

# COUNTERMARKETING CAMPAIGNS TARGETING YOUTH:

## STRATEGIES & INNOVATIVE PRACTICES

**TYLER JANZEN**

**Senior Director of Client Services**

Copyright © 2014 Rescue Social Change Group, LLC. All rights reserved.  
Slides may not be duplicated or reused without expressed, written  
permission from Rescue Social Change Group, LLC.



# rescuescgt

## RESCUE SOCIAL CHANGE GROUP



# A LEADER IN BEHAVIOR CHANGE MARKETING

Over **13 years experience** working exclusively on positive behavior change programs

Focused on **health behaviors** such as tobacco, physical activity, healthy eating, violence and alcohol use

Over **75 full-time staff** across North America

**Full service agency** including research, strategy, creative and implementation

**Science-driven approach** with multiple published studies, on-staff PhDs and multiple scientific grants for behavior change research

rescuescg+

# CURRENT TOBACCO CONTROL PROGRAMS



2



EVOLVEMENT

1 3 10 13



2



1



4 8 14



3 7



1



7



9



1



2 3



6 9 12 15



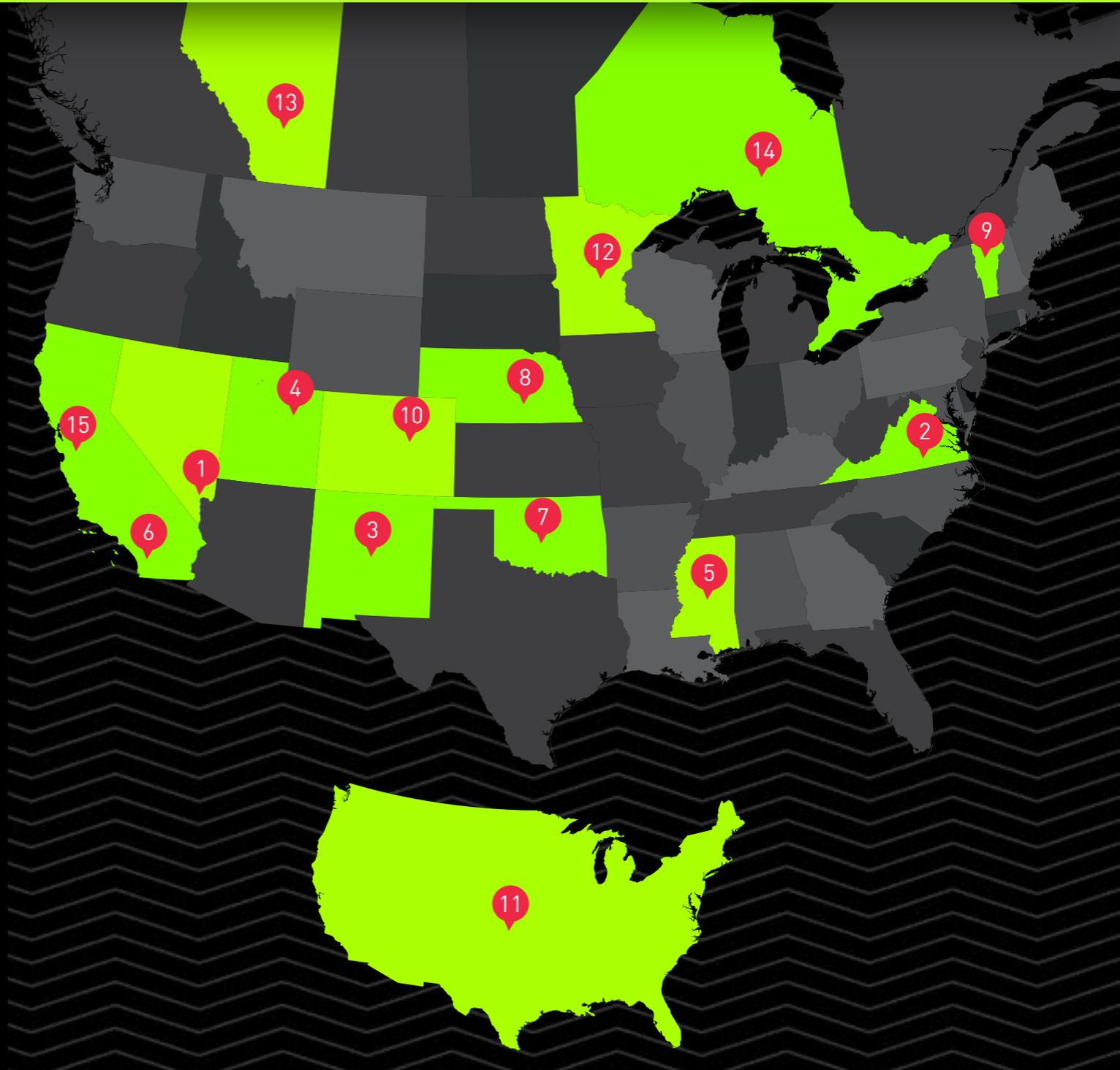
2 2 9



3



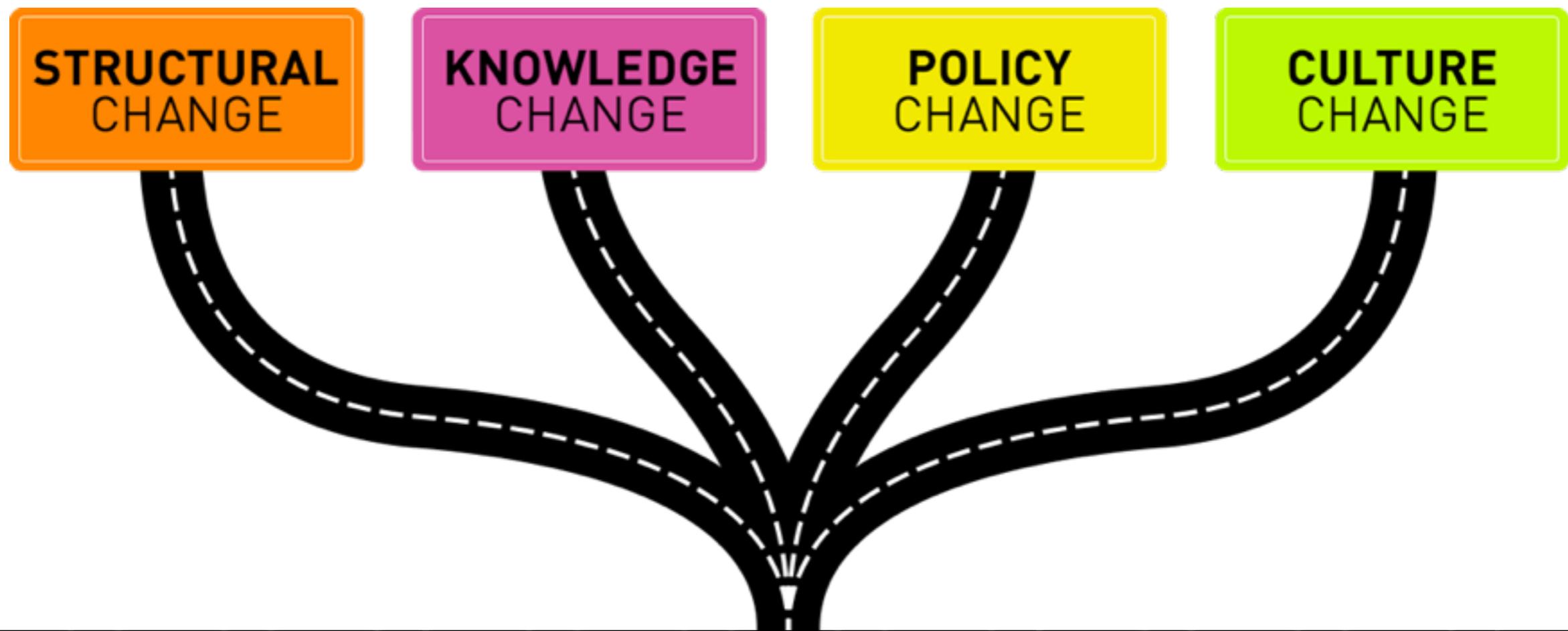
11



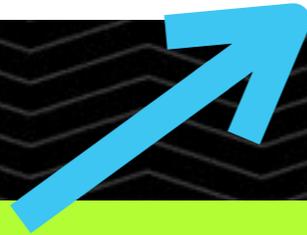
Evolvement, HAVOC, Blacklist, & Commune® are a registered trademark of Rescue Social Change Group, LLC. All rights reserved.



# AT LEAST FOUR PATHS TO BEHAVIOR CHANGE



The field representatives of OPERATION GREEN APPLE will be recruited from within the local scene, thus they will acquire the respect and trust of these “trend-setters.” They will speak their language, dress their dress, and walk their walk. Projecting the proper image, our field reps will easily approach and influence this essential group of people. Once our relationship is solidified with the nightclub owners, management, and staff, we will begin to subtly train the employees on how to influence smokers of competitive brands to try Salem with the goal of eventually switching brands. The process of generating trial and name generation amongst patrons will appear totally natural.



“The field representatives...will be recruited from within the local scene, thus they will acquire the respect and trust of these “trend-setters.” They will speak their language, dress their dress, and walk their walk....Once our relationship is solidified with the nightclub owners, management, and staff, we will begin to subtly train the employees on how to influence smokers...”

