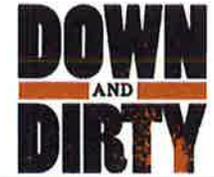


**YOUTH PREVENTION CAMPAIGN
MID-FISCAL REPORT**

**DOWN
AND
DIRTY**

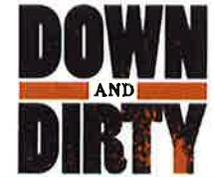
Vermont Department of Health

FY15/16 Overview

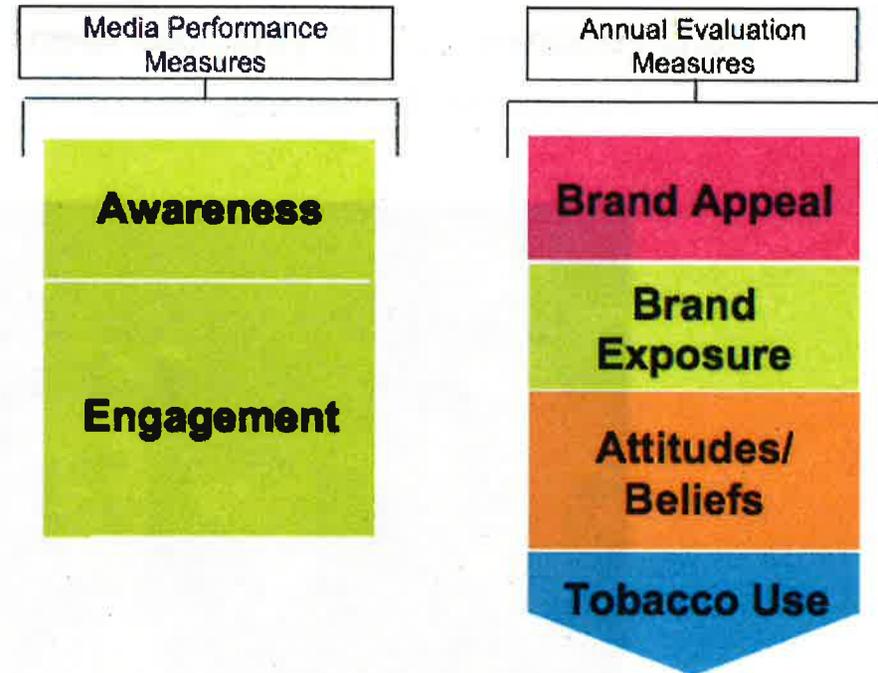


- Formative research in VT identified Country teens as high-risk audience not being reached by other tobacco prevention efforts
- In 2015/16, we set out to be more strategic with our targeting of Country teens by reallocating traditional media budget to additional targeted digital advertising and refining our targeting efforts
- Continue to use FB as primary digital platform
- During first 7 months of FY16 we ran two successful message packages:
 - **MP1: Deer Camp Champ** focused on how chewing tobacco gets in the way of the hunting lifestyle
 - **MP2: Junkyard Challenge** focused on the financial cost of using tobacco

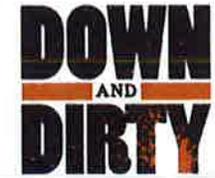
Strategy



- Develop awareness about culturally-relevant anti-tobacco messages
- Engage Country teens in conversations about tobacco use and motivate them to amplify the message in their networks
- Grow the authenticity and social authority of D&D as a brand among Country teens



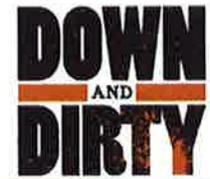
Target Audience



D&D reaches 13-18 year old teens in cities/towns across Vermont who are interested in hunting, muddin', 4x4s, and other Country activities.



