

Guidelines for AspiringDocs.org Advertising

To raise awareness of the AspiringDocs.org campaign at pilot sites and across the country, the AAMC worked with the Washington, DC-based public affairs and advertising firm GMMB to develop the advertising platform, “Meet the Doctor” and a series of four ads featuring resident and practicing physicians.

The platform and each of the ads are based on extensive opinion research conducted with undergraduate African American, Hispanic/Latino, and Native American students as well as pre-health advisors throughout the spring and summer of 2006. This research identified two types of messages that students found to be particularly relevant and compelling:

- messages that directly address the most widely perceived barriers to applying medical school—performing well on the MCAT and paying for medical school;
- messages that inspire and motivate students to pursue their dream of becoming a doctor.

Responding to this important feedback, the AAMC developed two ads that address the barrier issues and two inspirational ads. Several versions of these ads are included in this kit and feature physicians of different races and ethnicities to provide you with a choice that will be most effective with your campus audiences.

In addition to the messages, the AAMC’s opinion research tested every element of these ads in an endeavor to launch and promote the AspiringDocs.org campaign and the critical need for more minority physicians in the most clear and effective way possible to the target audience—minority students.

We enthusiastically encourage you to display the campaigns ads and posters on your campus. You are welcome to size them for your publication or poster needs and add event details to the career fair promotion ad. However, please do not modify the content, images, typeface, layout or any other individual element of the ads. Please use them in the complete and intact form in which we share them with you.

If you need further assistance with or information about these ads, please contact Lennia Chandler, AspiringDocs.org Program Specialist, lchandler@aamc.org or (202) 862-6022.