

CDC Health Communication and Marketing Conference
Using Communication and Marketing to influence Place.

Marketing without Campaigns

William Smith
Executive Vice President
Academy for Educational Development



Profit

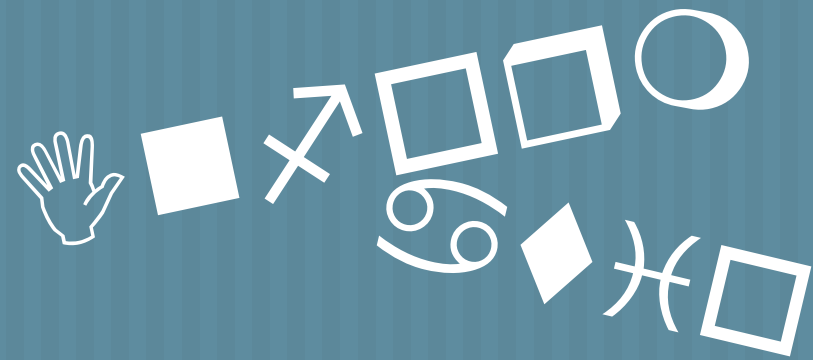
Health

Sales/purchase behavior

**Behavior
Change**

Products/Services

Price/ Place/Promote



Profit

Sales

Products/Services



Charitable Causes

Raise awareness for your cause. Choose your charity.



See All

Colleges & Universities

Show your school spirit. Choose your school or alma mater.



Alumni

Go

Organizations

You're proud of what you do. Choose your organization.



Special Interest

Go

Sports

Be the ultimate fan. Select a sport to find your team.



MLB

Go

ent.

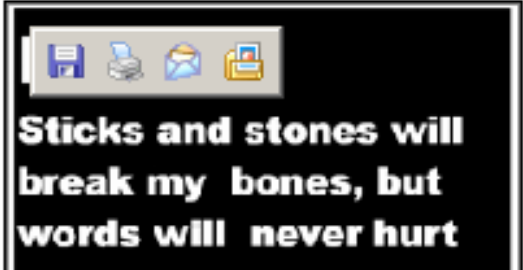
fall over them.

enefits people

Profit

Sales

Product/Service



For more information
on the
Ally Building Network
(800-4000)



Hall monitors?
Safety Patrol?
Cell phones?
Facebook to out bullies?

Communication question is

What messages and channels will...

...help people exercise at least five times a week...

...resist tobacco advertising ...

...eat more fruits and vegetables...

...lay my infant on his back to sleep?

Social Marketing Quarterly



“Our audience is largely Latino and African American women, lower income, urban populations who have little access to health care services.”

Our strategy:

An awareness campaign using pop stars with the message:

“You can do it.”

Results

- 80% of focus group preferred ***“You Can Do It”*** to more negative ***“You Must do It.”***
- Campaign Impressions were.....***

Social Marketing Quarterly

*They need a
better service
not a pep talk.*



Marketing Competence



**My child is always
safest in my arms.
God decides when to
take my baby.**



CREATE A SERVICE...

...have a priest bless the car seats.

C

**Messages
have become
substitutes for
products and
services**

=

ing to a recent study commissioned by the U.S. military.

The key to boosting the image and effectiveness of U.S. military operations around the world involves “shaping” both the product and the marketplace, and then establishing a brand identity that places what you are selling in a positive light, said clinical psychologist Todd C. Helmus, the au-

Going, going, gone.

Time for more milk. It's got stuff leading sports drinks don't-

ve

Message

300 million dollars later...

music

Story last updated at 3:30 p.m. on Friday, November 27, 1998

Milk campaign accomplishing little

By Philip Brasher
Associated Press Writer

WASHINGTON (AP) -- So where's your mustache? Annie Liebovitz' popular photos of celebrities with milk sloshed on their upper lips are a hit with teenage collectors. But the 4-year-old ad campaign costs consumers nearly 2 cents a gallon -- and it's unclear whether people are drinking more milk.