KBA for RJR, 1996, 516619663/9766

# LEARNING FROM THE TOBACCO INDUSTRY



# MARLBORO TARGETING COUNTRY CULTURE

Image removed due to copyright laws

# KOOL TARGETING HIP HOP CULTURE

Image removed due to copyright laws

# CAMEL TARGETING ALTERNATIVE ROCK CULTURE

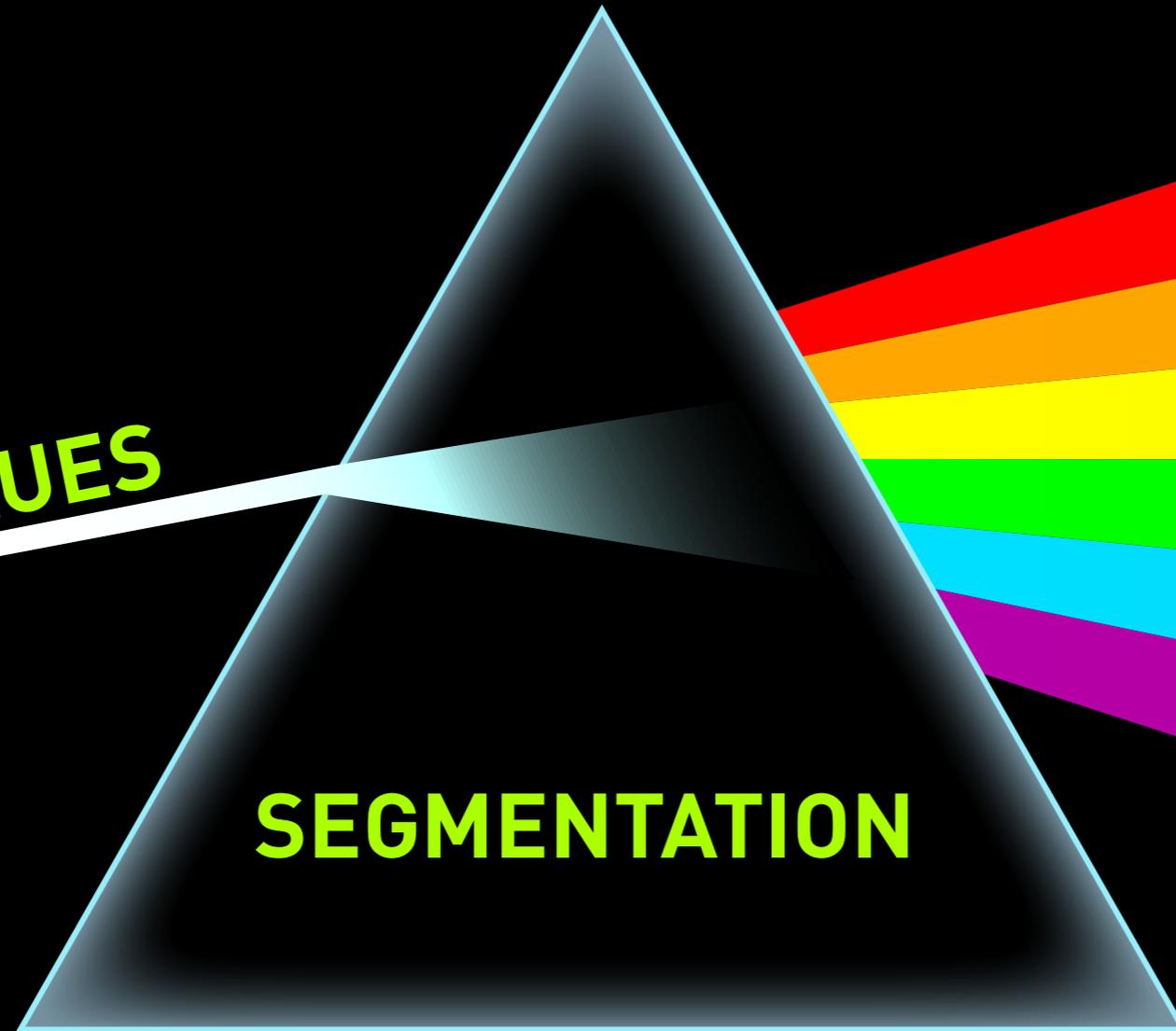
Image removed due to copyright laws

**WHO YOU ARE OFTEN  
MOTIVATES BEHAVIOR  
MORE POWERFULLY  
THAN WHAT YOU KNOW**

# WHO IS YOUR AUDIENCE?

# SEGMENTATION IS A PRISM

**MIXED VALUES**



**CLEAR  
& DISTINCT  
VALUES**

**SEGMENTATION**

# THE IDENTITY CYCLE



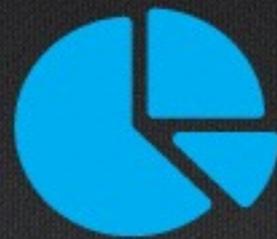
# PEER CROWD

The **macro-level** connections between peer groups with **similar interests, lifestyles, influencers, and habits.**

While a teen has a local peer group s/he socializes with, the teen and his/her peer group belong to a larger “**peer crowd**” that shares significant cultural similarities across geographic areas.



