



A GUIDE FOR SMART  
**FERTILITY MARKETING**  
WHERE SCIENCE &  
EMOTION MEET

TRENDS • AUDIENCE INSIGHTS • MARKETING APPROACHES

OCTOBER 2021

# CEO

## COLLEAGUES

According to UNICEF a staggering 116 million babies will have been born globally since the March 20, 2020 announcement of the global pandemic, for up to 40 weeks after.

Yet we read that Australia's fertility rates continue to fall from the fertile days of Baby Boomer generation, nearly 60 years ago, which saw on average 3.55 babies per woman to around 1.74 babies per woman on average in 2018 (ABS 2019a, ABS 2019b)<sup>1</sup>.

In a disrupted world navigating through a pandemic, the impact on fertility is even more powerful. Even prior to this time the effects of stress, exogenous toxins, poor lifestyle and nutrition were adding to the challenge of fertility for both males and females.

Now, we are living through severely challenging times and no longer is infertility linked predominantly to the age at which women have children but in fact to broader lifestyle issues which have accelerated due to COVID-19.

Studies have shown that for women, sleep deprivation and stress alter the menstrual cycle<sup>2</sup>, increasing the risk of women's uterine and reproductive health as well as inhibiting ovulation, increasing the risk of anovulation and creating an unfavourable environment for embryo implantation.

Research indicates that sleep deprivation and stress in males are associated with decreases testosterone and alters sperm production and development<sup>3</sup>. It can also affect erectile function and cause ejaculatory problems. Similarly, declining rates of sperm count are high on the medical agenda, with male reproductive function and the process of spermatogenesis highly influenced by exposure to variables such as oxidative stress and inflammation.

Recent research has shown that mitochondrial health impacts immune, nervous system and reproductive health and that chronic stress depletes mitochondrial levels within cells. All these have impacted fertility rates<sup>4</sup>.

In Australia and New Zealand, more and more couples are conceiving through IVF treatment according to the newly published report 'Assisted reproductive technology in Australia and New Zealand' published September 2021<sup>5</sup>.

The fertility sector is growing rapidly and the need for brands, however involved in the fertility process, to carve a distinctive position in the market, that connects science with emotion, has never been more important in order for them to attract patients.

6AM's White Paper, *Smart Fertility Marketing: Where Science & Emotion Meet* is a White Paper presenting Trends, Audience Insights and Marketing Approaches (October 2021) is designed to support brands by building trust and reputation and to reach audiences, in their channels, at relevant times, to help them make what is arguably one of the most critical decisions in their adult life – which fertility service provider to select and what protocols to follow.

The 10-page White Paper reviews a myriad of topics from Trends influencing Fertility Marketing to the Understanding the Psychology of Patient for Smart Marketing Outcomes for both heterosexual and same sex couples, as well as check lists and top marketing imperatives.

6AM's strategic communications approached – called the PRecision Methodology, is built around driving behaviour change for humans, no matter what sector we are working in, through smart, strategic evidence-based story-telling that engages the audience with purpose and meaning, building trust and ultimately driving Effective Share of Voice (EQOV) for a commercial ROI.

We trust that you will find this White Paper of interest, with some new insights and check lists to help you navigate the myriad of marketing and communications options to attract patients.

The new frontier of the way people interact with brands and consume information is upon us and it is our hope that these insights and considerations for the future of Fertility Marketing Communications will be valuable to you and your teams.

Thank you for your time. Be Well.



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“OVER 76,000 ART TREATMENT CYCLES WERE PERFORMED IN 2018, EQUALLING 14.8 CYCLES PER 1,000 AUSTRALIAN WOMEN OF REPRODUCTIVE AGE.”

UNIVERSITY OF NSW ANNUAL REPORT <sup>6</sup>

## TRENDS INFLUENCING FERTILITY MARKETING

It has been over 40 years since the first baby was born via in vitro fertilisation. Today Fertility solutions are becoming more commonplace, with 1 in 6 Australian couples seeking Fertility treatments to assist with pregnancy. Increasingly, the focus now is on Fertility in both the male and female as science unlocks the reasons for infertility, bringing a new dynamic to Fertility marketing.

With the growth in the median age of first-time motherhood, rising infertility rates, growing prevalence of PCOS, increasing incidence of obesity and technological advances in Fertility procedures, an increased need for Fertility specialists is forecast across not only the use of (ART) but also other services such as egg freezing<sup>7</sup>.