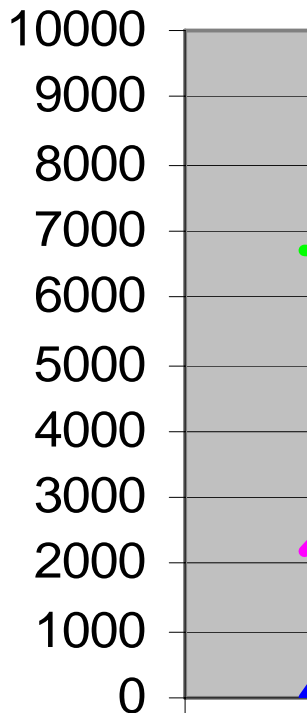
Government auditors say the federal board responsible for the \$110 million-a-year campaign has produced no evidence that it's increased consumption.

The Agriculture Department's inspector general has recommended suspending it until the board and USDA improve their management of it.

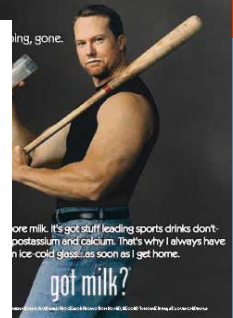
In addition to raising questions about the campaign's effectiveness, the inspector cited "serious concerns" with the board's management structure and contracting procedures. The board failed to file required reports or get USDA's approval for \$127 million in contracts, many of which were given out without competition.

Agriculture Department officials now are reviewing their management of all 12 commodity promotion programs that they oversee. An earlier audit of the Cotton Board cited an array of wasteful expenditures, including a 45-minute fashion show for cotton industry executives that cost \$360,000 to produce.

USDA declined to shut down the milk-mustache program, and the board says it has already addressed many problems cited. If nothing else, the ads have changed milk's "fuddy duddy" image, said board spokeswoman Susan Ruland.



1998



ing, gone.
ore milk. It's got stuff leading sports drinks don't:
ostassium and calcium. That's why I always have
n ice-cold glass...as soon as I get home.

got milk?

2000



Product

One-serving Milk Chugs start a revolution in dairy market

■ Dean Foods' screw-top milk drinks are giving a giant boost to the industry, with many regions of the nation still to be exploited

By CLIFF EDWARDS
The Associated Press

FRANKLIN PARK, Ill. — Milk does a body good, but it does Dean Foods Inc. a whole lot better.

One of the fastest-growing food companies you've probably never heard of, Dean is the nation's largest dairy and milk processor and largest pickle-maker. It operates in the Chicago area under its own name and elsewhere under more than a dozen regional identities.

Even if most people haven't heard of Dean, the of the bright Park, Ill.-based Milk Chugs.

Chugs br where you w containers t milk bottles home, with caps. They a and chocolat and skim r flavor is bein

"It's going use of milk, the real plus

ard Bailey, the company's president and chief operating officer. "It's an on-the-go beverage now, in a wonderful-looking package that you can take any thing you alre

Nearly ever has milk in i milk is con: Dean, like oth try, fretted al tunities elsev sluggish sales

The Chugs the rules for i milk in more "Got Milk?" a campaigns evi

Wall Street

noticed. Dean's stock has soared as much as 25 percent this year, while

“ Some of the best ideas are simple ideas, and this Chug is a simple idea that's adding some life to what was a tired, mature business.

John McMillin
food and beverage analyst
at Prudential Securities

obscurity, the numbers show Dean

that's adding some life to what was a tired, mature business," said John McMillin, food and beverage analyst at Prudential Securities

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Within a few years, Dean hopes to boost its share of the fluid milk market to 30 percent of the \$20 billion market from its 11 percent cur

In Chicago where "chugs" were introduced, milk sales increased

269%

Product

Message

An 8-ounce Chug sells for about \$1.99, while

store.



ABOUT IDFA
NEWS CENTER
MEMBER DIRECTORY
INDUSTRY FACTS
REGULATION & FOOD SAFETY
LEGISLATION
ECONOMIC ANALYSIS

For Immediate Release

Contact:

**David Landau, IDFA, spokesperson for the
National Fluid Milk Processor Promotion Board (MilkPEP)
(202)220-3565
dlandau@idfa.org**

Study Shows Single-Serves Drive Milk Sales in Convenience Stores

In test, single-serve sizes increased total c-store milk profits 27%

Research



Action

Success depends on the quality and availability of the product, not only the dollars we spend on advertising.

•Prices of raw milk sky-rocketed.

volume down.

and

Down
by
0.5%

20

We have to do more than messages.

We have to provide the right system.

