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2009

National Student Advertising Competition: Century Council Binge Drinking Campaign

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Executive Summary

Dear Century Council,

Volation recognizes the good that has come from Century Council's anti-drunk driving and underage drinking campaigns. We have formed a three-phase integrated marketing communications campaign that takes a different approach to combat binge drinking than has been done traditionally. We will combat dangerous overconsumption of alcohol, as well as make sure Century Council's message remain top-of-mind among our 18-24 year-old target market. With a \$10 million budget, we will connect with the audience by utilizing a serious and community-oriented campaign that will, primarily, raise awareness about binge drinking.



Research

Research Objectives

Discover the most effective and efficient ways to reach the target audience.

Understand what competition exists that prevents the message from reaching or affecting the audience.

Discover successful ways of altering the drinking habits of college students.

Understand why college students binge drink.

Find out what college campuses and other organizations are doing to prevent binge drinking.

Explore the target market's perceptions of binge drinking.

Primary

Focus Group
Market Testing
Face-to-Face Campus Intercepts
SurveyMonkey

Secondary

MRI+
Medical Pamphlets
Health Professionals
Alcohol Educators
Online Sources

Situation Analysis

Binge drinking is widespread and affects college campuses across the United States.

Overconsumption has become the norm among the target market, college students 18-24 years-old, and is not perceived as a problem to the target market.

Since binge drinking is the most common social outlet among the target market, it is not only widely accepted, but also encouraged.

Company Analysis

Since 1991, Century Council has established itself as the leader in combating drunk driving and underage drinking by promoting responsible decision-making with alcohol. This association of alcohol distillers has battled societal drinking problems through numerous interactive programs, campus events and partnerships that directly target both adults and teens. The next step in the evolution of Century Council as an influential alcohol awareness group is to combat binge drinking. They've turned to the target market, 18-24 year-old college students, to help solve this problem.

Market Analysis

College students are constantly being bombarded by media messages. This excessively targeted group ignores the majority of information, especially that which conflicts with their already busy lives. Because of the tone chosen for the campaign, the identity has been separated from that of Century Council. This allows the campaign to take on its own look and feel without having any apparent association with this preventative organization, thus shielding the target market from feeling preached to.

Competitive Analysis

Strengths

Century Council has already established itself as a non-profit organization combating alcohol abuse by dedicating itself to preventing underage drinking and drunk driving.

Century Council partners with a wide range of local, state and national organizations to further spread its message.

Century Council is supported by top distillers.

Weaknesses

Century Council has not previously been involved in the prevention of binge drinking.

College students are uneducated on the topic of binge drinking.

The strength of social norms discourages a change in behavior.

Opportunities

Educating the target audience about the dangers of binge drinking in a new way.

Increasing awareness of binge drinking through government funding and support on campuses.

Reaching the target market through college campuses.

Threats

The growing prevalence of binge drinking.

College students believe other students on campus drink more heavily than they do.

College students don't like to be told how to act.

Competition

Today's popular culture continues to fuel the perception that binge drinking is a normal behavior expected of college students. Movies such as *Old School*, *Animal House*, *Road Trip* and *College* promote binge drinking, making it seem safe and fun. Television shows such as *The Real World* show drinking as a social norm. Alcohol advertisements and popular music also perpetuate these social stereotypes.

Key Findings

Behaviors

Today's college student is confident, assertive and has high hopes for the future – even if he or she is not sure of how to go about achieving his or her goals. Many college students thrive on the “work hard, play hard” mentality, which directly correlates with binge drinking.

Attitudes

Young people “think they are invincible.” Even today, the majority of college students are not concerned with their personal safety. They are more concerned about embarrassing themselves or getting into trouble during a night of drinking.

