2011 Military Health System Conference

The Buzz on Social Marketing: Don’t be That Guy


The Quadruple Aim: Working Together, Achieving Success

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January 24, 2011
### The Buzz on Social Marketing: Don’t be That Guy

**Fleishman-Hillard International, Communications, St. Louis, MO, 63102**

Presented at the 2011 Military Health System Conference, January 24-27, National Harbor, Maryland

12. DISTRIBUTION/AVAILABILITY STATEMENT

Approved for public release; distribution unlimited

14. ABSTRACT

### Subject Terms

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17. LIMITATION OF ABSTRACT

Same as Report (SAR)

18. NUMBER OF PAGES

34

19a. NAME OF RESPONSIBLE PERSON

Unclassified
Examine the Landscape

Understand Problem:
• Binge drinking rate in 2005 was 56% in 18-25 year-old active duty personnel (an increase from 53.8% in the 2002 survey)*

Identify Target Audience:
• E1-E4, junior enlisted active duty males, ages 18-24 in all branches of service
• Occasional binge drinker vs. problem drinker

*Source: DoD Survey of Health Related Behaviors Among Active Duty Military Personnel
Set the Objectives

What are you trying to accomplish?

• Raise awareness of negative consequences of binge drinking
• Change attitudes about excessive drinking
• Change behavior and reduce binge drinking rates among junior enlisted
Select Theory & Develop Approach

Campaign design
• Stages of Change social theory

Campaign approach
• Harm reduction, rather than abstinence
• A community education model – build Partnerships
• Ongoing briefings/presentations to chain of command
Create Social Marketing Foundation

Secondary research
- Ongoing scientific literature review informs messaging, identifies new evidence-based practices

Primary research
- Multiple rounds of focus testing help evaluate/revise messaging and strategy
- Research with the target audience to inform communications and determine delivery channels
- Key informant interviews with audience and chain of command to assess and refine tactics

Campaign evaluation
- Wide range of process, outcome, and output evaluation factors help assess effectiveness
Conduct/Evaluate Focus Groups

Conducted testing at four installations in May 2006 (Nellis AFB, San Diego NAS, Camp Lejeune, Fort Bragg)

Findings...

- Audience perceives that culture endorses, reinforces partying/drinking
- Not concerned about long-term consequences of excessive drinking: effects on career, health
- Alcohol facts and health messages are less meaningful to this target audience
- Top down, chain of command message delivery not likely to be as effective as peer-to-peer interventions (no military look)
- Cannot make it an abstinence campaign

But . . .

- Short-term and social consequences more likely to resonate: Loss of control, embarrassment among peers
- Humor attracts, resonates strongly
Develop Strategies

What you do with your research makes all the difference!

• Employ non-traditional, innovative approach
• Surround audience with messages
• Use humor and entertainment to engage the young audience
• Focus on social disapproval and short-term negative consequences
• Push a peer-to-peer and viral approach as opposed to top-down/chain of command
• Refrain from a military look or feel (no uniforms or messages from leadership)
• No news articles or interviews
Develop Campaign Components

Develop theme, logo, materials and outreach plan

Think: Distribution, Awareness, Engagement:

Online Assets
- Web site (www.thatguy.com)
- Social media

Branded materials
- Advertising on & offline
- Video and radio PSAs

Partnerships and events
Test Campaign as Pilot

- Determines whether a campaign has an impact prior to investing additional dollars, time, and energy to launch a full, system-wide rollout.

- Pilot testing can also help identify how to:
  - Fine tune a campaign to make it even more effective (to maximize impact when rolled out system-wide).
  - Retain the most effective components of a campaign and eliminate the less effective/relevant ones (thus better managing budgets/costs).

- Provides validation and findings for reporting and engaging leadership

- Answers some initial questions about campaign effectiveness
Roll Out Campaign

• Launched campaign at four pilot markets (one per branch of service) in Dec. 2006
• Conducted focus groups at pilot installations to gain feedback and refine campaign in March 2007
• Rolled out campaign to installation POCs summer of 2007 and on ongoing basis
Create New Materials
Define Evaluation Measures

• Develop multiple process and outcome measures to evaluate campaign.