### OTHER TRENDS INFLUENCING FERTILITY MARKETING INCLUDE:<sup>8,9</sup>

#### 1. TECH INNOVATION

The rapid growth in the Fertility market is attracting investors and start-ups to the Fertility space. According to Forbes<sup>8</sup>, The Global Fertility Services market size is expected to reach \$36 billion with a CAGR of 8.5% by 2023 opening a significant opportunity for start-ups to innovate in the space.

With innovations including biochemical tools that track hormones to cryostorage platforms that improve ART's success rate, we can expect to see increases in the availability of Fertility services, including new software, hardware and diagnostics to community-driven mobile apps and tracking apps.

The untapped potential of same-sex couples, solo parents and women over 40 will drive solutions around reciprocal IVF and surrogacy.

#### 2. THE NEED TO STAND OUT FROM THE PACK

With innovations comes more choice; more choice can confuse what is already a stressful and overwhelming process for many patients.

Differentiating your services through transparent and trustworthy messaging, new technology, and services will drive market share.

#### 3. EGG FREEZING WITHOUT FEARMONGERING

The egg freezing market will be under the microscope as unwelcome fearmongering — playing on biological clock insecurities — has backfired. Reputable communications reflecting the complex decision making around elective egg freezing, including costs, side-effects, and uncertainty of outcomes, are needed to help women make an informed decision. Working collaboratively with oncology health professionals to support young oncology patients investigating Fertility options will also be a focus.

#### 4. THE RISE OF 'TELEFERTILITY'

With the increased use of Telehealth services resulting from Covid-19, digital Fertility solutions that make receiving test results, Fertility coaching, and consultation simple and accessible will differentiate providers in a crowded marketplace.

# FERTILITY MARKETING - CONNECTING WITH AUDIENCES IN THEIR TIME OF NEED

Seeking Fertility treatment is an intimate and deeply emotional experience influenced by societal and family pressures, cultural and religious norms, and self-identity issues.

Couples using Fertility services face emotional and financial stressors without a guaranteed result. In addition, many couples who have delayed Fertility due to career commitments, believing that hard work gets results, may find this lack of control even more overwhelming.

Understanding the pain points of the patient journey and developing a communications strategy that physically meets your patients where they are will show authenticity, understanding and authority in the Fertility space.

An integrated marketing communications strategy including PR, social media, Key Opinion Leaders (KOLs), Influencers, Content and Experiential across multiple channels is essential to creating an experience that informs, educates, and builds trust. Ensuring your business is at the top of mind when a patient decides which product or provider to select. Empathy and authority combined are key to successfully connecting with patients on their Fertility journey.

## ATTRACTING THE ATTENTION OF PATIENT PROSPECTS

Developing messaging that connects to new patients on an emotional level is needed to drive engagement, build loyalty, and ultimately lead to patients choosing your clinic over your competitors.

Knowing how your prospective patients get their information, what drives their decision-making, and who they trust helps you craft a message that educates, empowers, and engages new leads.

KOLs are an asset in reaching and converting new patients and delivering the story. They can target niche consumer needs and speak directly to pain points while also giving authority and trustworthiness from the get-go. The use of KOLs has a similar impact to word-of-mouth marketing – both extremely powerful in their influence on consumer opinions.

“PEOPLE THINK IN  
STORIES, NOT IN  
STATISTICS, AND  
MARKETERS NEED  
TO BE MASTER  
STORYTELLERS.”

ARIANNA HUFFINGTON

# UNDERSTANDING THE PSYCHOLOGY OF THE PATIENT FOR SMART MARKETING OUTCOMES

6AMs 2020 Digital Imperatives White Paper (Gillian Fish, Joe Purves) referred to the importance of understanding customers' wants and needs and patterns in actions and behaviours when searching for information to make an informed decision.

In Fertility marketing, targeting both female and male audiences has never been more critical. The decision to have children ranks in the top 5 decisions made in life<sup>10</sup>, and the pressure of selecting Fertility treatment adds even more pressure at this time.

Brands who demonstrate understanding of this journey at a visceral level, the emotions, and the challenges the audience face will build trust and successfully engage their audience.

