



# Build the Brand!

**Increasing Awareness for HD & HDSA**

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# Christopher Cosentino

*Who is this guy?*

- Director of Marketing & Communications
- Born & Raised in New York City
- Graduated from Hofstra University – B.A. Public Relations
- Ronald McDonald House of Long Island
- Big Brothers Big Sisters of Long Island
- New York University

**NEW YORK POST**

By Larry Books

January 11, 2013 | 5:00am



Photo: Anthony J. Causi

Captain Ryan Callahan presented Cosentino with a Rangers jersey signed by all of the players to thank him for temporarily filling the skates of John Tortorella, who was forbidden from working with his club until the league and players' union finalized the new collective bargaining agreement

BY PAT LEONARD  Follow / NEW YORK DAILY NEWS / Saturday, January 12, 2013, 9:38 PM

AAA



ROBERT SABO/NEW YORK DAILY NEWS

Chris Cosentino does his best John Tortorella impressions to prepare the Rangers.

## Quote from NHL Hall of Famer Mark Messier

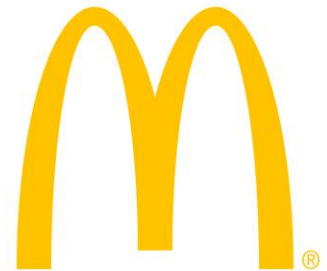
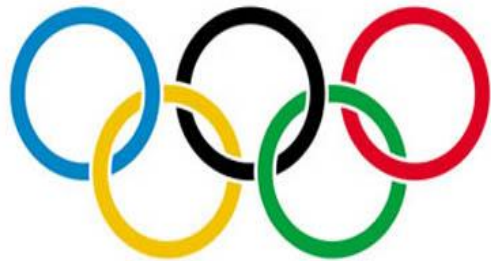
“Being a leader is not always about motivating and riling up the troops, it is about inspiring people to motivate themselves.”



## What is HDSA?

- HDSA is the premier not-for-profit organization dedicated to improving the lives of everyone affected by Huntington's disease.
- From community services and education to advocacy and research, HDSA is the world's leader in providing help for today and hope for tomorrow for people with Huntington's disease and their families.

# The Importance of Consistent Messaging & Branding



## Telling Your Story

- Everyone has a unique story to tell
- Communication is only effective if there is action
- What are you trying to accomplish by telling your story?
- Inspire people to do what?
- Motivate people to do what?





## How You Tell Your Story

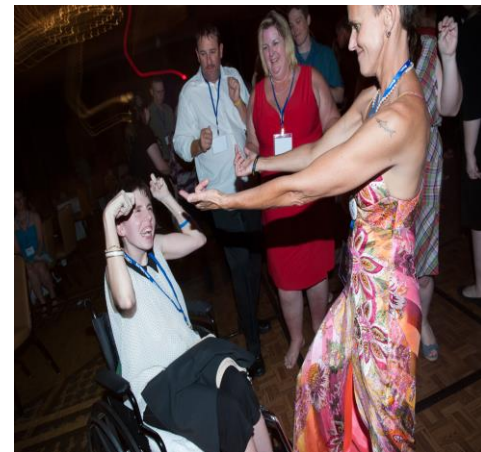
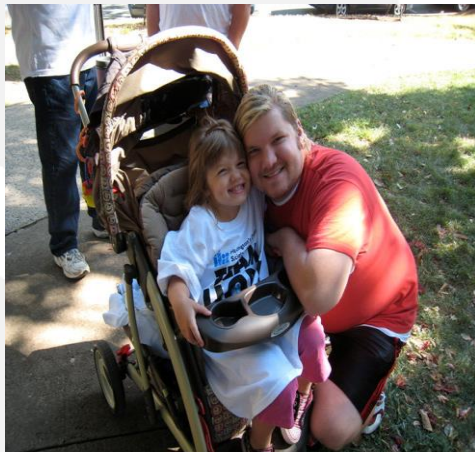
- Written (newspaper, magazine, blog, etc.)
- Audio (Radio interviews)
- Video (TV spot, VLOG, YouTube)

Which will get the best response?



## Selecting the Right Photographs

- A picture tells a thousand words
- Don't tell them – Show them!
- The right images put you in the driver's seat for a positive impression of your brand



## Smart Phones & Social Media

- You do not have to be Ron Howard to get great footage!
- Use your smart phones to capture:
  - Photos
  - Video Clips
  - Interviews
- Post photos and stories to social media
- Sharing is fun!
  - Ask for retweets (RT)
  - Ellen selfie at Oscars 3.5 million retweets



## Special Events

- Be creative and coordinate events that engage as many demographics as possible:
  - POKER TOURNAMENTS
  - WALK-A-THONS
  - GOLF & TENNIS OUTINGS
  - FASHION SHOWS
  - BOWL-A-THONS
  - READ-A-THONS
  - HOOP-A-THONS
  - BIKE RIDES

Have fun with it!!!



# The Marketing “Hat Trick”

- A successful event or campaign will:
  1. Generate Awareness
  2. Recruit Volunteers
  3. Raise Funds
- It is important to engage people outside the HD Community
- Keep things fresh and keep them coming back for more!



# Contacting Media

- Get Local Media Lists
  - TV
  - RADIO
  - INTERNET
  - NEWSPAPER
  - MAGAZINE
- Build Relationships with:
  - EDITORS
  - ANCHORS
  - REPORTERS
  - ASSIGNMENT DESKS
  - PRODUCERS



# The Pitch --- PR vs Advertising

*"IF IT'S FREE, IT'S FOR ME."*

- Public Relations = Free Placements/Promotions
- Advertising = Paid Placements/Promotions

## Making 'The Pitch'

- Just the facts, ma'am
- Keep it short, but be enthusiastic
- Remember the 5 Ws
  - Who
  - What
  - When
  - Where
  - Why

## Media Materials

- Pre Event Press Release
- Post Event Press Release
- Media Alerts

### **- ALSO -**

- Remote Broadcasts – Radio, Weather, etc.
- Community Calendars
- Reach out to schools for volunteers
- Contact sports teams for raffle items

THINK OUTSIDE THE BOX & GET THE BIGGEST BANG FOR THE BUCK



## Media Clips

- Promote your placements
- Create a media clip library



## My Vision For HDSA

- 1) Inject enthusiasm into the HDSA brand
- 2) HDSA = Celebration of life, hope & inspiration
- 3) Highlight the incredible impact of family support
- 4) Share more content from local chapters on the national platform
- 5) Engage people and companies outside the HD community
- 6) Publications with vibrant colors and photos of HD families
- 7) Create a strong list of HD ambassadors (celebrities, athletes, etc.)
- 8) Improve our website and extranet to better serve our community

Questions?

# THANK YOU!