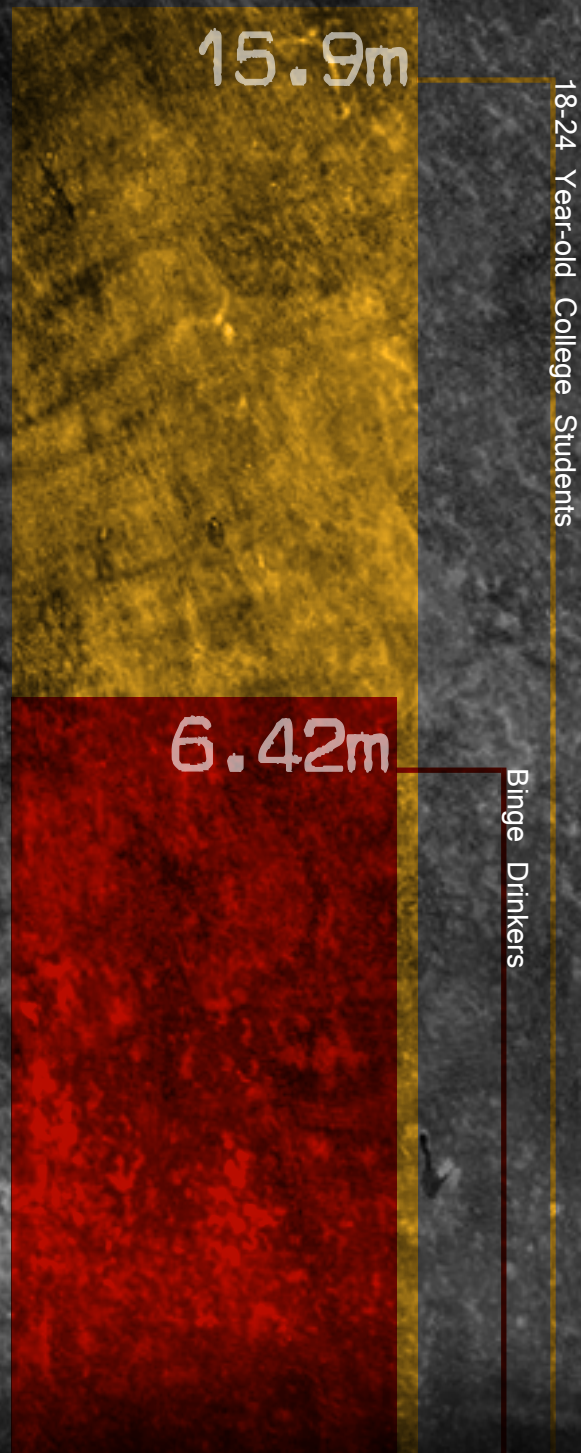
Perceptions

Although the majority of the target audience qualifies as binge drinkers, few of them acknowledge or recognize this fact. Not only does the audience habitually consume excessive amounts of alcohol, but in most social gatherings, overconsumption of alcohol is socially accepted and even encouraged.

Trends

Defining “cool” for the audience is far from easy; with an increased sense of individualism and rapidly growing niche markets, pinpointing what will be viewed as “cool” for the market is nearly impossible. However, at least in the field of media messages, the majority of the audience has shown an appetite for nontraditional campaigns.

Target Market Breakdown



The target market consists of 15.9 million 18-24 year-old college students.

Binge drinking is defined as consuming more than five drinks in a two-hour period. Over 40 percent of the target market has consumed enough alcohol in the last two weeks to qualify as binge drinkers.

Of the 18-24 year-olds who binge drink, 3.07 million are males and 3.35 million are females. This demographic thrives on sociability. They spend time at house parties and in bars where they experience social pressures which encourage binge drinking.

In the target market, the overriding idea is that binge drinking is not prevalent in today's society. Of the target market, only 12.4 percent consider themselves binge drinkers, even though 40 percent are. This idea reinforces the social pressures the target market face and encourages them to drink more.

Campaign Positioning Statement

This campaign is the solution to overconsumption of alcohol, a problem that reaches beyond personal harm to a serious social issue.

Creative Strategy

Just under the surface lies a social epidemic.

Binge drinking has become a cultural disease which plagues 18-24 year-olds on campuses, in bars and at parties. This problem has reached national proportions.

In a country flooded with media messages that demonize and preach, the target market has turned a deaf ear. Firewalls within the minds of college students have been built by previous preventative campaigns. This generation demands more, not just of its entertainment, but of its advertising.

To make this social epidemic relevant, an old idea must be conveyed in a new way. This campaign will talk about this cultural disease in the same way as a viral disease.

College students become "infected" after more than five drinks in a two-hour period. Irresponsible alcohol consumption has become an epidemic.

Alcofect will stop its spread.



Campaign Overview

PHASE 1

Objective: Create buzz about the campaign and drive the target market to alcofect.com.

This phase will spark hype among the target audience using guerilla tactics around college campuses and bars.

PHASE 2

Objective: Define binge drinking and convey it as a serious problem to the target market.

This phase will inform the target market about the dangers of binge drinking. The interactivity and frequently updated content of alcofect.com will lead to their continual use of the Web site.

PHASE 3

Objective: Keep the campaign top-of-mind and achieve a change in the target market's behavior.

This phase will increase use of traditional tactics to reach the target market away from college campuses. This phase will serve as reinforcement of the previous phases.

Campaign Rationale

The target demographic is intelligent and therefore intolerant of advertising, that ask for a change in attitude or behavior. This creative strategy is risky but necessarily so. The usual cut and dry, know-your-limit campaign simply will not work anymore. Therefore, the campaign's look and tone parallel that of a science fiction or horror genre. This is a style the demographic responds to but is not used to seeing in preventative advertising.



To further unify the campaign's identity, the Alcofect logo has been created. It is a hybrid of the biohazard symbol, representing infection or contamination, and a beer bottle, a recognizable symbol for alcohol. The logo appears worn and grungy to maintain the campaign's dark tone.

PHASE



Become a part of the solution at the Mission Launch Pad. [pg11](#)

Download and print a personalized Alcofect BAC card. [pg16](#)

Alcofect.com serves as the centerpiece of the campaign. With an Internet-savvy target market, the Web site features a modern, interactive system that engages our target audience while still enforcing our main theme. Alcofect.com will encourage return visits and enforce the tactics shown through other media. The more time visitors spend on alcofect.com, the more they learn about alcohol safety and the dangers of overconsumption.



Go inside the street team BREAC Room. [pg11](#)

Download Alcofect iPhone applications and text messaging services. [pg15](#)

Watch Alcofect viral videos. [pg12](#)

Play the Alcofect game, "The Night's End," based on the viral videos.

pg13

Track Alcofect on the map as it travels from campus to campus.

pg10

Use the Alcofect Toxin Detector to get an animated BAC reading.

pg13



Link to Alcofect's social networking sites and online resources.

pg14.

