

The 2011 3in4 Need More National Tour

Over 120,000,000 impressions across TV, print, online & radio

Media Value overall estimated at \$2.8 million



Health Care Isn't Enough

3in4
need more
www.3in4needmore.com

The 2011 Tour

In the summer of 2011, Dr. Marion and the “3in4 Need More Campaign” embarked on an historic nine-week awareness journey, stopping all across the country from New York to Los Angeles. With a carefully orchestrated campaign, the tour reached millions of Americans in person and through media.

105 MILLION

Audience Reach through

31 Online Media Placements

16 MILLION

Audience Reach through

13 Broadcast Media Placements

1.5 MILLION

Audience Reach through

22 Print Media Placements

The media reach of the 2011 Tour was comprehensive generating exposure across multiple media platforms: online, print, and broadcast over television and radio. Importantly, there was a mix of coverage on national, regional, and industry-specific platforms to provide both targeting and broad reach.

NATIONAL



Aol.

REGIONAL



TARGETED



Tour & Campaign Stats

- **9 Week coast-to-coast** bus tour
 - **Times Square** press conference, flash mob & billboard
 - **31 Online media placements** reaching an audience of over 105 million
 - **13 TV & Radio broadcast placements** reaching 16 million
 - **11 Print placements** reaching over 1 million
 - **15 Group Talks** during the tour
 - **9 Tour Video** segments
 - **2 “Special Feature Videos”** Dalai Lama & radio
 - **30,000 Planning Guides** (3in4) distributed
-
- **Interviewed THREE** 2012 Presidential candidates
 - **2 Industry Press Conferences** AALTCi & ILTCi
 - **2 Industry Trade Shows** NAIFA & Senior Market Advisor
 - **3 Campaign** themed songs
 - **798 Facebook** followers
 - **18,380 views** on 3in4 YouTube Channel
 - **468 LinkedIn** Followers
 - **57,500 listings** on Google for search term “3in4 need more”

The 2011 Tour



'Doctor Marion' Takes Elder Care Message on Tour

By SHERYL NANCE-NASH
Posted 8:15AM 7/14/11



Sometimes, you have to take matters into your own hands.

So at 71, elder advocate Marion Somers, Ph.D., is hitting the road for the fourth year in a row, crisscrossing the country in a souped up 1967 Greyhound bus to spread her message: "This country is going to be hit with a geriatric tsunami and we are not prepared."

With more than 8,000 Baby Boomers turning 60 each day, she's no Chicken Little. At least 70% of people over age 65 will require long-term care services at some point. "People think the government will rescue them," says Somers, author of *Elder Care Made Easier: Doctor Marion's 10 Steps to Help You Care for an Aging Loved One*. She rattles off the numbers -- with the average cost of a room in a nursing home more than \$80,000 a year, home care aides averaging \$21 an hour, and people typically retiring with some \$40,000 in savings, that's a miscalculation of epic proportions. Simply put, the health care coverage you have is not going to be enough.

"I've seen what happens when families are not prepared," says Somers, who has over 40 years experience as a geriatric care manager and elder care expert. "This trip is about waking people up. All it takes is for one incident to change everything for a family," she says. "People don't realize until it's too late what Medicare is not going to cover."

So on June 27 she left New York City on a nearly 10,000 mile tour, sponsored by LifeSecure, MedAmerica, One Reverse Mortgage, 3in4 Association Advisory Board, and others. Somers' stops include New York, Boston, Washington, D.C., Atlanta, Detroit, Chicago, Dallas, Houston, Phoenix, San Francisco, and as many others as she can fit in before the road trip ends Aug. 26 in Los Angeles.



Broker Words

By Sharon A. Chace, Editor

The 3in4 Need More national summer cross-country bus tour was officially introduced in New York's Times Square on May 24.

A 1950s-era bus, branded with the 3 in 4 Need More logo, pulled into Times Square as morning commuters were starting their day. Classical music by Juilliard students began, followed by a "flash mob" of seemingly disabled senior citizens who suddenly abandoned their crutches to begin dancing joyfully.

Following the dancers Jonas Roeser, who also serves as president of the 3in4 Association, which runs the 3 in 4 Need More campaign, explained the point of the flash mob.

Roeser told the gathered crowd, "Millions of Americans, as they get older and live longer, will need help with the tasks of daily living—ongoing care beyond the scope of regular health insurance or Medicare. Most people don't know that, so we're kicking off a summer-long awareness campaign where we'll be traveling the country to educate Americans about planning for their long term care needs."

