



ADAP Youth & Alcohol Common Theme Campaign

Campaign Summary

SPF Grantee Training
Montpelier
April 9, 2008



Overview

- Background
- Message-testing focus group results
- Campaign concept & strategy
- Campaign elements
- Local events & activities
- Next steps



Background & Target Audience

ADAP and Marketing Partners are in the process of developing a common theme campaign targeting 12-15 year old youth in Vermont.

The initial campaign work began with a series of message-testing focus groups conducted with the target audience in both rural and urban settings.



Focus Groups

- Four groups, in 2 teen centers:
Essex, Barre-Montpelier
- Recruitment from calls to members
and posters at local teen centers
- 43 teens ages 12 to 15 participated
in the four groups

Focus Groups

Messages Tested

- Developing identities
- Negative social effects
- Media literacy and manipulation
- Media literacy and expectations



Focus Groups

The media manipulation by the alcohol industry message generated focus group responses such as “made me think,” “sounds true,” “make sense.”

This message also:

- Fits with youths’ need for control over their decisions
- Is a different than typical “harm” campaigns, which youth can easily disregard (invincible principle)
- Recognizes that youth are hooked into to popular media
- Can be easier for parents to address than harm or legality



Campaign Concept

Using this concept allows us to leverage ongoing media literacy work in the community (and school), as well as the high level of interest in this topic among prevention organizations and youth.

Existing resources are available:

- Media Revealed: Understanding our Media Diet, 2/2008 (developed by Tobacco Control Program)
- Prevention Consultant expertise
- National resources (like New Mexico Media Literacy Project)

Why Media Literacy?

The Brand Alphabet

Media reaches
(and often influences)
us all much more
than we like to admit.

See for yourself –
how many of these
brands icons do you
recognize?

See last page of this
presentation for answers.

This activity can be found in the
Media Revealed: Understanding our
Media Diet Guide.





Campaign Concept

Question the Message

This concept uses humor to highlight how the alcohol industry reaches youth with their messaging and products. But Vermont's youth question the message that the alcohol industry is putting out there, and through their questions they "out" the alcohol industry for targeting youth. Youth are encouraged to think about the message and talk about what's happening.

The use of humor will be utilized in the media messages to engage youth, but will also include a hard-hitting, yet easy to understand fact that supports the concept (and creates credibility). The ads and materials will lead youth to the campaign website.

Campaign Overview

Target Audience

- Primary: Youth 12-15 years old
- Secondary: Parents

Campaign Objectives

- Vermont youth ages 12 to 15 will be motivated to question messages and behaviors in their environment which encourages underage drinking.
- Vermont youth ages 12 to 15 will be motivated to talk with their friends and family about avoiding alcohol.

Timing

May – June 2008

(See Campaign Overview handout for more details.)

Campaign Elements

- Radio
- Online ads
- Mobile phone: ringtones, wallpaper
- Contest
- Website (www.questionthemessage.com)
- Promotional items
- Parent's information/materials
- Community lesson plan/activity guide
- Local event and outreach support
- Public relations
- Campaign Brief

Campaign Contest

- Game pieces (or cards) with the campaign message, and unique codes will be produced for community partners to use.
- Possible contest prizes are: Nintendo Wii video game system grand prize, top prizes such as Apple iPods; many mid- and low-level prizes such as t-shirts and caps.
- The contest will provide activity and promotional opportunities locally, and will increase traffic to campaign website - www.questionthemessage.com.

Local Events and Activities

Community outreach will play a major role in the success of the campaign.

Sample Community Event Ideas

○ *Movie Theater Promo*: partner with a local theater (or video store) to hold an event on-site. Opportunity for promo item and educational material distribution. The event will support proposed movie theater campaign advertising.

Youth Activities

○ *Screening Night*: host an event where youth count the number of alcohol brands/use seen in movies (which can be screened), and/or bring counts taken from TV, radio, print or around your neighborhood (logos on clothing, posters, retail ads, signs, etc.).

○ *Product Placement*: count the number of times you have seen drinking or alcohol-related activities on the shows you watch.

○ *Poster Promotion*: use key facts from campaign (provided) to create posters for community use. The posters could lead youth to the web or to a local event to get their game piece.



Group Activity

Local activity brainstorm:

- Full group: share past successes
- Small groups: incorporate campaign concept and campaign elements into new ideas. List ideas on paper and choose top idea to share
- Full group: share top ideas



Campaign Next Steps

- Creative development based on chosen campaign message and elements.
- Media planning (what runs where and when and for how long).
- Conference calls to prepare for campaign.
- Distribution of materials to grantees.



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Why Media Literacy? ANSWERS

A: ALL

B: BUBBLICIOUS

C: CAMPBELLS

D: DAWN

E: EGGO

F: FRITOS

G: GATORADE

H: HEBREW NATIONAL

I: ICE

J: JELLO (SUGAR FREE)

K: KOOLAID

L: LYSOL

M: M N M'S

N: NILLA WAFERS

O: OREO

P: PEZ

Q: Q-TIPS

R: REESE'S

S: STARBURST

T: TIDE

U: UNCLE BEN'S

V: V8

W: WISK

X: XTRA LAUNDRY
DETERGENT

Y: YORK
PEPPERMINT
PATTIES

Z: ZEST



Based on an artwork by
Heidi Cody