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# The Believe in All Your Possibilities Campaign: Updating a Social Marketing Campaign on a Shoe String Budget

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**The Believe in All Your Possibilities  
Campaign:  
Updating a Social Marketing Campaign on a  
Shoe String Budget**

Dr. Moya Alfonso (JPH COPH), Ms. Hilary Woodcum  
(SCOSA) & Dr. John (Juan) Luque (JPH COPH)  
June 16, 2011

## **Presentation overview**

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- ◎ Brand Renewal
- ◎ Background on Believe in All Your Possibilities
- ◎ SMART Grant Overview
- ◎ Methods & Results
- ◎ Concepts Tested
- ◎ Lessons learned & Next Steps



## **Brand renewal**

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Dr. Juan Luque

## **Brand decline**

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- Brand decline is a reversible process
- Need to assess brand equity
- Ultimate sign of impending brand death is a significant drop in unit sales over sustained period
- For social marketers, we think of adverse behaviors we are trying to change
- Also declining brand knowledge and poor customer response

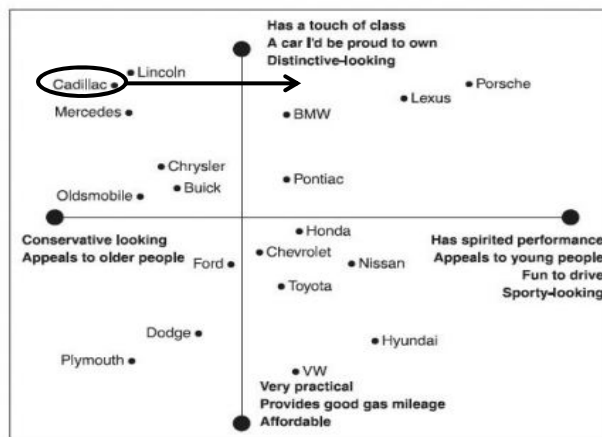
## Brand awareness and image

- Aided and unaided recall, the latter is more important
- Image can change over time
- Needs to maintain strong, favorable, and unique brand associations
- Differential effect? May call for repositioning, use brand's promise to differentiate from competitors

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Thomas & Kohli (2009) *Business Horizons*, 52, 377-86

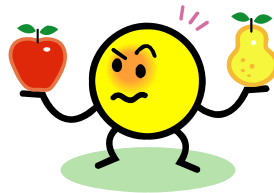
## Perceptual Map of Car Brands



Jain (1999) *Marketing Planning and Strategy*

## Customer response

- Can look to purchase intentions or brand loyalty measures assessed by surveys
- Also look at brand switching behavior



## Reviving brands

- Capture the equity that remains in the brand
- Diagnose the problem, devise a strategy, execute brand revival strategy
- May take 1-2 years of work
- Pursue well-defined target market
- Rebuild quality
- Only brands that have very low awareness and have a negative image should be killed

## Reviving brands

- ◉ Stage your rebranding
- ◉ Example of Caribou coffee
  - In store
  - Packaging
  - Relaunch website and media campaign



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## Believe in all your possibilities

Dr. Moya Alfonso

## Background

- *Believe in All Your Possibilities*
- First project from newly funded Florida Prevention Research Center (circa 1998)
- Community Based Prevention Marketing
- Partnership between university and community
- Participatory research involving youth
- Community driven alcohol and tobacco prevention campaign
- Primarily implemented in schools

## Brand position

- *Believe in All Your Possibilities* is a brand that prompts youth, parents, and communities to have confidence in young people's ability to succeed.
- For youth, the *Believe* brand enhances their sense of self worth. It says, "Believe in yourself and your ability to create a fulfilling future. Even if you are having a tough time now, you can make wise decisions that will enable you to realize your potential. It says, "A bright future can lie ahead and you can take charge of your future."
- For parents, *Believe* offers a sense of confidence in their ability to do what is best for their children. It reminds them that they have a powerful influence on their children, even in the face of strong disagreement. It says, "Believe in your children and the potential you have for helping them to create a fulfilling life."
- For community members, *Believe* reminds them of the power of working together to make Sarasota County a better place for youth to grow up. *Believe* is a reminder of the important role a community plays in helping youth realize their potential and in encouraging them to believe in themselves.

## Believe evaluation (2007)

- YRBS administered in middle and high schools
- 51% of youth surveyed had been exposed to at least one major campaign activity
- Campaign exposure levels reduced the odds of having ever used alcohol or tobacco when controlling for the effects of grade and gender ( $p < .05$ )
- Belief in possibilities—but not parent communication—mediated the impact of program exposure levels on having ever used alcohol or tobacco ( $p < .05$ )

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**SMART**

Dr. Moya Alfonso



## **SMART (Sarasota Mobilizes Alcohol Reduction in Teens)**

- DOE funded grant award to school district (2008 – 2011)
- Focus on implementation of EBIs
- Four major goal areas:
  1. Reduction of “binge drinking” among secondary students
  2. Increasing student awareness of the health risks of drinking
  3. Increasing student disapproval of alcohol use
  4. Enhancing community awareness and participation in youth alcohol prevention strategies



