Counter Balance Initiative – 2014/15

COUNTER BALANCE

FY14-15
"COUNTER BALANCE" POINT OF SALE (POS) INITIATIVE
PHASE 1: MAY – JULY 2015

ABOUT THE INITIATIVE

The Vermont Department of Health seeks to educate, raise awareness, and generate support for reducing the impact of tobacco advertising in Vermont communities.

The POS initiative is part of a continuum of work to reduce youth tobacco initiation and use.

As the second of two campaigns during phase one, the spring campaign will continue to focus on educating Vermont parents about the impact point of sale tobacco advertising has on children's perceptions of tobacco and likelihood that they will eventually use tobacco.

The campaign will include traditional and social media as our primary communication vehicles, while seeking the support of stakeholders and community partners to help disseminate the campaign messages.

Data from the fall store mapping and auditing will be added to the Counter Balance website and communicated through social media channels to help further educate and engage primary and secondary audiences.

TARGET AUDIENCE

- Primary: Parents 25-49
- Secondary: Local policy makers, regional planners, tobacco coalitions, district offices, and youth groups

GOALS

- Statewide Reach
- 500 Total GRP's
- At least 60% Reach/4 Frequency toward target audience

THE BUY

- Traditional and digital to run concurrently
- 40% of the television buy in Prime Time; 25% in local news
- Digital campaign expands upon TV message to communicate additional facts
- Digital placements demographically, geographically, behaviorally and interest targeted to Parents with children in the household

PROPOSED BUDGET

$47,935 over 8 weeks beginning 5/4/15

ESTIMATED

76.9% reach/6.5 frequency of Adults 25-49