

Think Like a Marketer

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**Know Your Audience &
Talk To Them Where *They* Are**



Marketing vs. Advertising



Get to Know Your Audience

- **Data**
- **Research**



Develop Your Message

- **Write to one person**
- **Be specific**
- **Use concrete language**
- **Share your unique offering**
- **Repeat. Repeat. Repeat.**
- **Be Visual**



Channels - EMAIL

Invitation

Lilly PAC

YOU ARE INVITED

Critical policy issues are being considered by our state legislatures and the U.S. Congress that can impact our mission to make life better. We know these issues can profoundly affect your work at Lilly, and it is difficult to know what you can do about it.

GET TO KNOW THE U.S. POLICY ISSUES THAT IMPACT LILLY'S BUSINESS & HOW TO RESPOND

A 60-minute Webinar hosted by Michael J. Harrington, Sr. Vice President & General Counsel and Government Affairs staff.

July 10 10:30 a.m. ET

<http://event.on24.com/wcc/1764971-1/5AB7EC11625408BACBFD6DA64420908>

If asked for a password: july2018 (case sensitive)

Enter other requested information such as name, e-mail etc. Then click "Launch Presentation"

Whether we like it or not, the political process can and does impact on our ability to discover and bring life-changing medicines to those who need them. This webinar is an opportunity for you to understand what's at stake and the action we are taking to protect innovation. We believe it's important to give you the facts and equip you to help make a difference. We need your support to succeed.

Participation in LillyPAC is strictly voluntary. Employees may choose to contribute without reprisal. Recommended contribution levels are not required. Employees may contribute more, less, or not at all. Employees will not be forced or coerced to contribute in any way. Contributions are confidential and will be used for general purposes. No individual contributions will be disclosed. Contributions are confidential and will be used for general purposes. No individual contributions will be disclosed. Contributions are confidential and will be used for general purposes. No individual contributions will be disclosed.

Contributions to political action committees are prohibited under the provisions of the Federal Election Campaign Act (FECA). LillyPAC is not a political action committee. LillyPAC is a 501(c)(3) non-profit organization. Contributions to LillyPAC are not tax-deductible. Contributions to LillyPAC are not tax-deductible. Contributions to LillyPAC are not tax-deductible.

MEMBERS

PAC Match email

Lilly PAC

Charity PAC Match

Your Contributions to LillyPAC Can Make Life Better in the Communities We Serve

HERE'S HOW IT WORKS

- Make the decision to upgrade your LillyPAC membership to the suggested Discovery Club guideline for your management level.
- Complete the donation form by [clicking here](#).
- Select the charity you choose to support from the list of eligible, local and national tax-exempt charities in January of 2019.
- Lilly makes a contribution in June 2019 (up to \$500) to charity you selected—in your name.
- You receive notification that the contribution was made in your name by August 2019.

[CLICK HERE TO JOIN THE DISCOVERY CLUB NOW](#)

As a valued LillyPAC supporter, you make it possible to help elect state and federal lawmakers who share our vision to improve global health and make life better for people.

NON-MEMBERS

PAC Match email

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[CLICK HERE TO JOIN NOW](#)

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Emails targeting different business units

Our Programs Can't Succeed If Left to Chance



For decades, Patriot has been the backbone of our nation's integrated air and missile defense system and the cornerstone of US' contributions to the world. But when the DOD made a faulty investment to replace Patriot with MEADS, it took a bipartisan effort of knowledgeable and persistent Members of Congress to abolish the MEADS "Missile to Nowhere" once and for all.

What is at stake?

- Funding for our programs faces incoming fire from competitors every day in the halls of Congress.
- Without Members of Congress who understand our programs and who are willing to defend the critical role we play in protecting the world, the funding that makes our work possible is put at risk.

RAYPAC leaves nothing to chance.

- Making our world a safer place often depends on gaining support from lawmakers who decide the fate of our programs.
- RAYPAC builds understanding on both sides of the political aisle. We help elect lawmakers who share our mission and educate them about why it's the right thing to do.

RAYPAC Please consider joining your colleagues who already support RAYPAC and help us make the world a safer place.

Join RAYPAC today.

Make a decision about RAYPAC during this fall campaign for a chance to win prizes in the RAYPAC Giveaway!

4 Smart Watches & 20 \$50 Amazon gift cards

Join RAYPAC and receive one chance to win. Current RAYPAC members are automatically entered and those who increase their support to a higher club level receive an additional chance to win.

Our Programs Can't Succeed If Left to Chance.



The SM-3 Interceptor family is the most successful and trusted missile defense system employed by the United States. North Korea is testing missiles to strike our Nation and our allies of an alarming rate. We know deep better knowing that sufficient quantities of SM-3 missiles are deployed with our Navy and with our allies to counter whatever North Korea can launch. Making our world a safer place often depends on gaining support from lawmakers who decide the fate of our programs.

What is at stake?

- As a result of a declining budget, the Missile Defense Agency has requested fewer SM-3 missile quantities from Congress.
- RAYPAC supported candidates helped to inform their colleagues of the need to increase these quantities.