# A FUNCTIONAL ANALYSIS FOR CULTURAL INTERVENTIONS



RSCG'S PROPRIETARY  
**RESEARCH** PROCESS

---

## 6 STEP **QUANTITATIVE & QUALITATIVE** RESEARCH PROCESS

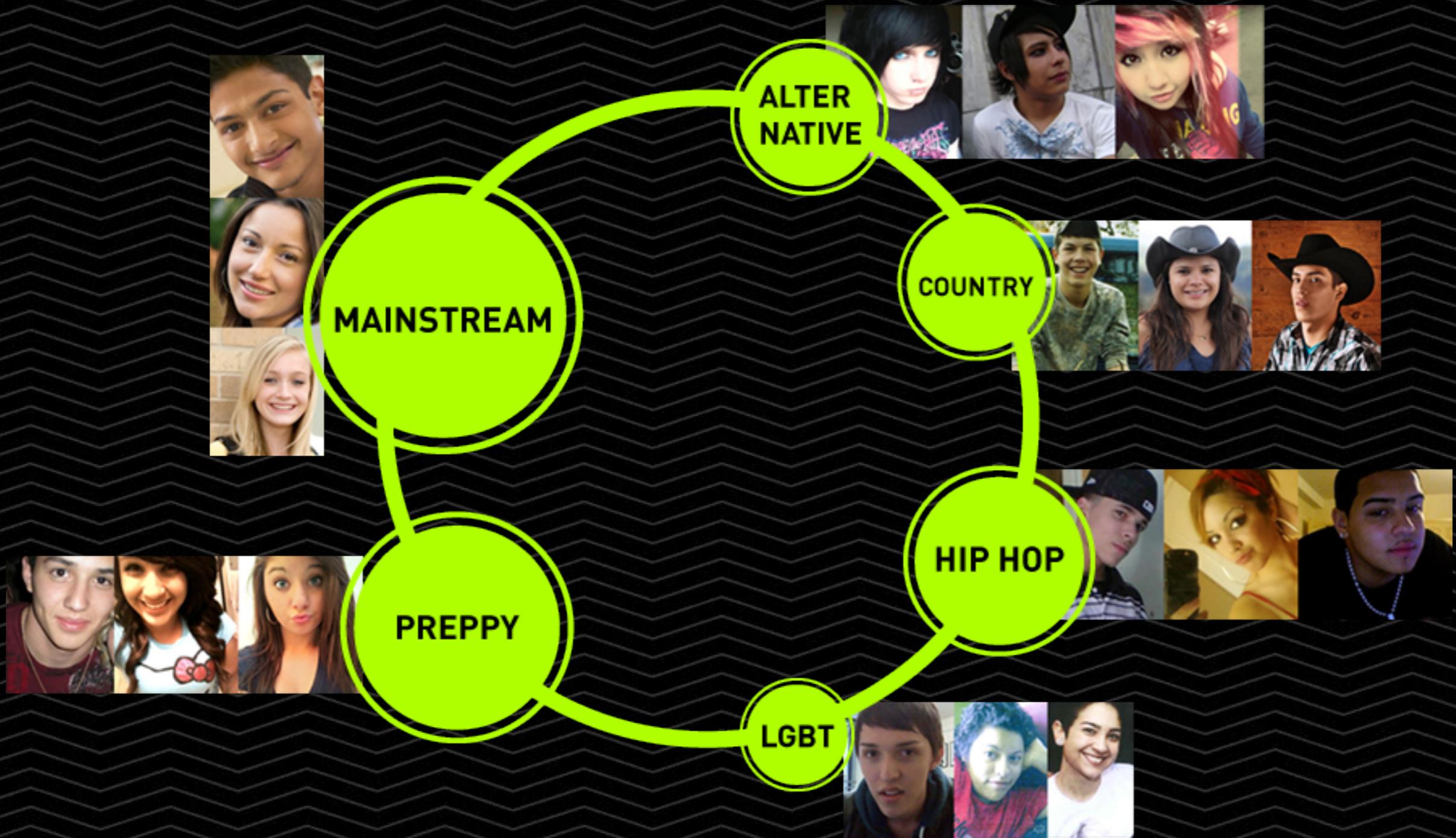
**Qualative: ID-PROJECTION GROUPS™**

Discuss pictures unknown others to reveal underlying cultural behavior associations.

**Quantitative: IBASE SURVEY™**

Tests the hypothesis formed with surveying that measures behavior prevalence and cultural affiliation.

# COMMON TEEN PEER CROWDS

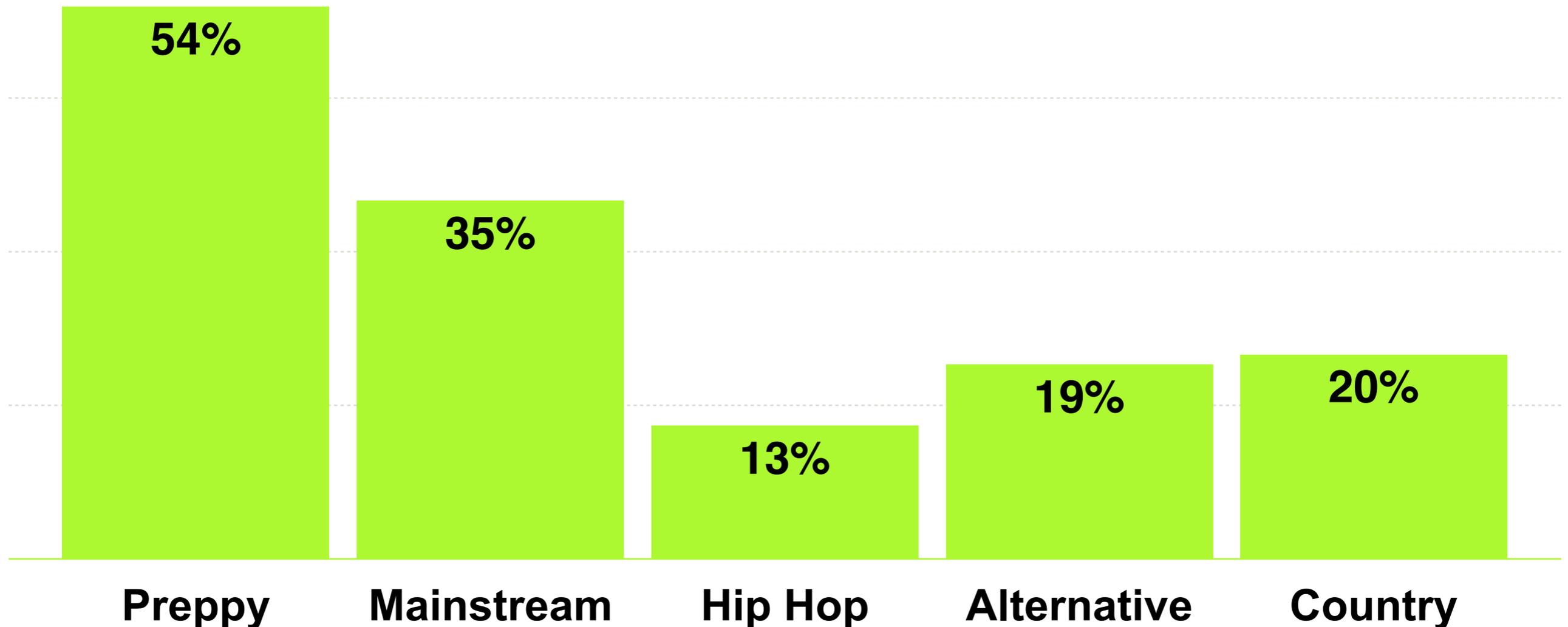


# VIRGINIA STATEWIDE I-BASE

- Statewide survey using YRBS methodology
- 3,537 junior and senior HS students
- 21 high schools throughout Virginia
- I-Base Survey plus many YRBS tobacco use questions
- Data collected in 2011 in two waves: spring and fall