• Tap into and/or partner with existing research studies to leverage their findings.
  – The Health Related Behaviors and Status of Forces Surveys

• Summarize, present and package findings
  – Use findings to refine campaign and gain support and validation
Evaluate Campaign Results

HRB Results:
• Compared installations with versus without significant campaign engagement by evaluating 2008 Health Related Behaviors Survey
• Binge drinking rates lower at installations actively implementing That Guy
  – 36% at active versus 56% at inactive (Army)
  – 35% at active versus 45% at inactive (Air Force)
  – 45% at active versus 49% at inactive (Navy)
  – Marine Corps sample size too small to be included
• Overall, when looking at the combined rate of binge drinking among Army, Air Force, and Navy (target audience 17 to 24 year olds, E1-E3), the binge drinking rate is: 38% among all treated installations versus 49% for all control
Evaluate Campaign Reach

Online
- www.ThatGuy.com continues to engage - More than 1 MM sessions
- Eight minutes average time on site
- More than 14,000 fans on Facebook

Materials & Engagement
- Nearly 2MM branded materials being used by all Services
- More than 3,000 POCs engaged across the globe
- 42 states and 13 different countries have That Guy campaign presence, including: United States, Japan, Germany, Italy, Spain, Turkey, Singapore, Cuba, Guam, South Korea, Saudi Arabia, Honduras, and Iraq
- Millions reached through Video & radio PSAs broadcast around the world pro bono through AFRTS, AAFES, and community stations
WHERE IN THE WORLD IS THAT GUY?
Use Knowledge to Refine Strategy & Tactics

- What did research reveal?
- Where is target audience getting the message?
- How is audience engaging with and reacting to messages?
- What are key stakeholders/POCs telling you?
- What new frontiers haven’t you explored?
- What partners are strongest and how can you work together in future?
Stay Relevant

- Continue to listen to the target audience and better understand them
- Tighten focus
  - Expand reach (CONUS/OCONUS) for focus groups
  - Extend audience (women)
  - Make branch-specific
- Engage, obtain feedback from the broader community
  - Bar owners/managers
  - New partners and POCs
- Use research for campaign enhancement
Enhance Assets
Add New, Fresh Content

Comedy Club

Interactive Bar
Find the Voice

UH, HAPPY NEW YEAR?

After the ball drops, so does That Guy!

SUBMIT A CAPTION WINNER - NOVEMBER 2010!

The winning submission for the Submit a Caption contest is "dude... when did I eat corn pops?"
- (Submitted by Rikki)

Check back soon as we'll be posting a new photo for a new contest.

To read more That Guy submissions, click here.
Connect!

• More than 14,000 fans

• Allows campaign to interact and connect with young service members on a regular basis

• Provides key campaign messages in a familiar format

• Acts as a dynamic marketing vehicle for ThatGuy.com
Follow the Trends
Surround the Audience

REASON #852 **NOT TO BE THAT GUY**

"I DON’T REMEMBER" **IS NOT A LEGAL EXCUSE**
Take it Mobile

- Downloadable Ringtones
- Mobile Site
- Mobile App
- SMS Opportunities
Promote Your Assets

- Google
  - Geo-targeted ad campaign
  - Text ads
  - Banner ads

- Facebook
  - Military networks
  - Profile page ads
Make it Easy and Accessible

3 LARGE POSTERS
ORDER NOW!

Posters feature popular Web site content that encourages the reader to consider the social consequences of throwing back a few too many. The posters feature reasons not to be the stage of That Guy over the course of a night, and show the consequences of excessive drinking.

GET STARTED  GET MATERIALS  AD SHOWCASE  THAT GUY IN ACTION

GET STARTED  GET MATERIALS  THAT GUY IN ACTION
We all know who That Guy is — and we all know why. Who Is That Guy anyway? The military world wants to know. The Department of Defense/TRICARE Management Activity recently launched a new campaign to extend That Guy into 2011. Since its inception in 2006, the campaign has focused on accomplishing three objectives among the target audience: (1) raise awareness of excessive drinking and its consequences; (2) shift attitudes about the acceptability of binge drinking; and (3) help reduce binge drinking among junior enlisted personnel ages 18 to 24.

**NEW POSTERS — REALITY SERIES**

Our new series of eight mini-posters (9-1/2” x 11”) captures some of the realism and negative consequences of becoming That Guy. All posters are available FREE — order yours today by e-mailing info@thatguy.com.

**NEW STATIC CLING DECALS: FOR WINDOWS EVERYWHERE**

Order new That Guy static cling decals by e-mailing info@thatguy.com. These 4”x4” versions of the That Guy logo with URL can be placed on car windows, building entrances, or storefronts on your installation — and in your community.

**GET INVOLVED**

It’s EASY to get involved. Visit www.thatguy.com/resources for more information and ideas. To order FREE campaign materials, send your request to us at info@thatguy.com with your name, installation, street address and telephone number. We will mail everything to you FREE OF CHARGE.