Ask the Alcofect Expert from the BREAC team questions about alcohol consumption.

pg11

BREAC team

Binge

Reactionary

Epidemic

Awareness

Coalition

For the Alcofect campaign, underground street teams have been created to combat the social epidemic. Emulating mannerisms of a SWAT team, the underground organization known as BREAC (Binge Reactionary Epidemic Awareness Coalition) team will create buzz from campus to campus across the nation. The BREAC team will travel to 16 college campuses in phase one of the campaign. The target audience will be able to follow the events that will be updated on alcofect.com.

BREAC Room

BREAC Room is a place for visitors to talk about the guerilla stunts they have witnessed on campuses and outside bars. Videos of the stunts will be posted for visitors to view. BREAC Room serves as a base for visitors to explore the reasons behind the BREAC team's existence and its mission.

Missions

Missions to support the Alcofect campaign will be updated weekly on the Missions Launch Pad within alcofect.com, encouraging students to get involved in the solution. A few examples of missions include:

“Have a friend take a photo of a designated driver for a night.”

“Hand out the most Alcofect water bottles around the bars.”

The reward and reinforcement for completion of these missions will be Hall-of-Fame-style, with the top five BREAC team rookies featured each week, on alcofect.com.

Alcofect Expert

Alcofect.com will also feature an Alcofect Expert page where users can ask a BREAC team member questions about alcohol use/abuse, with the intention of confirming and dispelling common myths about alcohol. The page will also feature an automated web-cam image of a BREAC member who answers each question, adding to the experience of having a live person always present on the opposite end.



Bar Abduction

After last call, downtown sidewalks are filled with college students exiting their university's local bar scene. At this time, the BREAC team will enter the scene and abduct a planted actor posing as a belligerently drunk college student.

The onlookers will see a large van in the street stop abruptly. The doors will open and the BREAC team will exit in black attire and gas masks. They will enter the crowd and grab and remove the "infected" student, while other members will be placing Alcofect flags around the area and spraying the Alcofect symbol on walls and sidewalks with spray chalk. The team will "clean up" the area that was contaminated by the alcohol-infected people. Once completed, the members will quickly return to the van with the actors and drive off. Once the target market has witnessed this shocking event, the news of it will spread around the campus like wildfire, prompting them to look to alcofect.com for answers.



Campus Rappel

The BREAC team will rappel down campus buildings and remove actors posing as drunken college students. Similar to the bar abduction, the BREAC team will be adding an extra element of both spectacle and surprise to the campus-based abduction.



DMA College Campuses

Arizona State University	University of Iowa
Indiana University	University of Florida
Oregon State University	University of Georgia
University of Alabama	University of Nebraska-Lincoln
University of California-Berkeley	University of Ohio-Athens
University of California-Los Angeles	University of Tennessee-Knoxville
University of Colorado-Boulder	University of Texas at Austin
University of Illinois at Urbana-Champaign	University of Wisconsin-Madison

DMA Rationale

The DMAs have been picked because of their high number of drink-related incidents, population and the potential for these schools to act as role models to other colleges. The campaign will transform these colleges into the antithesis of what they used to be, and create positive examples for those that do not get the full brunt of the message.

Viral Video



It appears to be a video made by four friends. They prepare for a night downtown and bring their own video camera.



Once downtown, the night begins to turn, starting with a mysterious and obviously incoherent figure who bumps into Eric, suggesting the beginning of things to come.



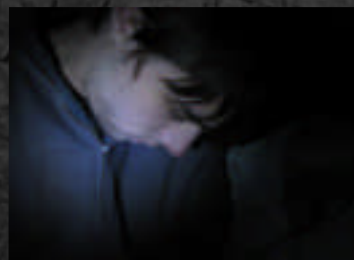
All seems to be going normal for the four friends once they arrive at the bar. They socialize and have drinks, unaware of the events to follow.



While three of the friends continue to have a good time, Eric progressively seems to slip further from reality. He denies that anything is wrong, but it's obvious he's changing.



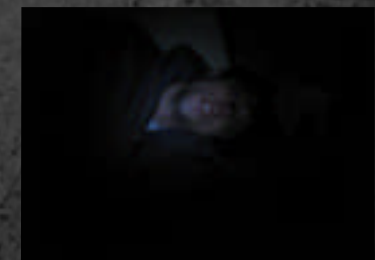
Eric's behavior continues to get worse. It is now clear that something is wrong. The friends must leave the bar quickly, as Eric has lost all touch with his former self. Confusion ensues as the friends attempt to care for their friend.



During the car ride back, Eric is deathly silent. What is wrong with him remains a mystery. A sense of eeriness and foreboding fills the car ride home.



Once home, Eric is put to bed, but to the horror of his friends, he suddenly goes missing. Hysteria fills the house as they begin to search for him.



Rachel searches for Eric in the darkness of the basement. Suddenly she finds him, but he is not himself. Startled, she shouts for help, but it is too late. The alcohol has taken control. The ad leaves its viewers with more questions than answers. It ends with www.alcofect.com, teasing viewers and leading them to the Web site.

Video Placement

The viral videos will be shown in DMAs nationwide at AMC theatres, the campaign's partner. They will be viewed as movie trailers before the feature presentation. Showing them as trailers will inspire curiosity and lead the target market to alcofect.com. This viral ad will also appear on sites such as YouTube and CollegeHumor.

Interactive



Alcofect Toxin Detector

One of the many features on alcofect.com is the Alcofect Toxin Detector. The Alcofect Toxin Detector allows users to enter their personal information to help them understand their drinking habits and possible outcomes of their night. After filling in each field, the Alcofect Toxin Detector will produce an analysis explaining the different effects a person will feel after a night of drinking. The Alcofect Toxin Detector acts as a sophisticated digital Blood Alcohol Content reading that is more interactive and appealing to the target demographic.