**We have to adapt our programs to meet changing
Market conditions.**

Milk is
hard
stoma
years,
including
juice, have
to the most b

ales:

milk
lastic

beverage of all – We

(Dairy Foods Magazine *Shining
Star* April 2005)

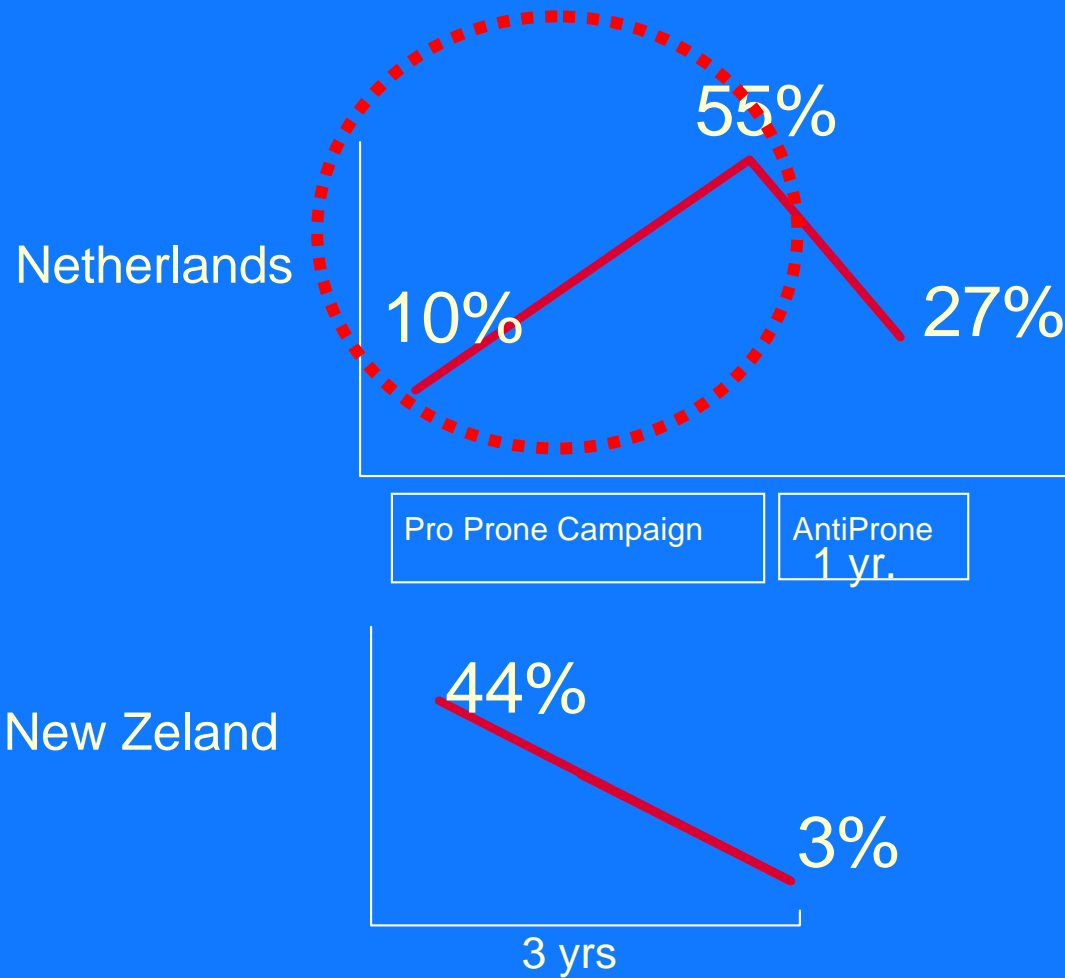
"Can I get miles with this?"



People want things, not just advice.

SIDAS Sudden Infant Death Syndrome

Communication can change behavior



Modest proposal

*What products and services
are you creating to make it*

**Fun,
Easy, and
Popular**

Start using
the
4Ps

Message, channels, web sites, branding, and focus groups.

Thank you.

From: Natalia Korobova <nkorobova@yandex.ru>

8/23/2007 1:52 AM

To: soc-mktg@listproc.georgetown.edu

CC: William Smith

Subject: Stay Teen, Think HIV, OwnYourC campaigns description

Dear listserve members,

Could you please guide me in finding a description of the following campaigns: Stay Teen, Think HIV, OwnYourC, and LetsGetReal. I am looking for the goals, target audiences, messaging, marketing mix, results, and costs. The websites of the campaigns address to their audiences, excluding social marketing professionals.