Marion Somers, PhD, who is the official spokesperson of this cross-country cam-



1. The 3 in 4 Need More campaign spokesperson, Dr. Marion Somers, being interviewed by Fox News.
2. Jonas Roeser, 3in4 Association, speaking to the gathering crowd.
3. Dr. Somers' 1950s bus with the 3 in 4 Need More logos.
4. At the top of the multi-layered billboard in the center of Times Square is the 3 in 4 Need More logo.

on buildings, national monuments (where approval has been provided), natural land formations (e.g., the Grand Canyon) and other iconic structures (e.g., Golden Gate bridge). This will be done via a logo projector and throw lenses operated from the bus. The intent is to create newsworthy stories and images that will draw more attention

Long term care insurance has been the "read headed stepchild" of the insurance industry for far too many years. However, its status seems to be improving. According to industry statistics, sales increased during 2010. This fact is confirmed in the research for Broker World's 2011 Individual Long Term Care Survey



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The 2011 Tour



Iowa View



MARION SOMERS, Ph.D., is an elder care author and lecturer. Contact: DrMarion@3in4NeedMore.com.

Tour gives important information for seniors

It's no exaggeration that many seniors are sadly misled when it comes to purchasing products and services for long-term health care. But I was disappointed that the Register's recent editorial ("Seniors, Beware of Financial Help," Aug. 2) misrepresented and mischaracterized my personal mission and the mission of the 3in4 Need More campaign, to make this point.

As a geriatric care manager for over 40 years, a speaker and

they did not fully understand the options available to them and did not have a plan for their long-term health care needs.

I've also seen many more lives turned around because they made the right decision about getting help. My message, the message of the 3in4 Need More tour, and the message of my recent talk in Des Moines, is clear: Understand the costs you may be facing. Think about the needs you may have. Educate yourself about ALL the options available. Then create a plan that's best for you.

It's the need for a plan that is central to the 3in4 Need More campaign. As our name implies, nearly three in four people over 65 will need some form of long-term care, according to the U.S. Department of Health and Human Services. At the end of the day, not everyone needs help — but everyone needs a plan.

There's no sales push here; no hidden agenda. A closer look at my longtime career as a counselor to the elderly and their loved ones would quickly make this clear. It would also show that I have regularly partnered with organizations, product and service providers, and legislators in



3in4 Dancing Grannies Flash Mob

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Seen On TV

Prepare For Long-Term 'CARE' With Dr. Marion Somers

August 24, 2011 12:20 PM

STUDIO CITY (CBS) — Non-profit organization "3 in 4 Need More" and elder care expert Dr. Marion Somers are launching a summer-long bus tour to raise awareness about long-term care planning. She stopped by KCAL9 Wednesday to talk about the tour.

According to Dr. Marion, 3 out of 4 Americans will need long-term health care services like assisted living, nursing homes, and more — but are not prepared to pay for them. These services are not covered by traditional insurance or Medicare, and can cost thousands per month out-of-pocket.