The Night's End

The Night's End is an online game that can be played at alcofect.com and other sites, such as gamespot.com and ign.com. The game will also be given out in conjunction with a Taco Bell partnership. It will allow the player to make choices during a night out and will share the style of the viral videos. The number of drinks the player has, along with other choices he or she makes will determine how the night will end. Depending on the choices made, the experience will either be fun and exciting or eerie and terrifying. The game ends when either the player makes too many bad choices or when the player successfully makes it through the evening. Facts about drinking will be given throughout the game.

Go to a bar

Go to a house party

Go get something to eat

PHASE 2

Social Media

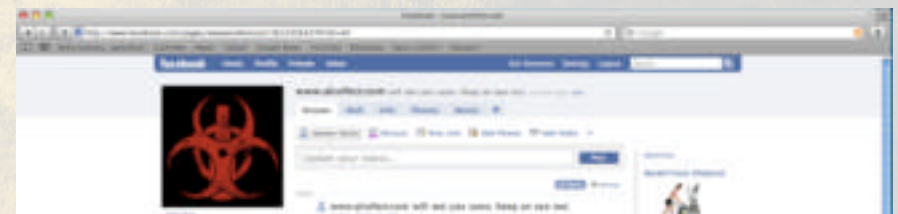
Twitter

With Twitter, the target market will be able to follow the BREAC team's recent sightings and events. A member of the BREAC team will constantly be updating Twitter with the latest news about their activities.



Facebook

On Facebook, the target market will be able to create discussion topics, post questions and make comments on events. They will be able to interact with one another as well as with members of the BREAC team. This will allow the audience to follow Alcofect in a different way.



MySpace

On MySpace, viewers will be able to communicate with one another through blogs and messages. The Alcofect team will post videos, BREAC team updates and general alcohol information on the page. This will allow viewers to learn more about Alcofect and drinking habits through interacting with one another on their social networking site.

Digg

With Digg, viewers are able to express their preference for alcofect.com and allow others to find and view the site.

RSS

By using an RSS Feed, a live bookmarking service, viewers will be able to learn about updates and improvements to alcofect.com.

Mobile



As Alcofect's main page is rendered in Adobe® Flash, a mobile-friendly Web page has been created to capitalize on the target market's desire for portable media. Information on this version of the site is optimized for simple use and getting the busy target market the information they want on a mobile platform they love.

Textofect

Alcofect.com has a section that sends reminders to those who sign up for them. One option will include signing up for scheduled texts that remind consumers to drink responsibly on a night out. For example, the audience can sign up to have a text message sent to them at 11:00 p.m. saying "Maybe order a cranberry no vodka next time." There are also opportunities to sign up for daily text messages that dispel myths about drinking or give facts about alcohol.



iPhone Application

Features:

- Alcofect Toxin Detector
- Missions List
- "A Night's End" game
- BREAC team updates

This free application is easily integrated into the target market's life. It is useful for occasions when the target market consumes alcohol. It will provide entertainment while also promoting responsible drinking behavior.

Campus Media

Alcofect Aid Kits

To help create a long-lasting impression in the minds of the target market, “Alcofect Aid Kits” will be handed out at various campus promotional events. These kits will include everything students need to be prepared for a night out drinking: a BAC card, a bottle of water, “The Night’s End” interactive game, information about Alcofect and coupons for a free drink from a partnered local bar or a free movie ticket with a partnered local theatre.



Quarantine Tent

Quarantine tents will be set up on DMA campuses. These tents will serve to keep Alcofect top-of-mind among the target market while reinforcing the idea of overconsumption as a social disease. BREAC team members will hand out the “Alcofect Aid Kits” to reinforce responsible alcohol consumption.



Building Projections

On weekend nights, the campaign will show a video projection on the side of a building at a university campus. These projections will be utilized at DMA campuses. The video will show a beer bottle with the Alcofect logo. This bottle will fall and spill over. The liquid will appear to flow down the side of the building.

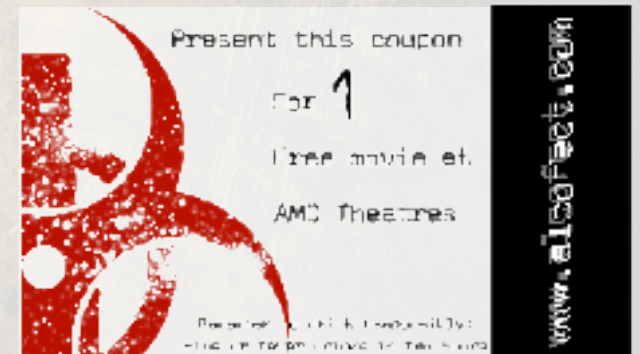
Near the bottom of the building, the liquid will collect and spell out facts and myths about binge drinking, and show alcofect.com. The video is going to repeat for several hours, which will educate the viewers as well as draw more people to visit alcofect.com.



Outdoor Movie Night

Students have reported that they will drink less if there are alternative activities to occupy their time. Alcofect will offer an outdoor movie night at various college campuses. Maintaining the theme of the campaign, the movies played will be old horror films. Before each film begins, Alcofect viral videos will play to promote alcofect.com.