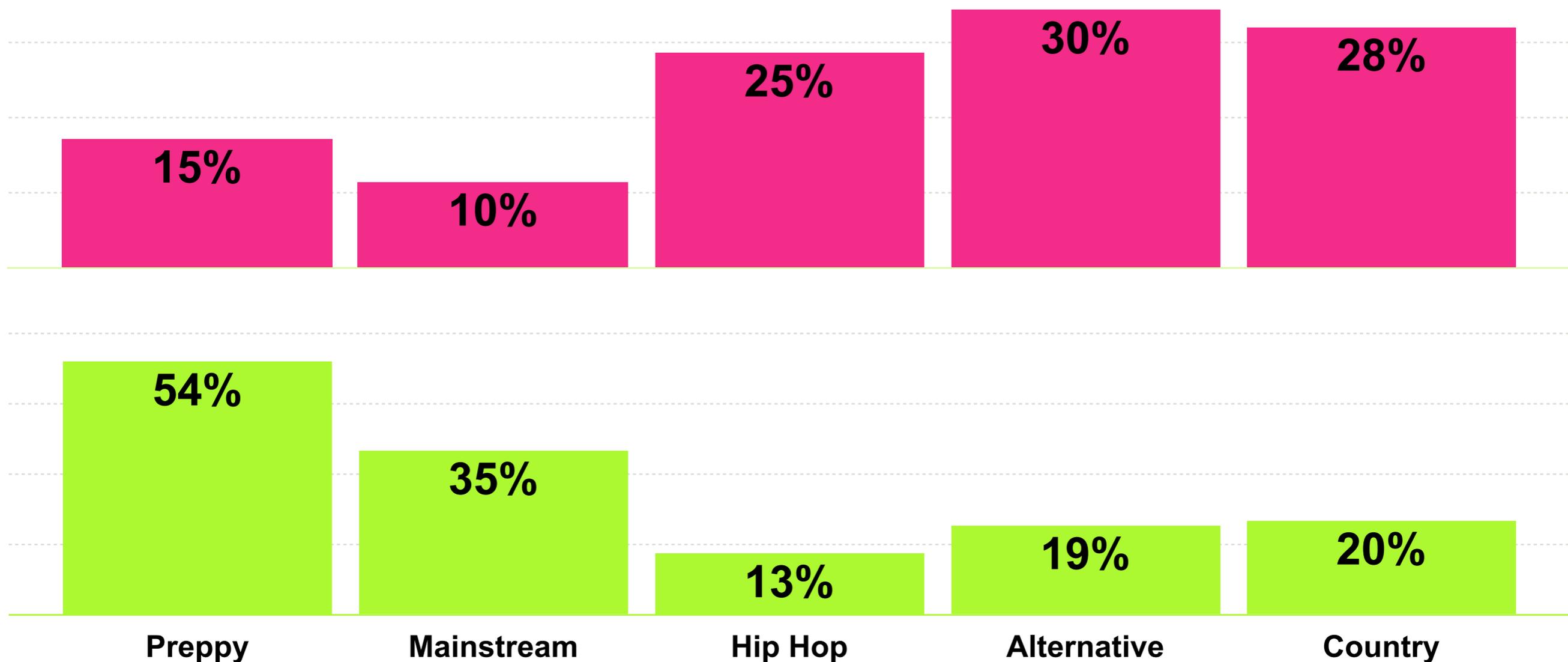
# SIZE OF PEER CROWDS

2011 VA Statewide Sample (N=3,537)



# SMOKING BY PEER CROWD

2011 VA Statewide Sample (N=3,537)



# PEER CROWDS & BEHAVIOR CHANGE

- Teens perceive generally targeted messages as outsiders trying to influence them
- Peer-crowd-targeted messages elicit more emotion, are more attention-getting and are more convincing
- Alternative teens are anti-corporate and anti-mainstream
- Country teens are family-oriented and pro-independence
- Hip Hop teens are pro-family and want to look “fresh”



