activity	Item	Cost
Sunscreen	Banana Boat 128oz Sunscreen SPF 50	\$89.18
	Banana Boat Spray Sunscreen SPF 50	\$13.71
Booth Items	Tablecloth	\$17.99
	Brochure Holders	\$18.98
Campaign Activity	Item	Cost

Since this project is purely non-profit, we do not sell or exchange any of the items we possess for money or revenue and those items are solely for people to use as needed. To cover the cost of the items, we applied for a grant called the Harry Messec Grant.



The Harry Messec Grant was established in 1980 to honor Harry Messec for his thirteen years of service as a teacher and as the Director of Development of the Albuquerque Academy. The purpose of the fund has evolved over its 40-year history and now provides monetary assistance for student-led community service projects which engage the Albuquerque Academy community and benefit the broader community. Funds are available only to Albuquerque Academy students. Projects receiving funding must be led by and engage a cross-section of Academy students, and are expected to have an impact on an issue affecting a community in need. The awards are not intended to be pass-through funds to support the ongoing operation of a nonprofit, but rather used as a tool to support the initiative and commitment of Academy students to service.

To apply for this grant, the cost, items, links for the items, photos, and proper reason for the items were provided. Therefore, the grant completely covered our total cost of \$139.44.

VII. Key Metrics

Amount of people who put on sunscreen

- Our main metric that will be used to measure the success of our campaign is the actual number of people who use the sunscreen as it is our main goal. Currently, the total amount of people who have used the sunscreen we provide is 478 people

Amount of people who listen to our explanation of the importance of skin cancer

- Along with those who put on sunscreen, the number of people who are interested in our mission and listen to our information about the importance of sunscreen is another key metric

Amount of brochures taken, website QR code scanned, and Instagram followers

- Finally, the number of brochures taken, website QR code scanned, and Instagram followers is another important metric
- Currently, ABCSunscreen has 79 Instagram followers

VIII. Bibliography

ABCSunscreen, abcsunscreen.org/numbers.html. Accessed 28 Jan. 2024.

EPA, Environmental Protection Agency, www.epa.gov/sunsafety/sun-safety-monthly-average-uv-index. Accessed 28 Jan. 2024.

Segarra, Curtis. "New Mexico Expects the Highest UV Index in the Continental U.S." KRQE NEWS 13 - Breaking News, Albuquerque News, New Mexico News, Weather, and Videos, KRQE NEWS 13 - Breaking News, Albuquerque News, New Mexico News, Weather, and Videos, 26 June 2023, www.krqe.com/weather/new-mexico-expects-the-highest-uv-index-in-the-continental-u-s/.

"FAQs about Albuquerque: Visit Albuquerque." FAQs About Albuquerque | Visit Albuquerque, www.visitalbuquerque.org/plan-my-trip/travel-tools/faqs/#:~:text=Albuquerque's%20high%20elevation%20of%20over,tired%20faster%20during%20physical%20activity. Accessed 28 Jan. 2024.

Wiese, Dr. Ben. "Sun Protection at Higher Altitudes." Kelowna Skin Cancer Clinic, 11 Nov. 2021, kelownaskincancer.com/sun-protection/sun-protection-higher-altitudes/#:~:text=UV%20exposure%20at%20high%20altitudes,every%201000%20feet%20of%20elevation.

Kiddie Academy, kiddieacademy.com/. Accessed 28 Jan. 2024.