

2011 Military Health System Conference

The Buzz on Social Marketing: Don't be *That Guy*

Increasing Awareness. Shifting Attitudes. Changing Behavior.

The Quadruple Aim: Working Together, Achieving Success

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Fleishman-Hillard International
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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 Messages and Brand

ALWAYS ON DUTY
BE SAFE. BE SOBER.

ALWAYS ON DUTY
BE SAFE • BE SOBER



STAND STRONG



**TAKE BE SAFE
BE SOBER
CONTROL**





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



Launch Assets



Create Initial Materials



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

ARE YOU THAT GUY?

Labels pointing to the man:

- BLOODSHOT BEER GOGGLES
- THINKS HE'S "AWESOME!"
- WILL BE SLAPPED TONIGHT
- SPEWS PUKE, PROFANITY, AND BAD PICK-UP LINES
- FIRST PUKE OF THE NIGHT
- REPELS THE LADIES
- PROJECTILE VOMIT BREWING
- DOING 12oz CURLS ALL NIGHT
- PUNCHED OUT A WINDOW
- MINUTES FROM DOING SOMETHING STUPID
- THROWN OUT OF THESE BARS
- HIS 9TH "JUST ONE MORE"
- PUKES STAINS (PEEING UNDER THE INFLUENCE)
- STOPPED WORKING HOURS AGO
- USED FOR HIDEOUS DANCING
- SOMETIMES CRAWLS HOME

THAT GUY
WWW.THATGUY.COM

TAKE THE QUIZ AT
WWW.THATGUY.COM



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





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

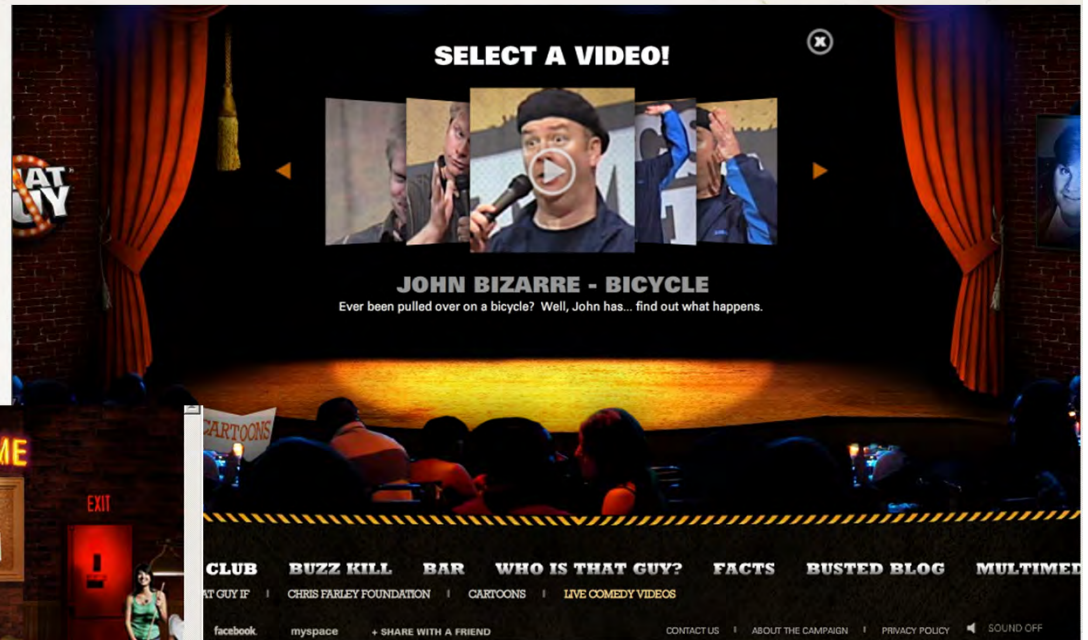
- Continue to listen to the target audience and better understand them
- Tighten focus
 - Expand reach (CONUS/OCONUS) for focus groups
 - Extend audience (women)
 - Make branch-specific
- Engage, obtain feedback from the broader community
 - Bar owners/managers
 - New partners and POCs
- Use research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