GOALS

Target Audiences

Messages

Marketing Mix →

Results

Costs

Stay Teen

Think HIV

OwnYourC


Let's Get Real



Prevention & Wellness Services

Social Marketing Ad Campaigns


Social Marketing utilizes commercial marketing techniques to create adverti healthy behavior changes and social justice issues.



Sticks and stones will break my bones, but words will never hurt me.

Fact:
WORDS HURT

Be an Ally



For more information
on the
Ally Building Network
(509) 408-1000

In Memory of...
Lynn...
...
...
...

agencynet live

The latest news from the award-winning South Florida interactive agency

Visit the Flosk Experience @ AgencyNet.com



HOME ABOUT ARCHIVES

SEP 26 2006

LIFE IS ALL ABOUT CHOICE: OWNYOURC.COM

Filed under: News, Project Launches



Teens are perhaps the savviest users on the Web. They have short attention spans, jumping feverishly from one site to the next while tuning-out information they consider irrelevant. Sadly, this tends to be true for information that is meant to help them absorb some of life's most important lessons. In this challenging landscape, tobacco education campaigns run the risk of falling on deaf ears.

Simple things such as what to wear or what song to download are part of the myriad of choices teens face every day, competing with potentially life-changing decisions. Smoking is a particularly daunting one, further complicated by peer-pressure and the need for social acceptance.

SEARCH

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C-VILLE EVENTS

THE C-RIDE COMING TO A TOWN NEAR YOU

EVENT NAME	EVENT DATE	EVENT TIME	EXTRAS
Arkansas Valley Fair	August, 16 2007	12:00PM - 6:00PM	
Summit High School	August, 14 2007	9:00AM - 12:00PM	
Breckenridge Skate Park	August, 14 2007	12:30PM	
Frisco Skate Park	August, 14 2007	2:00PM	
Peace on the Streets	August, 11 2007	11:00AM - 3:00PM	
Southeast Weld County Fair	August, 9 2007	All Day	
Ft. Lupton Picnic Night	August, 7 2007	5:30PM	



BE THE FIRST TO KNOW. BECOME A CITIZEN AND SIGN-UP FOR ALERTS AND EXCLUSIVE INVITES.



The Park, one of C-Ville's three main areas, features the dynamic Cootie Catcher - an interactive version of the paper origami "fortune tellers" we (adults) remember from our youth. Used as a mechanism to enhance the power of decision making in life, the Cootie Catcher takes the user through a series of choices and their consequences, starting with teens' interests and leading to the ultimate result - a potential career path.

Downtown C-Ville is where a lot of the action takes place. Users can find out about upcoming events, enter contests (coming soon), and also watch the witty and innovative 'Own Your C' television commercials created by Cactus. "Teens are watching TV more selectively, so ownyourC.com might very well be the first place where they experience the campaign's TV spots," says Richard Lent, AgencyNet co-founder and CEO. "The media paradigm is shifting," adds Lent.

The public response was so overwhelming that it gained a Favorite Website Award (FWA) "Site of the Day" within the first week of its launch and new awards are appearing each day.

Let's Get Real

WINNER!
BEST SHORT DOCUMENTARY
COLUMBINE AWARD
Moondance International Film Festival

A powerful documentary where kids speak up about bullying

Name-calling and bullying are at epidemic proportions among youth across the country, and are often the root causes of violence in schools. ***Let's Get Real*** gives young people the chance to tell their stories in their own words--and the results are heartbreaking, shocking, inspiring and poignant. Unlike the vast majority of videos made for schools about the issue, ***Let's Get Real*** doesn't sugarcoat the truth or feature adults lecturing kids about what to do when "bad" kids pick on them.

Let's Get Real examines a variety of issues that lead to taunting and bullying, including racial differences, perceived sexual orientation, learning disabilities, religious differences, sexual harassment and others. The film not only gives a voice to targeted kids, but also to kids who do the bullying to find out why they lash out at their



"I just, like, get this fire inside me that I can't put out, and I just get really angry. But, at school, nothing really happens. I can't get anything to happen."

-Tina, sixth grade

Great Communication

Talking about Abstinence, Advocacy, Teen problems

Offering a peer support group,
Creating a condom just for teens, or a
program where parents and teens
solve problems...those are different.