To get students to attend these weekend events, they will be promoted on campuses the week before. Partnering with a bar and a movie theatre in each town, promotional pieces will inform students that attendees will receive a free drink (if over 21) or a free movie ticket to the local theatre, along with "Alcofect Aid Kits."



Campus Media

Local Concerts

Alcofect will rent indoor venues on each of the target campuses for concerts with popular local artists. At these concerts, students of legal drinking age will have the option to receive one drink every half-hour for two hours. In the venues, there will be an open bar not associated with any distiller. The purpose of this event is not only to get the Alcofect brand out to students, but also to offer them a fun experience that proposes an alternative to binge drinking. The event will teach students how to drink in moderation as well as the definition of binge drinking (more than five drinks in a two-hour period).



Bar Takeover

During phase two of the campaign, Alcofect will have a Bar Takeover. For this event, Alcofect will partner with bars in several college towns known for binge drinking. That night, all drinks being sold by the bar will be in donated cups with the Alcofect logo printed on the side. This will be an intriguing way to get the brand to the target market and drive those at the bar to learn more about Alcofect's message.



Real Myths

In order to create more interest in alcofect.com while educating college students about alcohol, the campaign will place representations of common myths linked to binge drinking in bars and campuses. Each myth will be accompanied by a phrase which will draw interest and spark curiosity to visit alcofect.com.

On university campuses, the myths will be placed in densely-populated areas, such as inside and outside of campus unions, near sidewalks leading to classes and in student lounge areas. Off campus, the myths will be placed in bathrooms and on tables of bars.

Urinal Myths

In order to spread the message to the target market at local bars, heat-activated sticker advertisements will be placed inside urinals. This sticker, once warmed, reveals the answer to a real myth about alcohol or binge drinking. Each sticker ad will present a different fact or myth. By using this unique marketing tool, the target market will be reached in a different way and in a new location.



Campus Media



Campus Newspapers

Advertising will be implemented in college newspapers in the form of feature editorials. These ads will be placed in 100 various campus newspapers around the United States. The advertisement will be a fictitious article about the growing epidemic of binge drinking. This will increase the target market's recognition of the brand and enforce the theme of the campaign.

Direct Mail

A direct mail piece will be distributed to students who are currently enrolled in the 100 largest universities throughout the United States with the intent of reinforcing key points already illustrated in phase one, as well as introducing the campaign to those who may have missed it during the initial launch.

The direct mail piece will be a red cardboard box with "The Night's End" game on a mini-disc inside. It will directly engage the target audience in a personal but informative way.



Late-Night Partnership

In a partnership with Taco Bell, Alcofect will give away free mini-discs, that contain The Night's End game, with meals ordered in the restaurant or at the drive-thru after 11:00 p.m. on Friday and Saturday nights through the month of November. The team will choose 100 Taco Bell restaurants throughout the country near major college campuses. This will directly engage the target market since fast food restaurants are a common place for college students to go after a night out.

Broadcast Media

DVR “Choose-Your-Own-Ending”

The DVR “Choose-Your-Own-Ending” feature is a way to engage audiences using television commercial advertising. The advertisement will begin with a night out, then offer the viewer a choice, similar to the game on alcofect.com. The viewers will choose the ending they want on their DVR and see the consequences or rewards of their actions. This new technology engages a market that has become bored with traditional media while still reinforcing the campaign’s key message.

MTV Breaking News

To help reach the target market in a different way, the campaign will use MTV newsbreaks. Newsbreaks are built into MTV shows to inform the audience without being intrusive like a traditional commercial would. The newsbreak would feature the Alcofect message, informing of an epidemic that is affecting the local community and directing the audience to alcofect.com to learn more.

Late-Night TV Ads

To better connect with the late-night crowd in the demographic, the campaign will place viral-style videos as advertisements on key networks: MTV, MTVU, Comedy Central and VH1. All four networks are popular among the target audience. By placing the viral videos on these networks during late-night programming, the campaign’s tone will be maintained while reaching a larger portion of the demographic.

Online TV Advertising

Many college students choose Internet television over traditional media. The campaign will use three of the most popular Web sites for this medium: Hulu.com, ABC.com and NBC.com. This will connect to the target market while still reaching them through nontraditional means.

PHASE 3

Entertainment Media



Product Placement

To make Alcofact more integrated in the consumer's daily life, the campaign will use product placement in television programming popular with the target market, such as *Lost*, *House* and *Heroes*. This covers all three main networks for the target: ABC, FOX and NBC. The Alcofact brand will be shown visually (placing the logo in the scene) and within the content of the show, as illustrated in the *House* script.

House Script

The center of the plot will involve someone with odd abdominal bruising, and House (*Hugh Laurie*) and his group are sent out to find exactly what happened. Through the case, the doctors go through many forms of possible diseases, and decide the bruises were caused from drinking too much, which causes fibrosis. It comes as a shock because the subject is unusually young (aged 20).

House: Well, the problem could stem from some sort of weakness in the lining of the stomach cavity. (Long pause) Okay fine, let's brainstorm, just a touch. It could be a breakdown of the exterior of the stomach... or a bleeding of the internal cavity. But wait, only one thing makes sense... She's probably suffering from alcohol overconsumption. Let's consult Alcofact to make sure, shall we?"



Movie Slides

Slides about alcohol myths will run before movie previews. Members of the target market have been known to frequent movie theatres, making this an effective way to send the campaign's message. The slide will present an alcohol myth that has a relatable message to the target market.