Enhance Assets



Add New, Fresh Content

Comedy Club



Interactive Bar



Find the Voice



SUBSCRIBE TO RSS 

SEND TO A FRIEND 

REAL, UNSCRIPTED STORIES FROM THOSE WHO'VE ENCOUNTERED THAT GUY



DO NOT SERVE THAT "DANCING" GUY
LAST SEEN GETTING SOAKED IN BEER WHILE DOING "THE WORM" ON THE BAR FLOOR.
[NEXT](#)

UH, HAPPY NEW YEAR?

After the ball drops, so does *That Guy!*



JANUARY 10, 2011 5:40 PM [SHARE THIS](#) | [0 COMMENTS](#)

SUBMIT A CAPTION WINNER - NOVEMBER 2010!

And 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.](#)

ABOUT

THAT GUY BUSTED FEATURES REAL PEOPLE TALKING ABOUT THEIR EXPERIENCES WITH SOMEONE WHO'S BEEN THAT GUY. EACH NIGHT, THAT GUY IS ON DISPLAY SOMEWHERE - HAVING A FEW TOO MANY DRINKS AND LOSING CONTROL.

ARCHIVE

- JANUARY 2011 (1)
- NOVEMBER 2010 (1)
- AUGUST 2010 (2)
- JUNE 2010 (2)
- MAY 2010 (2)
- APRIL 2010 (2)
- MARCH 2010 (1)
- FEBRUARY 2010 (1)
- JANUARY 2010 (1)
- DECEMBER 2009 (2)
- NOVEMBER 2009 (3)
- OCTOBER 2009 (2)
- SEPTEMBER 2009 (1)
- AUGUST 2009 (3)
- JULY 2009 (4)
- MAY 2009 (3)
- APRIL 2009 (1)

RELATED LINKS

WWW.THATGUY.COM



SUBMIT YOUR THAT GUY STORY



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

The screenshot shows the YouTube channel page for 'That Guy Videos'. The page has a dark red background with a repeating 'THAT GUY' logo pattern. At the top, there's a YouTube search bar and navigation links for 'Browse', 'Upload', 'Create Account', and 'Sign In'. The channel name 'That Guy Videos' is prominently displayed with a 'Subscribe' button and tabs for 'All', 'Uploads', and 'Playlists'. The main video player shows a man speaking, with a play button overlay. Below the video are options for 'Info', 'Favorite', 'Share', 'Playlists', and 'Flag'. The video title is 'Uh, Happy New Year?' with a description: 'From: ThatGuyVideos | January 10, 2011 | 21 views After the ball drops, so does That Guy!'. To the right, there's a 'Uploads (44)' section with a list of recent videos: 'Uh, Happy New Year?' (21 views - 3 days ago), 'Getting Digits' (6 views - 1 week ago), 'Bedtime Bart' (9 views - 1 week ago), 'That Guy Busted (9)', 'Shopping Cart Guy' (38 views), 'Wojman's Best Friend' (15 views), and 'Basket Case' (14 views). At the bottom, there's a 'Recent Activity' section showing a list of recent uploads with their titles and view counts. On the left side, there's a 'Profile' section for 'ThatGuyVideos' with statistics: Channel Views: 1,055, Total Upload Views: 3,307, Age: 26, Joined: June 03, 2008, Last Visit Date: 16 hours ago, Subscribers: 4, and Website: http://thatguy.com/.