"The material is still well received especially the direct mail cards, key chains and coasters. I distributed posters/fliers thru our units to be posted on doorways, hallways, etc., the other thing that is well received, and I passed out during different events, is the post cards. I think the campaign is fun and easy to follow by our audience and they seem to enjoy it. Thank you." — Edgaro A. Menjivar, ASAP Prevention Coordinator, Fort Carson

"Trust me, That Guy is… truly the new catch phrase. Bigger than I ever thought it would be. I hear it in.

**TAKING THAT GUY OFF INSTALLATION**

Once you have assembled your That Guy street team (including representatives from your installation’s Public Affairs Office; alcohol and drug reduction; medical; MHWR; and Preventive Medicine) contact your installation’s Prevention Coordinator to learn how to order these materials.

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**HAPPY HOLIDAYS FROM THAT GUY!**

As we all know, with the holiday season comes celebration — and for too often, an increase in excessive drinking. From December’s festivities to New Year’s Eve and even through Super Bowl Sunday, the winter season is full of reasons to open some good drinks. That’s why this season is the perfect season to be your partner That Guy.

**HOT OFF THE PRESSES:**

Popular That Guy cartoons are now available in group test cards for bars, desks, bar tops and food courts. **Order today!**

In 2011, be on the lookout for:

- New months under series
- New That Guy cartoons
- New coaster series and more

**THAT GUY GAINS FANS**

Approximately 80 percent of 18 to 24-year-olds in the U.S. have a Facebook account. And, according to That Guy focus group testing, Facebook is an integral part of the lives and activities of the junior enlisted. Government agencies and campaigns across all branches of the military have embraced Facebook and to date in 2010, the campaign launched a That Guy Fan Page at www.facebook.com/thateguy. Facebook allows the campaign to directly connect with the target audience and deliver critical messages in an environment where they are spending much of their time and communicating with their peers. This page allows in-the-know stories, resources, and build a community that emphasizes the message that drinking to excess is out.

**THAT GUY PAGE ON FACEBOOK**

- **Hundreds of thousands** fans
- **Has** integrated applications into the page, including the popular Why’s Your That Guy Quiz?
- **Fans** provide the page with videos, photos, comments and more
- **Our page** continues to grow and refer traffic to the www.thateguy.com. Bringing in around 1,000 users a month

**SO HOW DOES THAT GUY STACK UP?**

RAISING AWARENESS: Since its start in 2005, That Guy has now reached a 44 percent awareness level. The campaign is active in 860 installations and www.thateguy.com has collected more than a million visitors, and nearly 5,000 POCs are helping deploy the campaign.

REDUCING BINGE DRINKING: Overall binge drinking has decreased from 61 percent in 2005 to only 45 percent in 2008 (across Army, Navy, Air Force, and Marines) according to the 2008 Health Related Behaviors Survey results. That’s more impressive, the findings show that the binge drinking rate was 11 percent lower overall among all participating installations. The other 13 percent drop is from installations that had no involvement in the campaign (20 percent vs. 49 percent).

**THAT GUY FUN FACTS**

- **31**: The number of That Guy安装s
- **45,000**: The number of thatguy.com visitors monthly
- **500**: The number of Facebook fans
- **150,000**: The number of Twitter followers
- **5,000**: The number of thatguy.com’s daily Facebook fans

**FIVE MORE YEARS OF THAT GUY!**

We still have room to celebrate this holiday season as we are proud and excited to announce: Five more years of That Guy! The Department of Defense/THCARE Management Activity recently awarded a five-year contract to extend That Guy into 2011. Since its inception in 2006, the campaign has focused on accomplishing three objectives among the target audience: (1) raise awareness of excessive drinking and its consequences; (2) shift attitudes about the acceptability of binge drinking; and (3) help reduce binge drinking among junior enlisted personnel ages 18 to 24.
Stay Fresh and Timely

• Timely materials Monthly posters
• New holiday cartoons
• Integrate on and offline assets
Identify and Nurture Allies

- Armed Forces Radio and Television Service (AFRTS)
- Single Marine Program (SMP)
- Better Opportunities for Single Soldiers (BOSS)
- Family and Morale, Welfare and Recreation (FMWR)
- Navy Liberty Program
- Navy Installation Command
- Marine Corps Semper Fit Program Office
- Marine Corps Community Services (MCCS)
- Air Force Drug & Alcohol Abuse Program (ADAPT)
- Marine Corps HQ Safety Division
- Air Mobility Command (AMC)
- Army Center for Substance Abuse Program (ACSAP)
- Navy Alcohol and Drug Abuse Prevention (NADAP)
- United Service Organizations (USO)
- Army & Air Force Exchange Service (AAFES)
- Armed Forces Network (AFN)
Questions?

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