## WHAT IS COGNITIVE BEHAVIOURAL PSYCHOLOGY

Enter the science of Cognitive Behavioural Psychology which combines behavioural and cognitive sciences with the goal of better understanding human behaviour to develop interventions that assist the human condition.

## THE POWER OF BEHAVIOURAL ECONOMICS

Cognitive Behavioural Psychology is a pillar of Behavioural Economics that incorporates psychology into the analysis of the decision-making behind an economic outcome, such as the factors leading up to a patient selecting one Fertility service provider over another.

## WHY IS APPLIED COGNITIVE BEHAVIOURAL PSYCHOLOGY KEY TO DIGITAL SUCCESS IN THE WORLD OF FERTILITY?

We need to carefully consider the cognitive factors influencing our customers' behaviour when creating digital experiences because the physical and digital world has never been more connected. Meaning, how customers make decisions in the digital world is influenced similarly to their offline interactions and experiences.

## ENTER THE TRANSITION GENERATION

Referred to as the 'Transition Generation' brought on by the rapid advancements in artificial intelligence (AI) as it merges with automation changing the nature of how we interact. Patients have virtual reality (VR), augmented reality (AR) and mixed reality (MR) bringing the physical world and digital world closer than ever with deeper immersive and emotional experiences.

The application of Cognitive Behavioural Psychology principles across the digital experience of the Fertility journey is about providing small prompts across each step of the digital journey to help communicate the personal value a particular action or interaction would have for the patient.

## COGNITIVE BEHAVIOURAL PSYCHOLOGY IN THE FERTILITY SECTOR?

With a surge in demand for Fertility services, be it pre-conception, conception or post-procedure and through pregnancy, we need to put the customer first in all activity's to engage effectively and to be competitive.

To build repeat customer activity, listen to their concerns, their needs, follow them and engage with them. Provide relevance throughout their journey and add value along the way. Build trusted advisor status, show empathy and understanding of their challenges. These simple strategies will encourage loyalty and ultimately drive engagement.

## KEY QUESTIONS TO ASK NOW:

- What experience are our prospective patients seeking now?
- What does our audience not want?
- How are they feeling emotionally? Happy, anxious?
- What do we need to do to communicate with empathy?
- How can we add more value to their experience with our brand?

# 12 SMART FERTILITY MARKETING INSIGHTS

## FACT #1 YOUR AUDIENCE IS TELLING YOU WHAT YOU NEED TO DO

Infertility has been linked to anger, depression, anxiety, marital problems, sexual dysfunction, and social isolation. Couples may feel stigmatised, experience a sense of loss and diminished self-esteem or a loss of identity. Feelings of defectiveness and incompetence can also affect couples when Fertility is an issue<sup>11</sup>.

Understanding the pain points of a patient's Fertility journey requires deep listening across social media and community groups, knowledge of behavioural science and an understanding of the influence of public policy, work expectations and culture on family life. This deep listening will form the basis of key messaging across all assets to show that you understand your audience and what they are experiencing across all facets of their life.

### MARKETING TIP:

Define your deep listening strategy based on your mission, market and goals. Encompass a wide set of customers, prospects, influencers, employees, business partners and market channels. If you're operating in multiple languages or mining social and online media and other high-volume sources, you'll want to apply appropriate data and analytical technologies. Look for sources of bias in your strategy and don't forget culture and context counts.

## FACT #2 PATIENT EXPECTATIONS

Many Australians overestimate their ability to conceive and the effectiveness of ART in managing Fertility issues.

### MARKETING TIP:

Let the science take centre stage of your communications, supported by narrative from KOLs. Transparent reporting of scientific facts on Fertility builds trust and authority. Use science as the backbone of marketing and as a proof point for knowledge, trust, and success. An effective content marketing strategy will take centre stage here. Fertility patients are investing large amounts of energy, time, money and even their relationships into the experience. As such, they will continue to research and seek answers from different sources. Being front and centre with knowledge sharing at relevant times and channels that match the patient behaviours is the key to success. Messaging should be smart, simple, strategic and understandable – and personalised wherever possible.

Using smart search engine optimisation (SEO) tactics ensures that the message surfaces organically, getting the message across and in the right and relevant hands.