Surround the Audience

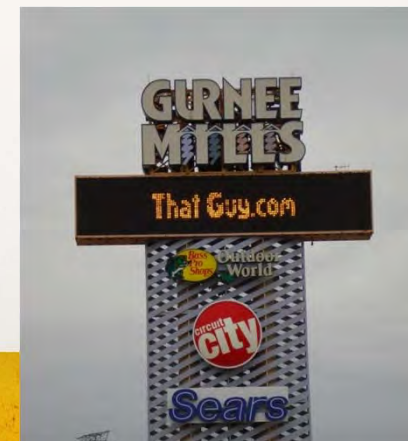


REASON #852 NOT TO BE THAT GUY

**“I DON’T REMEMBER”
IS NOT A
LEGAL EXCUSE**

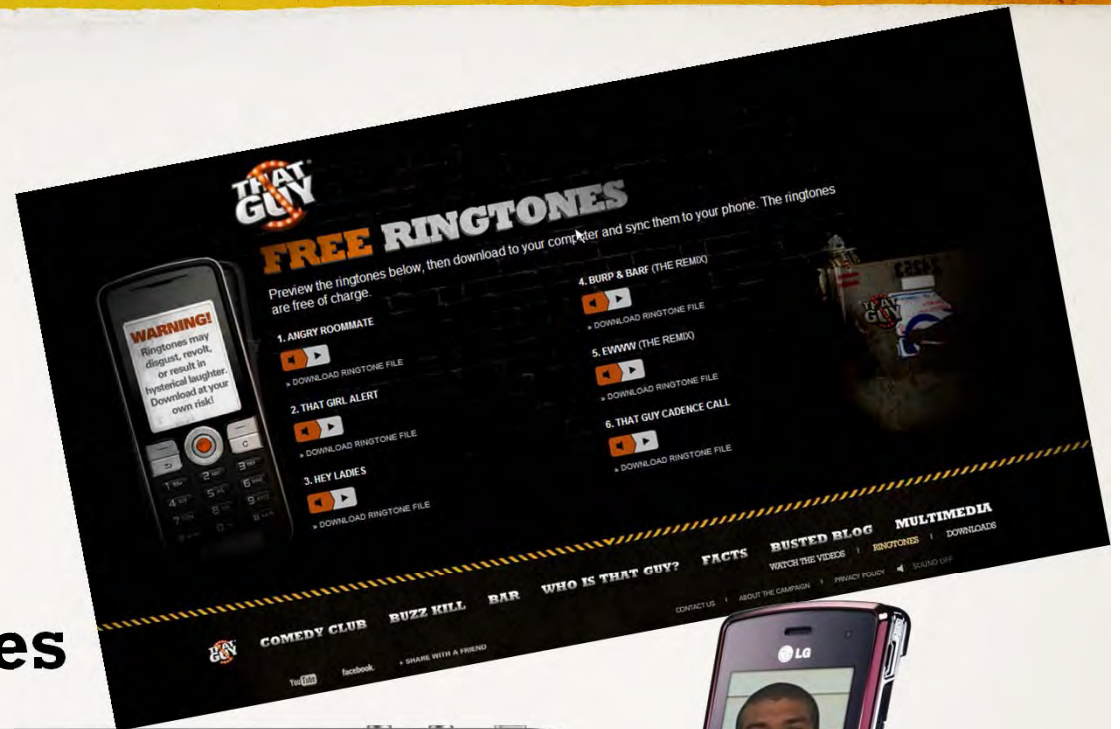


WWW.THATGUY.COM



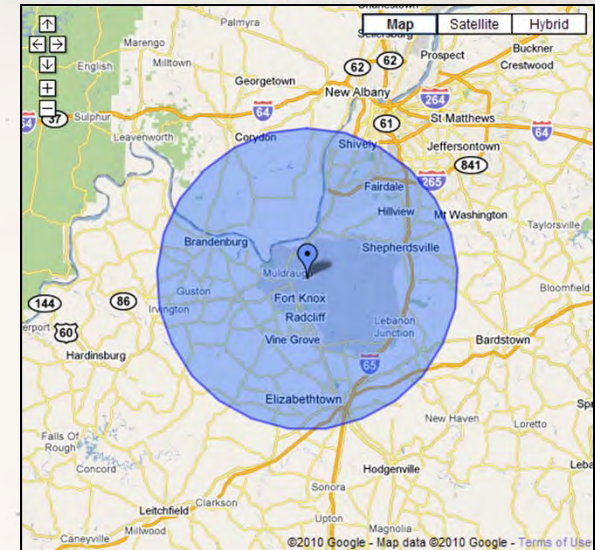
Take it Mobile

- 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



RESOURCES

GET STARTED

GET MATERIALS

AD SHOWCASE

THAT GUY IN ACTION

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 stages of That Guy over the course of a night, and show the consequences of excessive drinking.