## **SMART**

- **Key Component**
  - Refreshment of Believe Campaign
    - Demonstrated relationship with reductions in self reported alcohol use
    - Adequate exposure levels
    - Buy in from schools and prevention leaders in the community
    - BUT formative research is over a decade old
      - Target audience has changed – what appealed to youth in 1998 may not appeal to youth today
- **Additional support for tobacco component from the local health department**



# **Formative research methods & results**

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Ms. Hilary Woodcum

## **Formative research methods**

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- Three undergraduate and two high school students recruited to conduct focus groups
- Five focus groups and one dyadic interview were done with a total of 40 middle and high school youth participating
- Focus group guide with five main objectives was used for each group
- Lay researchers were trained to conduct qualitative analysis

## Total direct costs for research and creative

Food for researcher training days:	\$177
Incentives for researchers:	\$250
Two recorders:	\$118
Incentives for focus group participants:	\$720
Food for focus groups:	\$154
Creative services	\$10,000
<b>Total spent:</b>	<b>\$11,419</b>

## Objectives & results

- **To determine factors that influence youths' alcohol use**  
-Media, peers, parents, stress/negative emotions
- **To determine reasons why youth choose to not use alcohol**  
-Smoke instead, positive activities, awareness of negative consequences
- **To determine benefits we could offer to get youth to not use alcohol**  
-Benefits of not drinking far outnumbered benefits of drinking

## Objectives & results

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- **To determine information channels and spokespersons effective in disseminating information to Sarasota County youth**
  - Traditional posters and fliers around school, other locations where youth hang out, social networking sites
  - "Famous people", people who have experienced negative consequences
- **To determine youths' reactions to the "Believe" campaign**
  - Mixed reactions, some understood the campaign and others did not
  - Opinions on giveaways, logo, and poster
  - Did not connect the campaign with alcohol prevention



## Concepts tested

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Ms. Hilary Woodcum

## Old sick people



I started smoking when I was in school.  
I wish I'd never started.

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## What would my mom think



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# Sarcasm



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# Text message



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# **Concept testing methods & results**

Ms. Hilary Woodcum

## **Methods**

- **Six focus groups were done with a total of 58 middle and high school youth**
  - 4/6 conducted by layperson (Ms. Woodcum)
  - 2/6 conducted by marketing researcher
- **Two of the groups were conducted to narrow down concepts created by the marketing company**
- **One group focused on logos and images proposed by the marketing company**
- **Three groups gave opinions on descriptions of concepts**

## Old sick people results

- Would watch commercial to be more informed
- Already commercials like this
- Very few participants reminded of a relative (grandparent), some were reminded of people they see on the street and homeless people
- Mixed results for whether they would listen to the message
- Participants liked the point of the commercial; they did not like that it was sad
- Felt they would like to see a young person in the commercial having health problems because they could relate to them

## What would my mom think results

- Most would not look at or notice this poster in school
- Did think this was a situation that could happen in real life and it could make you think about your choices
- Very unlikely to listen to the message
- Participants did not think the message was original, that it was “just like every other one”, some people don’t have moms so they couldn’t relate, some people don’t care what their parents think
- Would like to see something more original and creative, something teenagers would be interested in



## Sarcasm results

- Majority really liked this approach, it's funny, not like other things you see, they like to be sarcastic
- Mixed results for whether they would listen to the message
- Most want a boyfriend or girlfriend so if they think smoking is gross they might stop
- Participants liked that this approach had humor since most things they see on the subject are serious, it doesn't take itself seriously making it different from other approaches
- Would like this concept to be very visual, maybe as a commercial; definitely use teenagers

## Texting results

- ◉ Mixed results on whether participants would send texts to friends
- ◉ Some said they would text to friends who smoke or drink, but many said they would not text or would only send it as a joke
- ◉ Participants did not like the idea of receiving a text, they would probably either delete it or not open it at all

## **Lessons learned & next steps**

Ms. Hilary Woodcum

## **Lessons Learned**

- Utilize participatory research
  - More valid results – youth interviewing youth
  - Empowers community and youth
  - Increases community and school buy in
  - Budget friendly
- Take advantage of community assets
- Partner with local universities
- A little incentive goes a long way
- Roll with the punches
- Stay organized
- Be persistent

## Next Steps

- Consider implications of YRBS results from HS administration (2010)
  - Attitudinal and social marketing items added
- Select a final logo and concepts
- Develop a marketing plan
- Implement revamped campaign in schools and the community
  - Posters and giveaways
  - Videos
  - Social networking



## Thank You's

- Sarasota County Health Department
- Sarasota County School Board
- Sarasota Coalition on Substance Abuse (SCOSA)
- Evalyn Sadlier Jones YMCA
- Community Youth Development (CYD)
- Lee Wetherington Boys & Girls Club
- Robert & Joan Lee Boys & Girls Club
- Triad Alternative School Program
- Roy McBean Boys & Girls Club
- Girl Scouts of Gulfcoast Florida
- Girls Inc. of Sarasota County
- North Port D-Fy
- Ms. Flannery Moran
- Dr. Michelle Barton (New College)
- Mr. Sivens Glaude
- Ms. Rachel Scherer
- Ms. Andrea Jarrett
- Ms. Cassandra Labounty
- Ms. Kelly Quispe
- Student Leadership Academy

# Questions

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IN ALL YOUR POSSIBILITIES

**BELIEVE**  
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