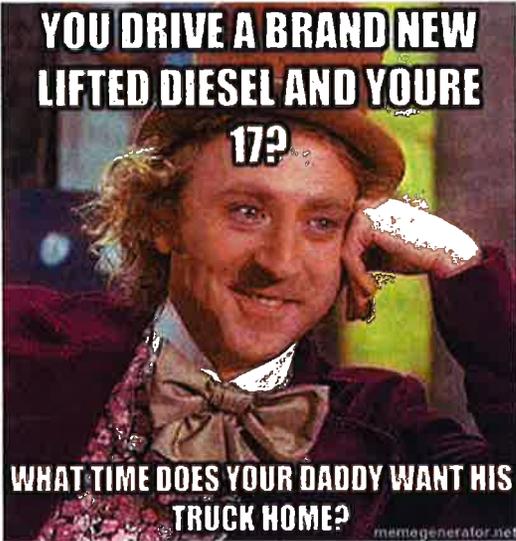
Top Lifestyle Posts



Down And Dirty
December 16, 2015

Like Page

We all know that person



Like Comment Share

199 people like this. 701 shares

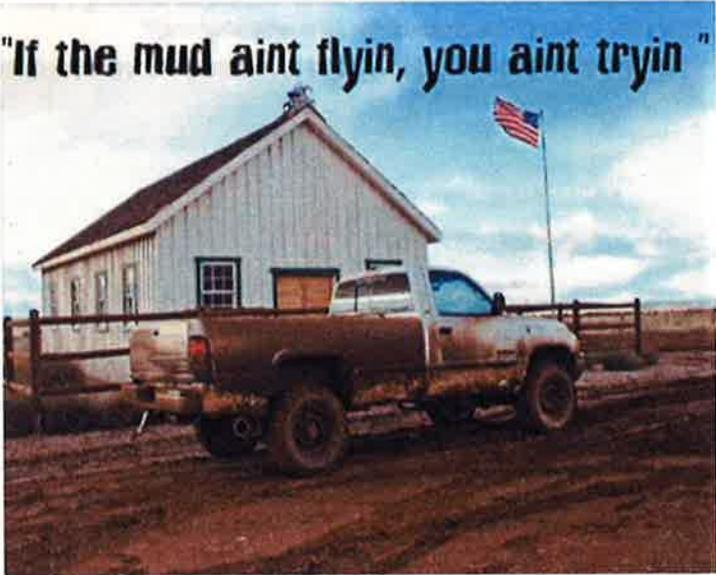
Top Comments - 7 comments

3,803 engagements

Down And Dirty
November 25, 2015

Like Page

Aint that the truth!



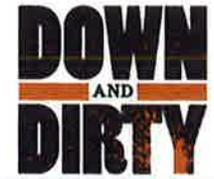
Like Comment Share

864 people like this. 289 shares

Top Comments - 16 comments

1,485 engagements

Top Branded Messaging Posts



Down And Dirty
October 13, 2015

Like Page

Sometimes it can be boring waiting in a treestand, but sitting there using dip for a couple of hours would be the same nicotine as smoking a pack of cigarettes. How do you bypass the time when hunting?

DOWN DIRTY STAY LOYAL TO THE HUNT. NOT TOBACCO.

Like Comment Share

249 people like this. 10 comments

14 shares

318 engagements

Down And Dirty
September 9, 2015

Like Page

What legacy will you leave behind?

18K Views

Like Comment Share

189 people like this. 3 comments

30 shares

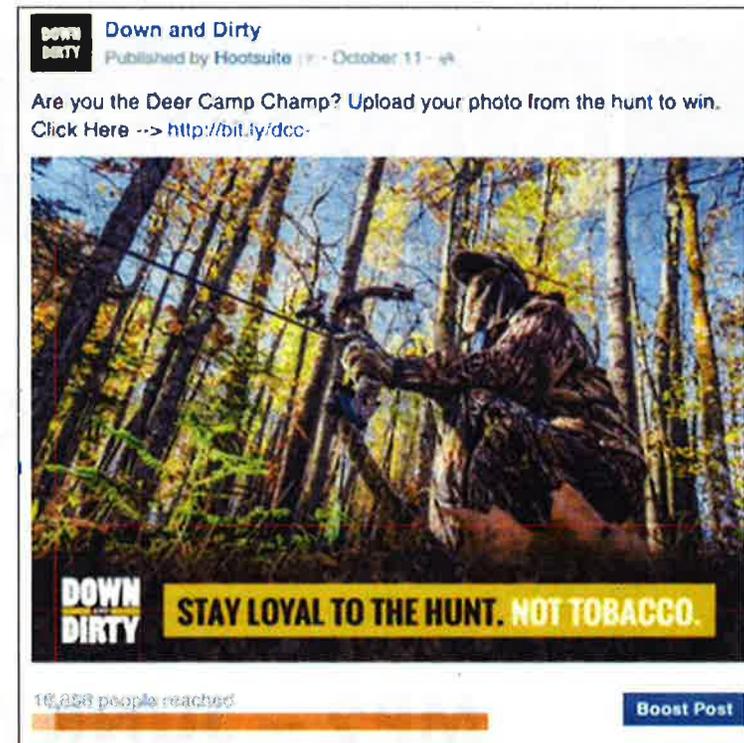
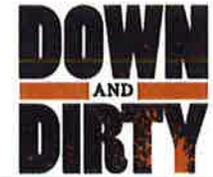
244 engagements

FY15/16 MESSAGE PACKAGES

MP1 – DEER CAMP CHAMP
(September – November)

MP2 – JUNKYARD CHALLENGE
(December – February)