GET STARTED

GET MATERIALS

THAT GUY IN ACTION



Sustain Relationships

Who Is That Guy?
 So who is *That Guy* anyway? Chances are, you know him... or her. *That Guy* is anyone who, after drinking excessive amounts of alcohol, loses control of self or situation with humiliating or embarrassing results. To combat such tendencies, the Department of Defense/TRICARE Management Activity has introduced an integrated marketing campaign, Don't Be *That Guy*. The campaign uses humor to exemplify the short-term social consequences of excessive drinking among active duty, junior enlisted personnel, ages 18 to 24, pay grades E1 — E4, across all four branches of service.

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 deck of cards, key chains and coasters. I distributed posters/flyers thru our units to be posted on dayrooms, hallways, etc...the other thing that is well received, and I passed on 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."

— Edgardo A. Menjivar, ASAP Prevention Coordinator, Fort Carson

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

July 2009, Issue 4

NEW POSTERS — 'REALITY SERIES'
 Our new series of eight **mini-posters** (8-1/2" x 11") captures some of the realism and negative consequences of becoming *That Guy*. All posters are available for 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 emailing 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.

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; MWR;

DECEMBER 2010
 Issue 7

HAPPY HOLIDAYS FROM THAT GUY!

FIVE MORE YEARS OF THAT GUY!

We all have reason to celebrate this holiday season as we are proud and excited to announce: Five more years of *That Guy*! The Department of Defense/TRICARE Management Activity recently awarded a five year contract to extend *That Guy* into 2015! 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.

HOT OFF THE PRESSES:

Popular *That Guy* cartoons are now available in pop-up tent cards for tables, desks, bar tops and food courts. [Order online](#) today!

In 2011, be on the lookout for:

- New monthly poster series
- New *That Guy* cartoons
- New coaster series and more

SO HOW DOES THAT GUY STACK UP?

RAISING AWARENESS: Since its start in 2006, *That Guy* has now reached a 44 percent awareness level.* The campaign is active in 550 installations and www.ThatGuy.com has collected more than a million visitors, and nearly 3,000 POCs are helping deploy the campaign.

REDUCING BINGE DRINKING: Overall, among enlisted ages 17 to 24, binge drinking dropped from 51 percent in 2005 to only 46 percent in 2008 (across Army, Air Force, Navy and Marines), according to the 2008 Health Related Behaviors Survey results. What's more impressive, the findings show that the binge drinking rate was 11 percent lower among all participating installations overall versus those installations that had little or no involvement in the campaign (38 percent vs. 49 percent).

* According to the recently released DMDIC Status of Forces report.

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 in February 2010, the campaign launched a *That Guy* Fan Page at www.facebook.com/thatguy. 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. The page allows E1-E4's to share stories, resources, and build a community that emphasizes the message that drinking to excess is not cool.

That Guy Facebook Page is Going Strong

- Nearly 14,000 fans
- We have integrated applications into the page, including the popular Are You *That Guy*? Quiz
- Fans provide the page with videos, photos, comments and more
- Our page continues to grow and refer traffic to the www.ThatGuy.com, bringing in around 1,800 users a month

Help Us Keep it Growing!

Get involved by adding *That Guy* as a "favorite page" on your installation's fan page, or share the link to the campaign Web site by clicking the "Like" button at the top of your page and being in with www.ThatGuy.com



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)



THE BUZZ ON SOCIAL MARKETING

Questions?

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