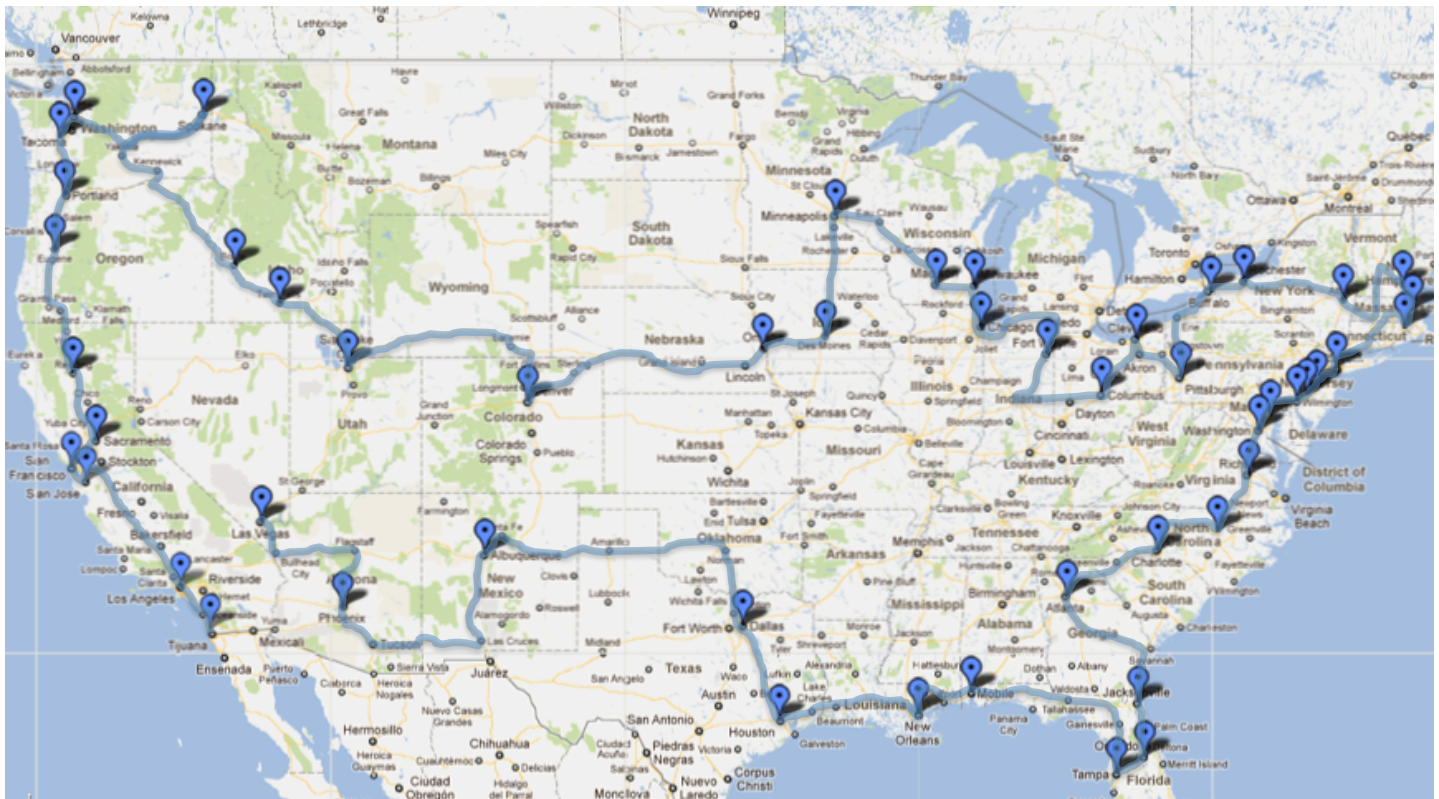
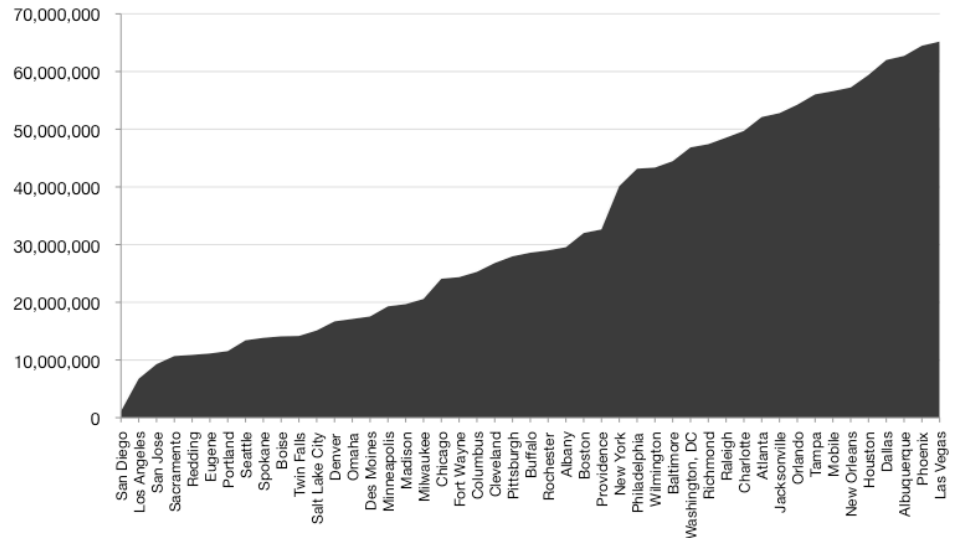
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The 2012 Tour

Building on the success of the 2011 Tour, the 3in4 Need More Tour plans to expand its reach in 2012. The Tour will make stops in over 50 cities, including all of top 10 DMA's. With this schedule, the Tour will cover cities that hold an aggregate 65 million households, more than 50% of the country.

Cumulative Households Covered by Tour Stops



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The 2012 Tour

While the 2011 Tour was a success, the 2012 Tour will be bigger and better. The Tour will make stops in 32 different states, and will employ a number of strategic initiatives designed to enhance the value of every stop:

1. Improve Execution and Efficiency:

The 2011 tour was planned in 4 weeks. The 2012 Tour will have 6 months of preparation time.

2. Content Creation:

Three videos (less than 3 minutes each) per week will be produced, featuring the recent days' events.

3. Leverage Social Networking:

The Tour will include a full time social networking team promoting the Tour and the subsequent video, media, and other content.

4. Increase Exposure to Target Market:

The church network will be incorporated into the Tour, providing access to the target 40-70 year old demo.

5. Create Additional Product Sponsor Opportunities:

Product giveaways and raffles will be integrated into the Tour stops.

6. Increase the Window of Exposure:

Seed the Tour stops with marketing in advance; each stop will receive a pre-arrival package that includes :15, :30, & :60 second radio spots, a variety of ads that can be published in local papers, a 4x8 handout flyer, and an in-window flyer. All media will feature the primary three sponsors' logos.

7. Capture Customer Information:

Product giveaways will be utilized to gather customer data; collection of 20,000 names is the target.