RAYPAC aims to support lawmakers who understand Raytheon's mission. We can't do it without you.

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Our Programs Can't Succeed If Left to Chance



What is at stake?

When the Boeing-led Family of Advanced Beyond Line of Site Terminal (FAB-T) program was faltering, Congress stepped in to help. Congress recommended a recompe of the FAB-T program, enabling Raytheon to pursue and win the program. Today, Congress is advocating even more advanced technology be integrated into the FAB-T program - technology that Raytheon will provide. We need lawmakers who understand how vital advanced technology is to our warfighters.

RAYPAC leaves nothing to chance.

- RAYPAC helps elect lawmakers who share our mission and support a strong national defense.
- It enables us to educate lawmakers on the role our systems play in making the world a safer place and helps build understanding on both sides of the political aisle.

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Join RAYPAC today.

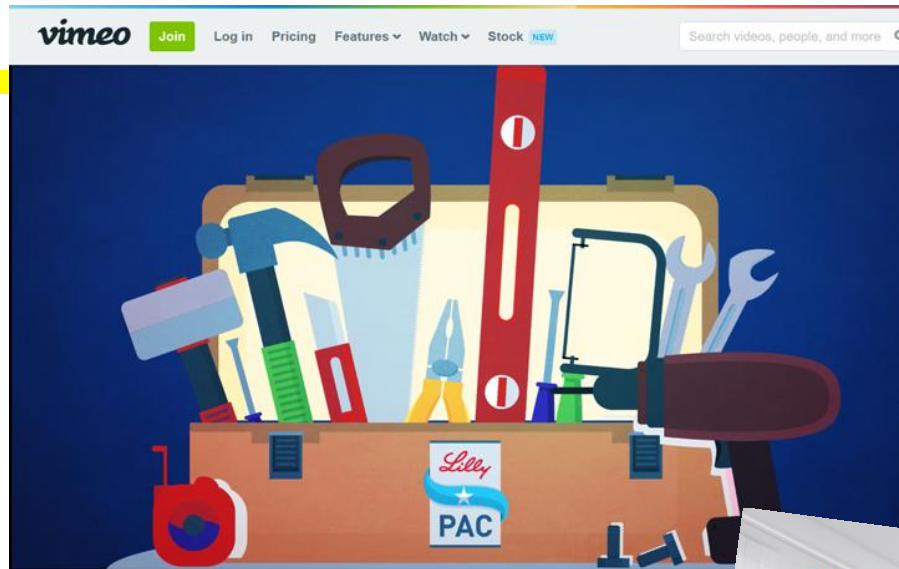
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Channels

VIDEO

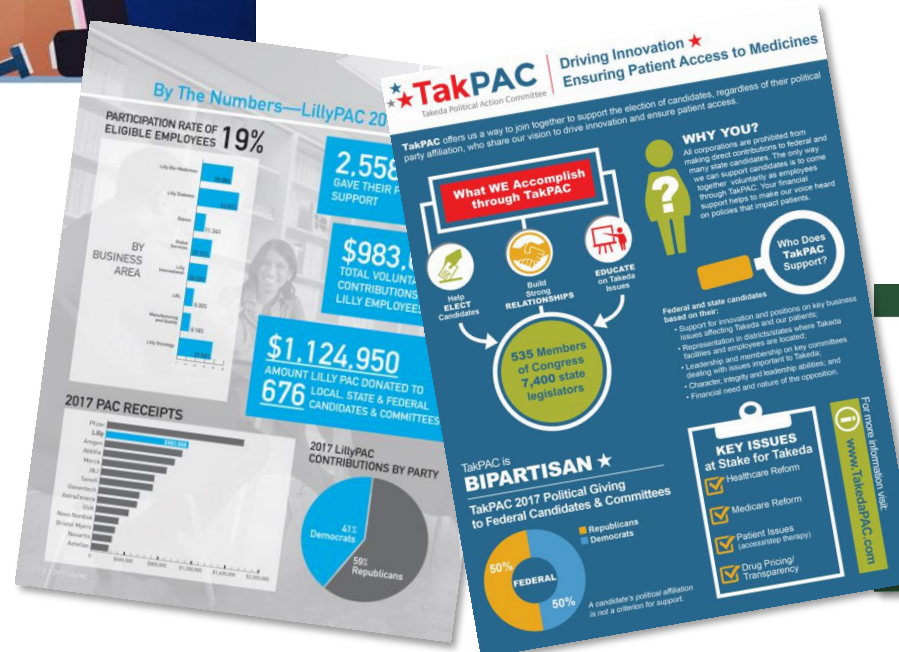


MAIL



HANDOUTS

PEER-to-PEER



YOU are the secret to our success!

The background of the entire image is a dense, textured field of red and white confetti or small, irregularly shaped particles. The colors are vibrant, with various shades of red and pink interspersed with white. A semi-transparent dark red horizontal band runs across the middle of the image, serving as a backdrop for the text.

Don't Get Overwhelmed!

You had the power all along, my dear!

Questions?

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