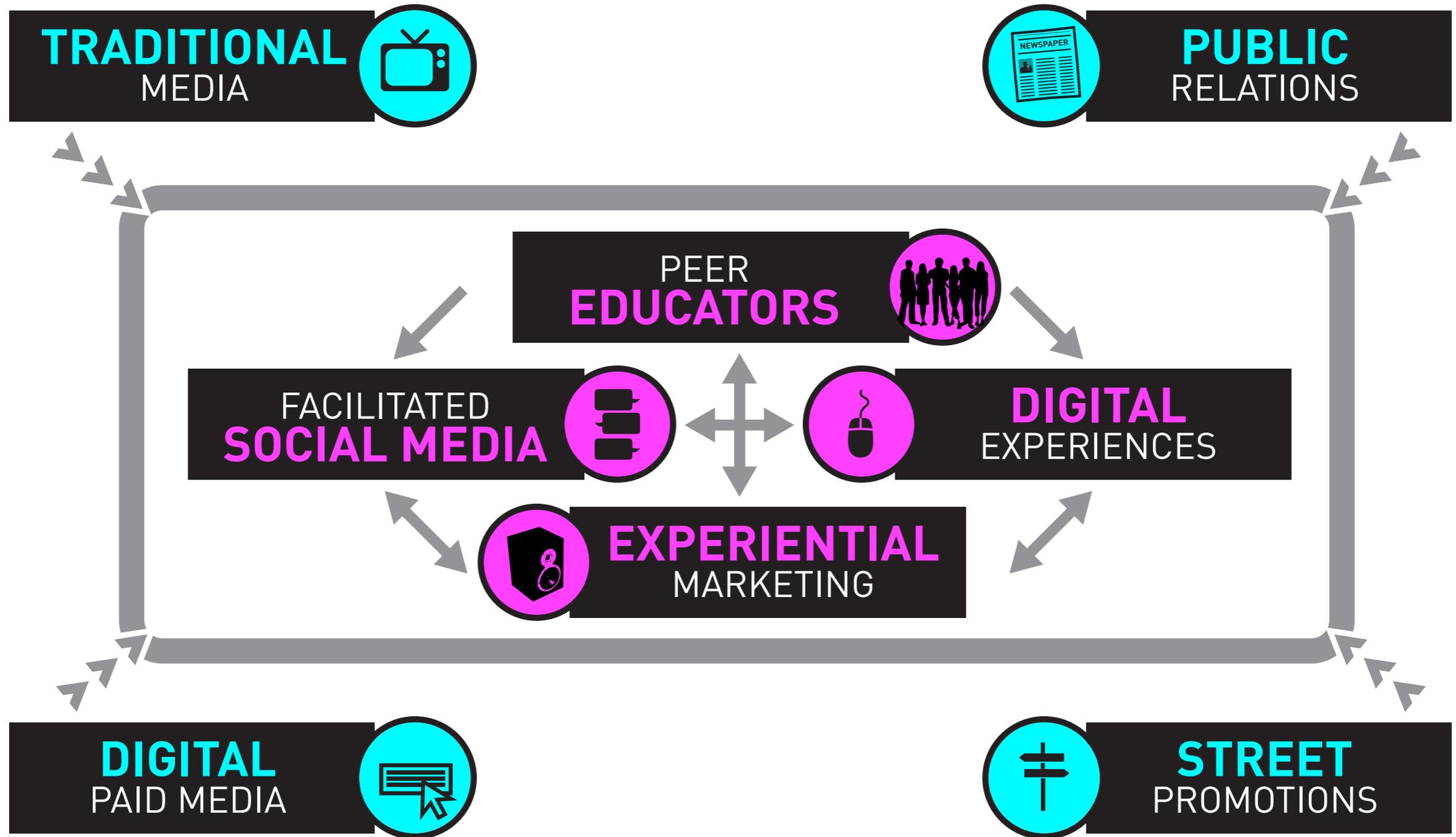
**A behavior change strategy that utilizes certain commercial marketing tactics to change the social image associated with certain behaviors within specific peer group populations.**

# THE **SOCIAL BRANDING**® PROCESS



# SOCIAL BRANDING

## MESSAGE DELIVERY & EXPERIENCE CHANNELS



A woman with dark hair and multiple tattoos on her arms is wearing a black tank top and dark pants. She is standing against a background that features a large, stylized word 'SYMONE' in blue, distressed letters. The background also includes red brushstrokes and a blue halftone pattern.