## FACT #3 LIFESTYLE INFLUENCES FERTILITY

The global pandemic has seen a sharp increase in empowered audiences who have spent much time searching for health strategies and solutions online whilst in lockdown. It is evident that the influence of lifestyle factors on fertility for both females and males

is increasingly understood with the role of diet and lifestyle, including sleep, stress, work, financial and relationship stressors; exercise, nutritional overloads or deficiencies and toxins such as pollution have an impact on fertility. Multiple studies show that these factors impact the body and the reproductive system when out of balance due to inflammation and oxidative stress. The Circadian Rhythm for example is as much linked to the reproductive cycle as it is to sleep.

### MARKETING TIP:

Fertility Marketing should include multi-channel evidence-based educational support in the form of e-books, videos, brochures, social media, webinars and other channels, around nutrition and lifestyle strategies which will educate the patient about the importance of behaviour modification for a healthy lifestyle to support fertility, topics may include amongst others:

- An understanding of the role of the essential role of mitochondrial energy in sperm and egg health and
- Good sleep hygiene, the role of circadian rhythm and potential pathways to infertility
- Sleep apnoea, disrupted sleep and low levels of testosterone
- Impact of light and shift work/disrupted sleep patterns on fertility
- Optimal nutrition to correct deficiencies or overloads
- Supplementation where necessary to replace deficiencies such as essential ubiquinol which powers the mitochondria
- Distancing from exogenous toxins found in our cities from pollution and some workplaces

Partnering with an expert qualified Integrative GP practice, naturopath or nutritionist builds trust and confidence for patients and ultimately attracts a patient to one brand over another.



## FERTILITY STRESSORS SAME SEX COUPLE

WOMAN CARRYING CHILD	SUPPORTIVE PARTNER
<p><b>SELF WORTH</b></p> <p>"I'm a failure as a woman. Why can't I get pregnant?"</p>	<p><b>SELF WORTH</b></p> <p>"Should I be the one trying to get pregnant?"</p>
<p><b>HEALTH</b></p> <p>"What if I'm just broken?" "What if I did something to cause this?"</p>	<p><b>HEALTH</b></p> <p>"Will I need to change my habits to support her?"</p>
<p><b>RELATIONSHIPS</b></p> <p>"What if I can't give my partner the child they want?"</p>	<p><b>RELATIONSHIPS</b></p> <p>"What if my partner can't get pregnant?" "What will family/friends think?"</p>
<p><b>FINANCIAL</b></p> <p>"Aren't Fertility treatments expensive?"</p>	<p><b>FINANCIAL</b></p> <p>"Aren't Fertility treatments expensive?"</p>
<p><b>FINANCIAL</b></p> <p>"Aren't Fertility treatments expensive?"</p>	<p><b>FUTURE GOALS AND DREAMS</b></p> <p>"What would our life look like if we can't have a family?"</p>
<p><b>FUTURE GOALS AND DREAMS</b></p> <p>"I really want to be a mum. I can't imagine going through life without kids."</p>	<p><b>LOSS</b></p> <p>"What if my partner miscarries again?"</p>
<p><b>LOSS</b></p> <p>"We've already miscarried. How would we go through that again?"</p>	



**FERTILITY STRESSORS HETEROSEXUAL COUPLE**

FEMALE	MALE
<p><b>SELF WORTH</b> "I'm a failure as a woman. Why can't I get pregnant?"</p>	<p><b>SELF WORTH</b> "What if it's me? A real man should be able to get his partner pregnant"</p>
<p><b>HEALTH</b> "What if I'm just broken?" "What if I did something to cause this?"</p>	<p><b>HEALTH</b> "Wish I'd taken better care of myself" "My age doesn't matter"</p>
<p><b>RELATIONSHIPS</b> "Will this put extra pressure on our marriage?" "What if I can't give my partner the child they want?"</p>	<p><b>RELATIONSHIPS</b> "What if I can't give my partner the child they want?" "What will my family/friends think?"</p>
<p><b>FINANCIAL</b> "Aren't Fertility treatments expensive?"</p>	<p><b>FINANCIAL</b> "Is this getting all too expensive?"</p>
<p><b>FUTURE GOALS AND DREAMS</b> "I really want to be a mum. I can't imagine going through life without kids."</p>	<p><b>FUTURE GOALS AND DREAMS</b> "Being a dad is really important to me."</p>
<p><b>LOSS</b> "We've already miscarried. How would we go through that again?"</p>	<p><b>LOSS</b> "What if my partner miscarries again?"</p>

**FACT #4 TRUST & TRANSPARENCY**

In developing a brand that will resonate with the audience and be a leader in the category, one has to focus on building Trust, Transparency and Reputation. Trust is built on transparency, from the moment a patient engages with a brand, be it a service or a product, and all stakeholders must align with this philosophy. Transparency is high on the agenda for consumers.