Billboards

Online Billboards

During both phase one and phase three, online billboard advertisements will be placed on Web sites including MTV.com, About.com, IMDB.com and moviefone.com – four Web sites heavily visited by the target audience. The content of the online billboards will differ according to which phase they correspond to. Phase one online billboards will display only the URL, alcofect.com. Phase three online billboards will serve to reinforce key images of the campaign, such as BREAC team members and the Alcofect logo.



Billboard

Billboard advertising will be implemented near the DMA college campuses. This medium was chosen to arrive during the final phase of the campaign to secure interest generated from previous advertising methods as well as sustain awareness of Alcofect's primary message.



Communications

Objectives

Reach an unreceptive target market, turned off by traditional advertising and “preachy” messages.

Create early buzz for the campaign with interactive media and involvement on college campuses.

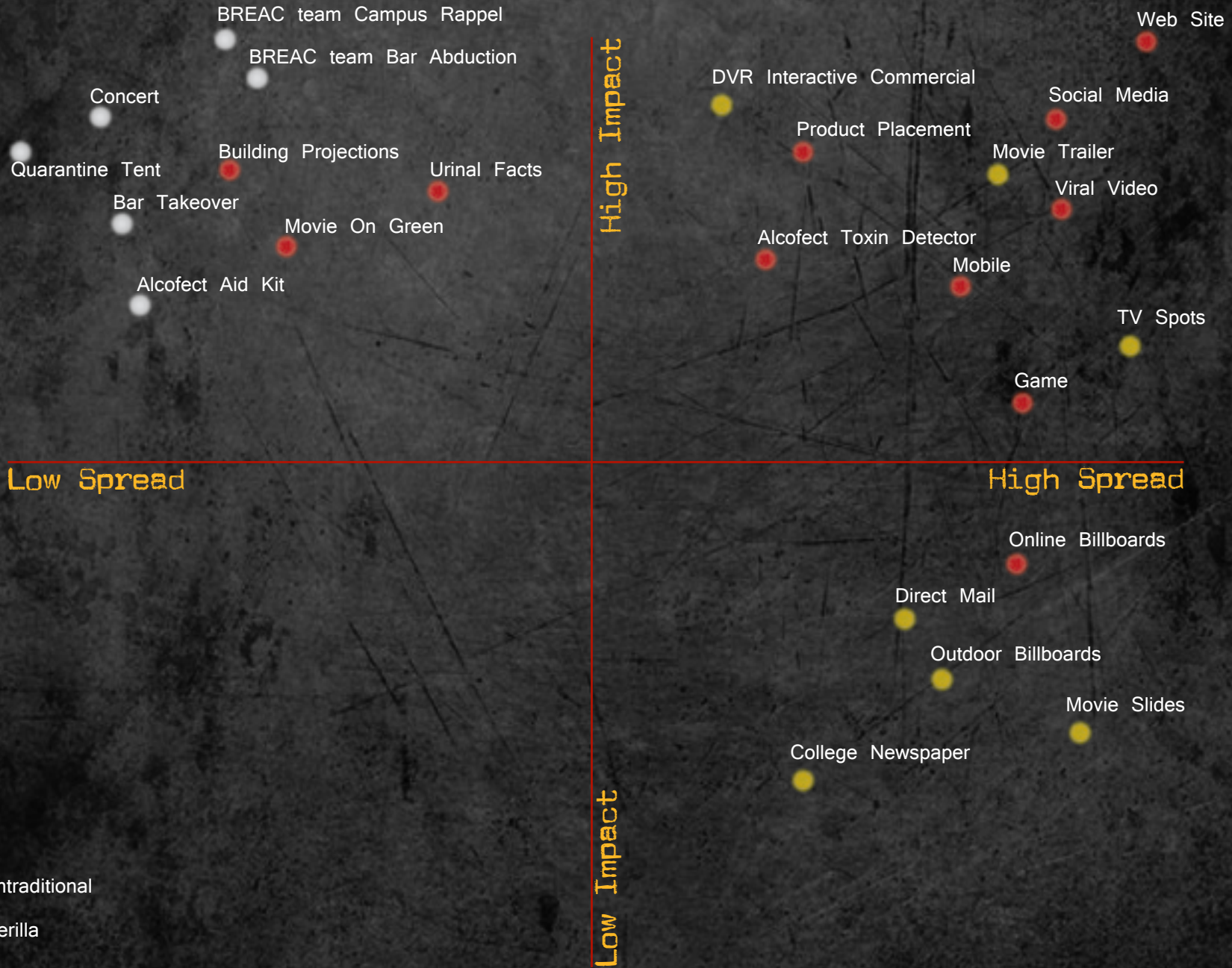
Maintain a presence in the mind of college students through a mix of nontraditional and traditional advertising.

With binge drinking so prevalent throughout United States, it has become classified as an epidemic. This idea, coupled with both the success of marketing campaigns promoting movies such as *The Dark Knight* and *Cloverfield* and the target market's interest in technology, a focus on guerilla and nontraditional tactics is imperative.

The biggest challenge the campaign faces is apathy from the target market. Most college students have been turned off by judgmental and overbearing public service campaigns, so a traditional campaign would seem both irrelevant and irritating to our target market.

The most effective way to combat binge drinking is to handle the problem the way a widespread disease would be treated. Many tactics work in tandem, especially the nontraditional tactics, to create a stronger impact and appeal. The goal is to get the audience aware of, educated about and protected against, this “disease.” This idea will combat the problem in all three phases.