# SYMONE

**Funded by the  
Virginia Foundation  
for Healthy Youth**

# **syko** **SOCIAL BRANDING**<sup>®</sup> PROGRAM

**Peer crowd-targeted social brand**

**Sponsorship of rock events**

**Experiential marketing at sponsored events**

**Messaging partnerships with rock bands  
and other influencers**

**Interactive social media campaigns**

**Regular Direct mailings**

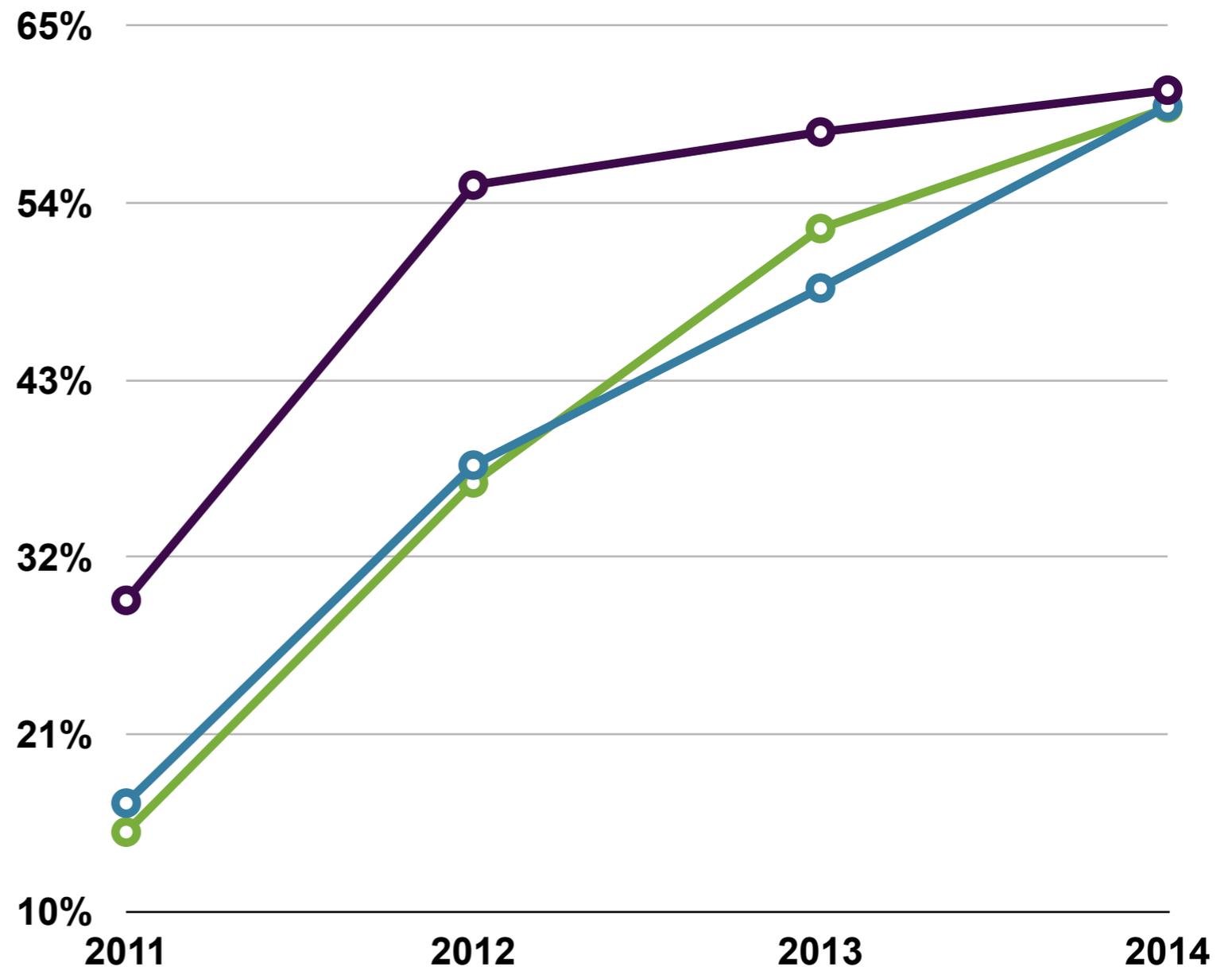
**Trained Brand Ambassadors**



# SYKE EVALUATION

## Campaign Exposure

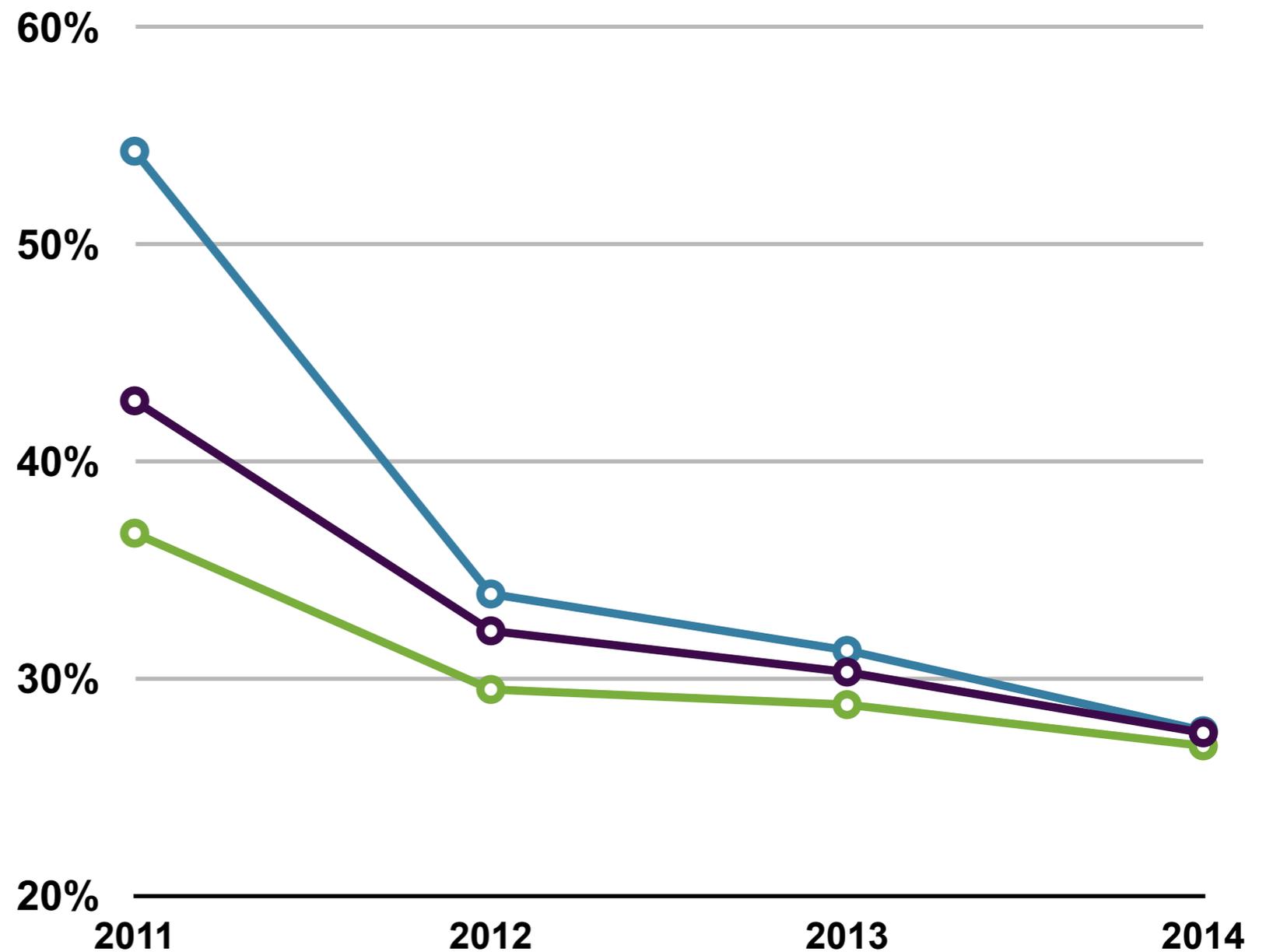
- Awareness
- Been to Event
- Been to Website