When developing a narrative, ensure that the point of view or creative proposition is clear of competitor narrative and is meaningful for your audience. Make sure the business can deliver on the promise. If done well, infused with creativity which marries science with emotion, it will deliver profile prominence for your brand, giving birth to a 'magnetic'-like status that will ultimately be driven by word of mouth.

**MARKETING TIP:**

Ensure all narrative, within the business and externally is double-checked against a Trust Barometer, and that business decisions and communications are stress-tested through the 'transparency lens'.with proof points to support the trustworthiness. Engage in third party activities for your leaders, such as conference speaker opportunities, networking with other aligned but non-competitive industries, a point of view at key events, and within narrative, credible influencer engagement amongst other tactics to build trust and reputation.

**FACT #5 A STRESSFUL WORLD**

Fertility patients face stressors in key areas of their lives, including self-identity, mental & physical health, relationships, financial, future goals & dreams, and loss.

**MARKETING TIP:**

Craft emotional stories addressing patient stressors to create authentic marketing communications for your target patient groups.

Developing communications that demonstrate an understanding of these emotional touchpoints and, how they play out in the audience's lives, and how to alleviate these associated fears will ensure you become

a trusted advisor on the patient's journey. Instead of selling 'at' the prospect, connect with them on the challenges they face. Provide support, guidance on traversing this time, ensuring your message is delivered as a value exchange – ultimately empowering the patient to make an informed decision on the next steps. Building trusted advisor status by unpacking the fears of the patient and showing you understand.

**FACT #6 AGE MATTERS**

The influence of parental age on Fertility impacts attitudes towards Fertility treatment. As people choose to become parents later in life, with many turning to IVF, the nuances around Fertility messaging and channels need to evolve.

**MARKETING TIP:**

Language, tone and an understanding of their life stage is key to attracting patients – their focus at the age of 45 will change from cost to the chances of success. Brands must, with empathy and honesty, communicate the likelihood of treatment success, the potential impact on the baby's health, and the parents' future health.

Smart content strategies and Public Relations as a tool for SEO play a key role in delivering these messages, maintaining relevance and building brand awareness to build trust and engage the audience.

**FACT #7 DIGITAL POWER**

Prospective patients seek information from medical and non-medical sources. From speaking to their GP to looking for referrals on social media, prospective patients seek information on Fertility treatment across multiple channels.

**MARKETING TIP:**

Reaching prospective patients requires a multi-channel approach across earned, owned and paid media, PR, in-person events, medical liaison and the engagement of key opinion leaders. Provide the optimal digital experience to your prospective patients by optimising your website for usability and SEO. SEO helps build better relationships with your audience, improves the customer experience, drives more people to your site

and increases your authority in the fertility space. In addition, SEO helps you increase conversions which means helping more patients.

**FACT #8 MILLENNIALS - CAUGHT BETWEEN THE GFC AND A PANDEMIC**

Millennials begin to turn 40 in 2021. What impact has the Global Financial Crisis and now the pandemic had on Fertility? Millennials are, to date, the most racially and ethnically diverse generation and have been slower than previous generations to establish their households. Millennials are getting married later and having children later than in previous generations. Millennial mothers are more likely than mothers of earlier generations to be unmarried<sup>12</sup>.

**MARKETING TIP:**

Brands that develop a Millennial-focused communications strategy across a variety of owned and earned platforms, including, for example, social media, PR, podcasts, video or app, will demonstrate their understanding of the challenges Millennial parents face and create tangible connections.

**FACT #9 GEN Z FACING HURDLES**

Financial goals and concerns about climate change are influencing Fertility decisions for Generation Z parents. The financial impact of the pandemic and waiting until the world feels safe again have also delayed pregnancy plans for Generation Z parents wanting to start or grow their families<sup>13</sup>.