MP1 – Deer Camp Champ



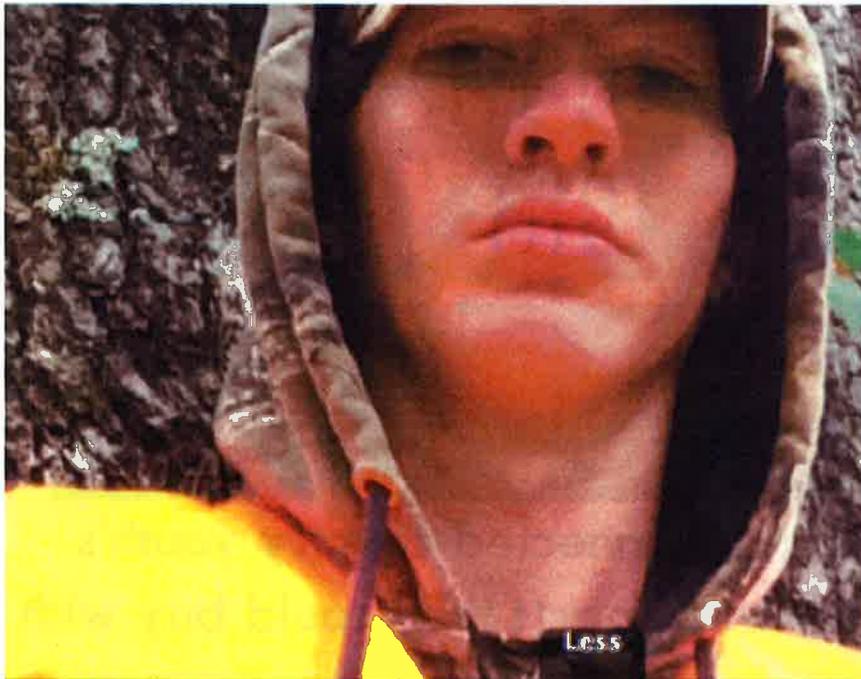
Deer Camp Champ aligned a tobacco-free lifestyle with the peer crowd's passion for hunting. The contest called youth to submit their hunting photos and provide their reason for hunting and living tobacco-free. This campaign garnered **12,136 engagements** and **952,089 impressions**.

MP1 – Deer Camp Champ



Getting hooked on dip is just as addictive as cigarettes, which makes it very tough to quit.

Do you agree it's better to live and hunt tobacco-free?



Hunting is not just getting a buck of a life time. Its about the adventure of getting their. Who wants articial buzz when you can get a natural high from life. No need for those toxins.



By Joshua G.



I choose to live and hunt tobacco free because there's no better rush than chasing down a nice buck



By Austin W.



You can live longer which mean hunting longer and stronger



By Hunter H.



It's better to hunt tobacco free because then you can walk and carry your deer for a longer period then people that smoke.