S-I Matrix



- Nontraditional
- Guerilla
- Traditional

Communications Strategy

Intriguing viral campaigns have proven successful over the past decade, especially within the campaign's demographic. With 85 percent of the target market accessing the Internet every day, it is an excellent way to interact with the audience. There are over 175 million active users on Facebook and 75 percent of the target market say they utilize their account each day, with some accessing their profile more than four times per day. YouTube also is a highly-visited Web site among the target market. The campaign is mainly developed around viral tactics including alcofect.com, Facebook, Twitter and viral videos on YouTube and Hulu. Curiosity and interaction are two ways the campaign will get the target market interested. The Web site, alcofect.com, is filled with games and discussion boards, which will get the target market involved.

The target market overlooks traditional media, so it is necessary to implement underground marketing tactics to create buzz and hype. Guerilla marketing is more innovative among the target market and captivates their interest much faster. The BREAC team is one of the most important guerilla strategies and will only use 10 percent of the overall budget, allowing us to implement other traditional media outlets as the backbone of the campaign.

MTV, VH1 and other mainstream television attract large amounts of attention from the target market on a regular basis, especially during late hours of the night.

When individuals within the target market look for entertainment other than going to parties or bars, they see movies at the theatre. The campaign will therefore launch puzzling movie trailers before films to further their curiosity and intrigue.

To create awareness about the campaign among college students, an editorial will be placed in college newspapers across the country. Circulation from these newspapers varies from 15,000-48,000 readers. The college newspapers on these campuses average a 75-80 percent readership rate among the population. Since the campaign will target some of the most populated campuses, it will reach a large portion of the target audience.

Communications Rationale

Guerilla / Nontraditional

Growing up in a world immersed in marketing and brand messaging, the target audience is aware of traditional advertising methods, quickly dismissing the old in favor of something new. They like to be surprised by advertisements and are tired of the everyday commercial, making guerilla ads the perfect form of marketing for this audience.

The majority of the target market prefers a medium that adheres to their heightened sense of individualism, as well as advertising that engages existing elements of their lifestyle, rather than disrupting their daily routine.

As low-budget alternatives with the potential for high impact, guerilla and nontraditional advertising are rapidly becoming the next wave of modern advertising, seamlessly integrating itself into the lives of the target market.

Internet

The Internet is the medium used most among the target audience, replacing traditional media in the last several years. Around 92 percent of college students have access to computers and 67 percent have Internet in their homes. Of that, 53 percent say they find more information from the Internet than they do in newspapers or television.

Web sites reflecting popular culture are the most popular among the target audience, with 25 percent regularly visiting MTV.com.

The Internet is a strong part of the target audience's life, with 85 percent of college students accessing the Internet daily. More specifically, 19.6 percent of college students ages 18-24 admit to spending over 20 hours online per week. These numbers prove that alcoflect.com will be an important component that will extend the reach and level of interactivity of the campaign.

Viral

Viral marketing has become the quickest way to spread information, especially with social networks such as Facebook and Twitter. Currently 25 percent of the target audience use Facebook, while 19 percent are using Twitter. While Facebook is already popular, Twitter has been attracting 18-24 year-olds at nearly twice the rate of an average U.S. Web site.

The campaign will also take advantage of the latest advances in cell phone technology, including iPhone applications. 96 percent of college students regularly use a cell phone, making mobile advertising an innovative means of communications.

Another popular media genre among the target market is PC gaming. About 59.3 percent of the female target audience and 46 percent of the male target participate in PC gaming. These figures support the need for a PC game that can be uploaded to either gamespot.com or ign.com.

Traditional

Traditional media offers proven methods to reach segments of the target market that are not reached through other means. It also is an important tool that strengthens the brand and keeps the message in the mind of the target audience.

18-24 year-olds watch more online television than any other age group. With the target audience also watching regular television three and a half hours per day, using commercials both online and on television allows the campaign to reach the desired demographic.

Additionally, college students read their college newspaper more than any other newspaper. This makes it an effective form of traditional print advertising to use in the campaign.

Thirty-four percent of 18-24 year-olds prefer postal communication to e-mails. Using direct mail allows the campaign to connect with this portion of the target audience on a nationwide scale.

Media Schedule

PHASE 4

For the campaign to reach the target market, guerilla tactics, nontraditional media and traditional media will be used. Integrating several different types of media in the campaign will keep the target audience engaged, interested and informed.

First, guerilla tactics will be used strongly in phase one with the BREAC team appearing on DMA campuses. Focusing on underground buzz, word-of-mouth and street stunts during the month of September, it will get college students talking about Alcofect and draw them to alcofect.com. Guerilla tactics will also be used during phase two of the campaign to begin educating the target market on overconsumption while interacting with them on a personal level. Guerilla tactics are important because it engages the target in new and exciting ways so they can receive the campaign's message.

Like guerilla tactics, nontraditional media, which is used throughout all three phases, is interactive and engaging to the target market. The Internet, social networking Web sites, games and cell phones are all used frequently by the target market. Utilizing these to directly interact with the audience throughout the campaign will constantly bring in new segments of the market while allowing those already reached to continue to learn about Alcofect.

Finally, the campaign needs traditional media to reach segments of the target market who are not reached by the guerilla tactics or who did not find Alcofect through nontraditional media. Also, keeping traditional media going throughout the year in media such as television and movie commercials will keep Alcofect in the minds of the target, help build a strong brand, draw new people to alcofect.com and spread the message about the dangers of overconsumption.