**MARKETING TIP:**

Gen Z uses different social media platforms for different reasons. According to Response Media, "on Instagram, they showcase aspirational selves, on Snapchat they share real-life moments, on Twitter they get the news and on Facebook they glean information."<sup>14</sup> TikTok according to WARC is used to show their creative pride<sup>15</sup>.

Changing your message to suit the platform is essential for designing a digital communications strategy for Gen Z.

### FACT #10 GENERATION ALPHA – CHILDREN OF THE GREAT SCREEN AGE

Generation Alpha (born 2010 – 2024) will be a tech savvy, materially endowed generation growing up in a world where biometrics and autonomous cars will be a normal part of their adult life. They will enjoy a longer life span than any previous generation, stay in education longer, start their earning years later and likely stay at home with their parents well into their late 20s<sup>16</sup>.

#### 💡 MARKETING TIP:

The Fertility treatment needs of Generation Alpha will be defined by economic, environmental and technological development. Staying ahead of these trends will be essential in meeting their future needs. It is about predicting, reading the market, and understanding today while consistently projecting where needs will be sitting, tomorrow. The use of artificial intelligence to predict fertilisation and embryo development will influence fertility preservation services<sup>17</sup>.

### FACT #11 WEBSITE RANKINGS INFLUENCE PATIENT CHOICES

Investing in IVF is more than financial, it is a deeply emotional journey. Search online takes hours as prospective parents search for medical support, guidance, information to help inform them in making what is one of the most important decisions they will make – to seek help bringing a child into the world. Search Engine Rankings are paramount

#### 💡 MARKETING TIP:

Engaging in search engine marketing and search engine optimisation enhances website rankings, pushing your clinic in the foreground of a cluttered digital world.

### FACT #12 THE DOCTOR INFLUENCE

Patients decide to continue ART for highly individualised reasons. For many continuing patients, guidance from a trusted healthcare practitioner informs their decision. Other influences may include their perception

of success rates, previous cycle outcomes, anecdotal stores of success after multiple rounds, feeling the need to hold onto hope and fear of giving up<sup>18</sup>.

#### 💡 MARKETING TIP:

Use insights on how patients decide to continue ART when developing communications to target this patient group. This is a perfect time in which KOLs can be leveraged to deliver influence, build authority and leadership in an integrated marketing campaign. Trust is not only essential here, but rather must be a primary objective and enlisting relevant KOLs can help to build and maintain trust. GPs, naturopaths and pharmacists can be powerful referrers to Fertility Clinics. Building strong connections with these practitioners becomes influential in helping prospective patients choose their Fertility specialists.

### FACT #13 DIVERSITY AND PURPOSE ON THE AGENDA

The global pandemic has made most people question what truly matters to them – how they spend their time, who they spend their time with and what they spend their money on. The fertility process can be long, emotionally draining and expensive. It is key for any brand to acknowledge the emotional state of the audience and show that they are empathetic. In addition, brands that lead with purpose that is relevant to their audience, are destined to build stronger relationships with their audiences, than those who focus solely on transactions and the bottom line.

#### 💡 MARKETING TIP:

Focus on supporting diversity including multi-cultural couples and LGBTQIA+. Make sure your teams are fully understanding of the different needs of varied audiences so that each person has a culturally-relevant empathetic experience. Ensure the brand also supports those in need - doing good firstly by your own people in your own business, and then supporting others in need by aligning with a charity or launching a cause yourself so you contribute to society by giving back in a meaningful way. Importantly, do not forget the sustainability of the planet and the impact of your product or services on the world.

### FACT #14 CULTURAL BACKGROUNDS WILL INFLUENCE PATIENT CHOICE

#### 💡 MARKETING TIP:

Understanding how differences in language, culture and religions influence perceptions of family and Fertility will direct communication strategies in different regions across the country. Creating diverse content demonstrates you understand the different cultural influences in different regions. KOLs help build connection, trust and authority and should be used throughout your communication strategy.