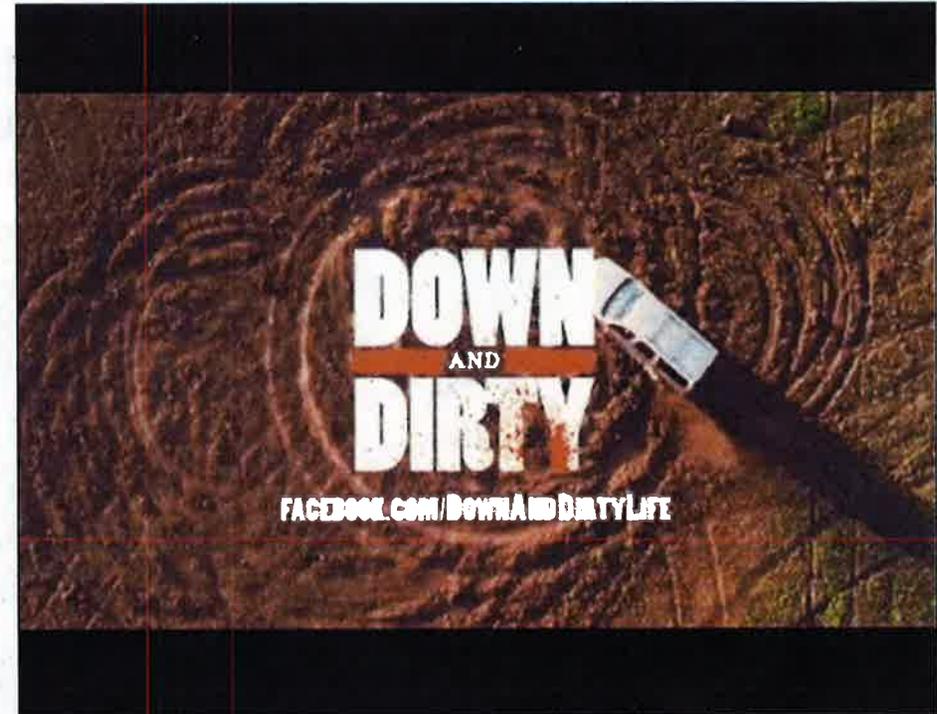
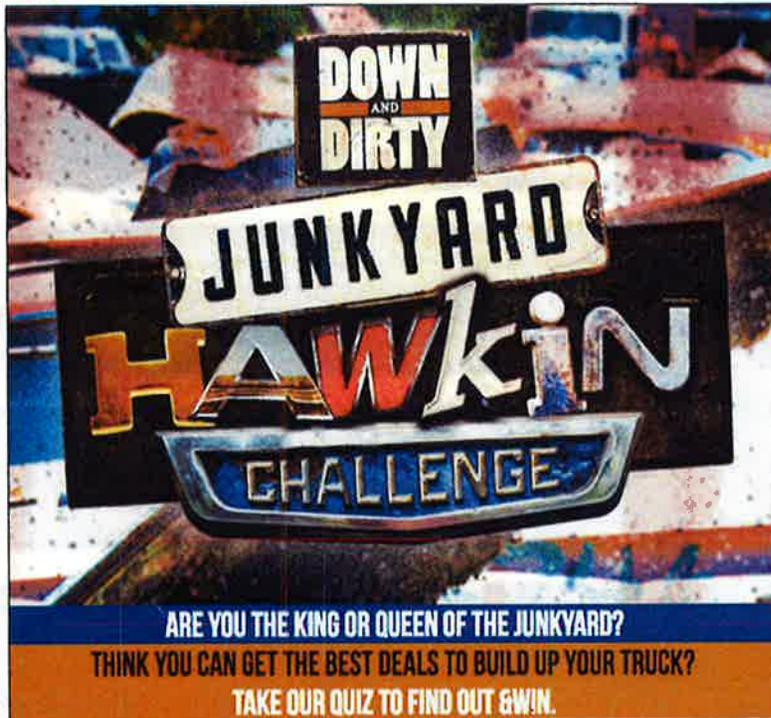
By Richard D.



#1 What person in their right mind wants to go hunting with 40,000+ chemicals sitting in their mouth, think about it, there's battery acid, butane, and even jet fuel, and that's no where near all of them, I'd be here for a while, a long while.

MP2 – Junkyard Challenge

**DOWN
AND
DIRTY**



The Junkyard Challenge focused on a quiz that connected country youth's interest in fixing up their trucks with how many truck parts they could buy with \$1,000 a year.

This MP received an unprecedented **14,456 engagements** and **1,764,634 impressions**.



FY15/16 METRICS

JULY 1, 2015 – FEBRUARY 9, 2016

Vermont Department of Health



Facebook Metrics

Goals	Metrics	July	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb. 1-9	TOTAL
Message Packages:				Deer Camp Champ			Junkyard Hawkin Challenge			
Awareness	Impressions	18,310	26,261	638,834	380,621	573,125	535,621	1,106,239	203,230	3 MM
Engagement	Likes	245	667	2,214	1,534	3,148	4,180	3,489	104	15,581
	Photo Views	1,011	528	1,056	1,001	2,965	2,222	2,552	23	11,358
	Shares	102	203	512	255	532	939	634	8	2,880
	Comments	31	101	156	77	114	239	147	1	866
	New Page Likes	52	52	704	206	352	182	230	29	1,807

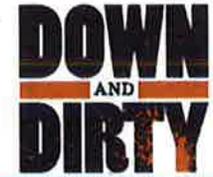
Video Views



By changing our primary video platform from YouTube to Facebook, we were able to drastically reduce our cost per view and drive more video views.

Goal	Metric	July	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb. 1-9	TOTAL
Message Packages:				Deer Camp Champ			Junkyard Hawkin Challenge			
Facebook	Video Views	0	0	50k	0	0	85k	9,674	0	144,674
Youtube	Video Views	100	41	30	101	90	148	124	41	675

Lessons Learned



- ❑ Images and video that feature lifestyle content perform best
- ❑ Very important to have clear CTAs and simple steps to engage the audience
- ❑ The cost of digital advertising is increasing so we need to continue to test and evaluate new strategies to reach and engage Country teens in the most cost-effective way
- ❑ Continue to promote videos on Facebook rather than YouTube
- ❑ UGC contests are great for stimulating brand recognition, social interaction, and building a deeper relationship between the brand and its audience, but they are labor intensive for the audience