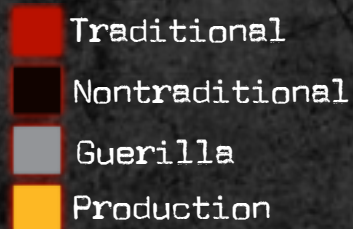
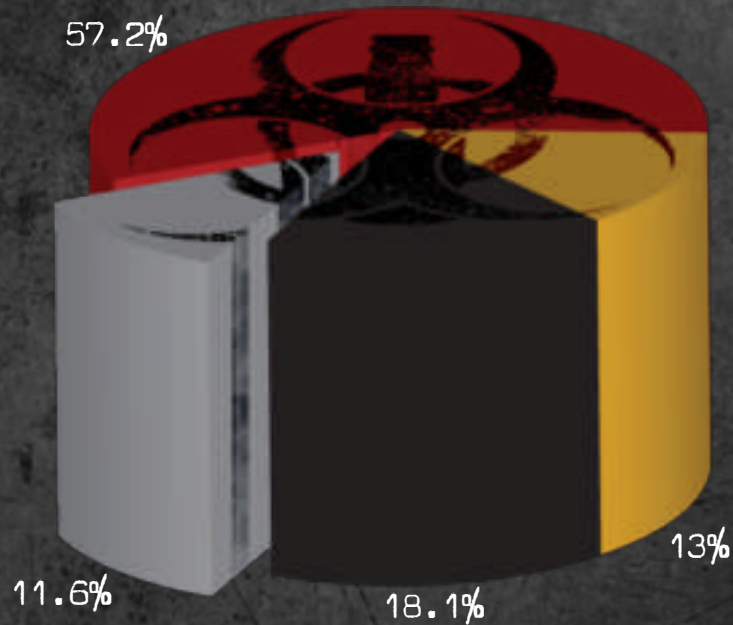
	September	
Nontraditional		
Web site		
Social Media		
Viral Video		
Gaming Sites		
Online Billboards		
Search Engine Optimization		
Taco Bell Partnership		
iPhone Application		
Building Projections		
Urinal Facts		
Product Placement		
Textofect		
Guerrilla		
BREAC team		
Bar Abduction		
Rappelling Campus Building		
Chalk Markings		
Real Myths		
Quarantine Tent		
Local Concerts		
Outdoor Movie Night		
Bar Takeover		
Traditional		
Interactive Commercial		
MTV News Break		
Television		
Online Television		
College Newspapers		
Movie Trailer 1000 screens		
Outdoor (Billboards)		
Movie Slides		
Direct Mail		
Contingency		
Production		
TOTAL		

PHASE 2

PHASE 3

	October	November	December	January	February	March	April	May	June	July	August	Budget
												120
												0
												0
												0
												700,000
												420,000
												0
												0
												184,000
												20,000
												495,450
												0
												3,528
												501,250
												160
												0
												1,600
												550,000
												97,360
												1,965
												1,400,000
												13,440
												774,527
												900,000
												0
												1,008,000
												708,600
												720,000
												200,000
												500,000
												800,000
												10,000,000

Budget and Evaluation



Campaign Evaluation

There will be various opportunities throughout the campaign to evaluate its impact on the target audience. Because 18-24 year-olds are one of the most targeted groups among advertisers, they are experts at deciding a campaign's success. Knowing this, the campaign should be effectively evaluated after the end of each phase to allow for changes for the rest of the campaign.

Following phase one, there will be more to find out from the target audience than simply calculating impressions and numbers. Century Council representatives will interact with the target audience and conduct interviews with students on college campuses that were targeted across the nation. Hearing reactions of the BREAC team's appearances will show the target audience's interest in the campaign.

After phase two, Century Council will be able to tell if there is public support behind the campaign. The number of people participating in the missions for street teams and other activities will be evaluated. The social networking sites and alcofect.com traffic will also show target audience support for the campaign.

At the end of phase three, beliefs, attitudes and behavior within the target audience will be evaluated. Post-testing will be conducted and will include interviews, surveys and case studies with the target audience. Based on these evaluations, Century Council will have a better understanding if the goal of the campaign – to change perceptions and behavior toward binge drinking – has been accomplished.

Acknowledgements

Volation would like to extend our heartfelt gratitude to the faculty and staff at the University of Nebraska–Lincoln. Their encouraging words, knowledgeable insights and creative suggestions guided us through the process of creating this campaign.

We would like to extend a special thanks to Rich Bailey. Mr. Bailey worked with our team to perfect the process of creating a concise and effective campaign. His expertise and dedication to the business of advertising provided a wealth of knowledge that we utilized as a resource in our endeavor. His passion for the project inspired us all.

A special acknowledgement also needs to be given to Amy Struthers and Phil Willet, our advisors for this project. They provided unconditional support and guidance to our team as we created this campaign.

None of this would have been possible without the approval of Dean Norton. Thank you.

Finally, we would like to thank the following individuals for their contributions to this project:

Ruth Brown
Bettina Burklund
Stacy James
Zach Janky
Phyllis Larsen
Bruce Mitchell
Chuck Piper
Adam Wagler

All participating actors:
Stephanie June
Eric Nanfito
Rob Tualualelei
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Research through medical pamphlets—
Target market, drinking consequences, and effective advertising
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Cinema Advertising
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