### AS OF JUNE 2020

Source: Australian Bureau of Statistics, Migration, Australia Released 23 April 2021<sup>19,20</sup>



**MIGRANTS LIVING IN AUSTRALIA**



**EVERY COUNTRY FROM AROUND THE WORLD IS REPRESENTED IN OUR POPULATION**



**OF POPULATION WERE BORN OVERSEAS**



**MOST PEOPLE MIGRATED FROM ENGLAND, INDIA AND CHINA**



**OF AUSTRALIANS AGED 30-34 WERE BORN OVERSEAS**



**WESTERN AUSTRALIA HAS THE HIGHEST PROPORTION OF POPULATION BORN OVERSEAS**

# 12 FERTILITY MARKETING IMPERATIVES

**1** ■ YOUR AUDIENCE IS TELLING YOU WHAT YOU NEED TO DO

**2** ■ PATIENT EXPECTATIONS

**3** ■ LIFESTYLE FACTORS ON FERTILITY

**4** ■ TRUST AND TRANSPARENCY

**5** ■ A STRESSFUL WORLD

**6** ■ AGE MATTERS

**7** ■ DIGITAL POWER

**8** ■ MILLENNIALS - CAUGHT BETWEEN THE GFC AND A PANDEMIC

**9** ■ GEN Z FACING HURDLES

**10** ■ GEN ALPHA CHILDREN OF THE GREAT SCREEN AGE

**11** ■ WEBSITE RANKINGS INFLUENCE CHOICES

**12** ■ THE DOCTOR INFLUENCE

**13** ■ DIVERSITY AND PURPOSE

**14** ■ CULTURAL BACKGROUNDS INFLUENCE PATIENT CHOICE

## FERTILITY MARKETING CHECKLIST

- Do you feel your current Fertility Marketing activities are delivering a satisfactory return on investment to the business? If not, why?
- How would you rate your customers' experience of your offering be it an App, a clinic, or a Fertility supplement, across bricks and mortar and digital, on a scale of 1-10 (1= lost customer; 10=best customer advocate)?
- How are you measuring success for the customer in each of your channels?
- How much of your regular digital reporting is descriptive versus analysis and recommendation? How much do you act on, and how fast?
- What offerings should you add to your business across digital, experiential, in practice, to become competitive in the market?
- What content upgrades across your website and owned social channels should be delivered immediately to connect with the customer at a higher purpose level?
- What have you done to improve these KPIs in the last six months?
- What steps should you take NOW to keep up with the evolving patient needs and times?

# 6AM PReCISION MARKETING METHODOLOGY

- To drive commercial outcomes, communications must deliver Effective Share Of Voice.
- ESOV is delivered through having affinity with a brand at point-of-purchase/consideration.
- Affinity is built through the combination of high awareness and mental availability towards a brand - a strong connection to a brand and its purpose.
- We deliver ESOV through our proven PReCiSiON methodology, ensuring cut-through, awareness, mental availability and ultimately- commercial results.

At 6AM, we are obsessed with delivering genuine commercial impact from our work. Communication is not just about share of voice, 'extra' share of voice or awareness. It's about one critical outcome: **effectiveness**.

Effective communication today must cut through the hyper-connected, multi-channel noise today's consumer navigates. That's the first step.

Critically, it must stimulate a person to act or feel something so they have an **affinity with your brand, its offering and its purpose, at that critical moment of brand consideration**.

When a consumer is thinking of purchasing a product or service, not must be aware of your proposition. It's not enough. They must also already have a strong understanding and connection, or 'mental availability', towards your brand. It's that affinity that drives a buying decision.

Our obsession with commercial impact has helped us craft a razor-sharp focus to all our thinking and creativity: **Effective Quality of Voice (EQOV)**.

We know that brands with high mental availability, and 'extra' share of voice, deliver EFFECTIVE commercial outcomes.

Effective Quality of Voice needs provocative thinking firmly focused on a commercial outcome.

We design campaigns with genuine impact through our proprietary PReCiSiON planning approach.

The starting point is predatory. It is about being pragmatic and potently commercial in our work. It's where we start and end our work: how to grow customer spend, or grow customers. It's what our agency is about.

For a **FREE 1 hour assessment** of your current communications strategy, please feel free to connect on + 61 400 200 441  
gill.fish@the6amagency.com.au  
www.the6amagency.com.au

## 10 STEPS TO MARKETING SUCCESS

- 1 Map out your brand elements
- 2 Define your target audience
- 3 Develop your key messages
- 4 Identify the channels to reach your target audience
- 5 Develop your content plan
- 6 Define how to measure the success of your content plan
- 7 Create engaging stories
- 8 Execute your content
- 9 Amplify your content
- 9 Evaluate the success of your content plan

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# LET'S TALK

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