# SYKE EVALUATION

## Past 30-Day Smoking

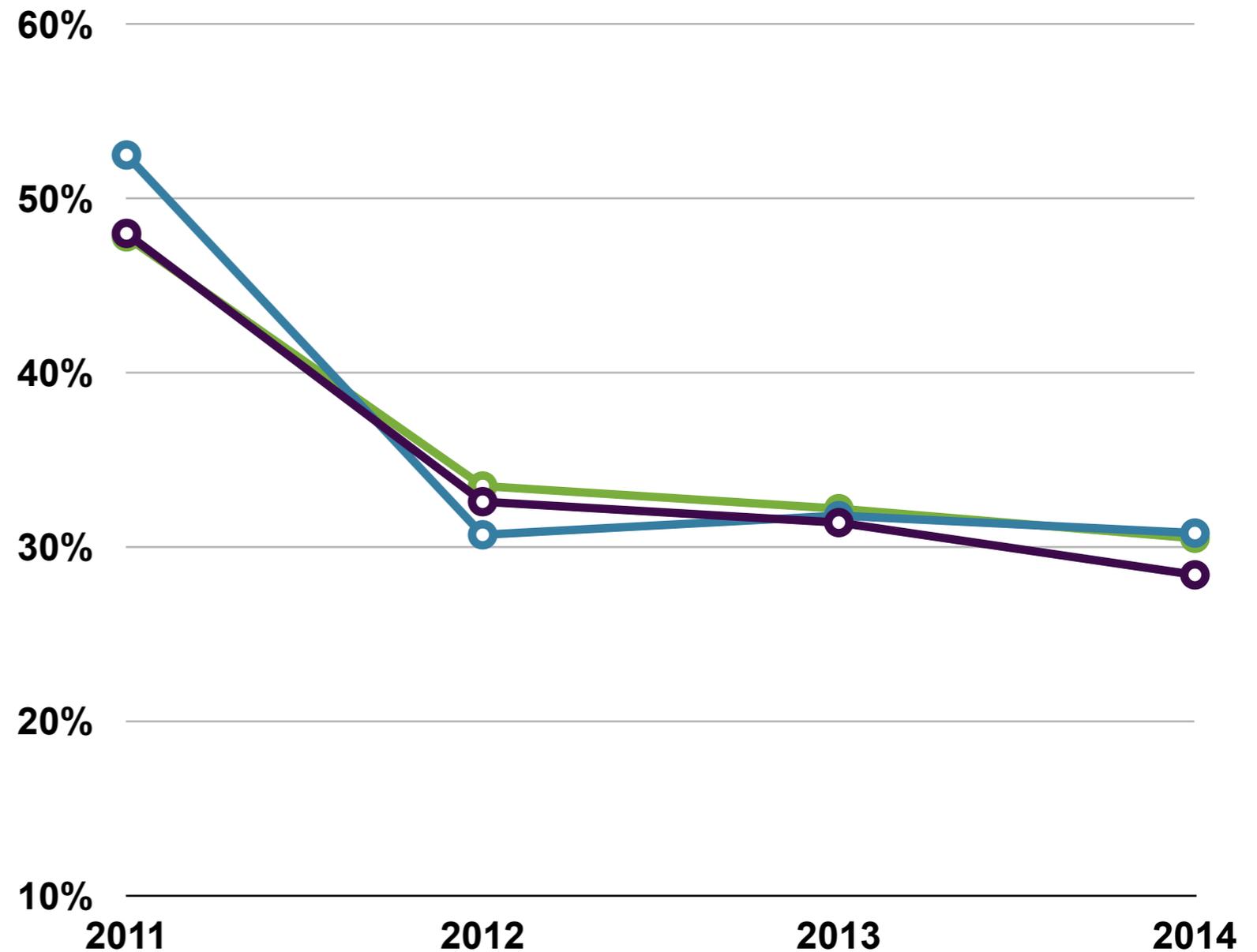
- Overall Sample
- Alt Teens
- Non-Alt Teens



# SYKE EVALUATION

## Tobacco Use & Exposure

- Those Aware
- Event Attendees
- Web Visitors



# Key Tenants of Behavior Change

- Peer Crowd segmentation and tailored messaging
- Recruitment of local influencers as messengers
- Messaging at venues where high risk youth congregate
- Authentic messaging that aligns positive behaviors with the Peer Crowd's values
- Long-term relationships and repeated messaging
- Respect for the behavior we wish to change

# QUESTIONS & DISCUSSION