VTERB Media Committee
Rural Teen Media Review

April 30, 2015
Youth Tobacco Prevention Program for the High-Risk Country Peer Crowd
Agenda

- Social Branding Overview
- Program Evaluation Summary
- Brand Progress
- Review and vote on Down and Dirty Media Plan
- Review Legacy Ad
- Review Audience Feedback on Legacy Ad
- Vote on Legacy Ad
- Other Business
Social Branding Strategy Overview

- Behavior change marketing strategy that aims to change what it means to be a Country teen by breaking the association between tobacco use and the Country Identity.

- Social Branding approach identified as a promising strategy in 2014 AJPH article.

- Formative research in VT and VA identified Country teens as high risk audience not being reached by other tobacco prevention efforts.

- **Key Insights:** High prevalence of smoking and chew; Highly value personal freedom, independence, and family; Respect rights of companies and corporations to produce, and market whatever they want; Love and support their country; Enjoy outdoor activities such as hunting, fishing, and mudding; Facebook is still most widely used SM platform
Social Branding Approach

BEHAVIOR CHANGE PROCESS

1. Exposure to Intervention: Social Brand
2. Associates Social Brand with Rural Culture
3. Believes Social Brand is Trendsetting Among Country Youth
4. Associates Social Brand with Anti-Tobacco Attitudes as Part of Social Brand's Own Cultural Identity
5. Decreased Perceived Smoking Among Peers and Socially Influential Peers: Increasing Desire to Quit
6. Decreased Smoking Behavior
Program Evaluation

- IRB approved online survey
- Assess brand awareness, exposure, and appeal among Country peer crowd
- Assess tobacco use among target audience
- Interest-Based Targeting recruitment on Facebook
Year 1 Evaluation Summary

- Strong brand awareness in first year (62.7% of total / 64.4% of tobacco users)
- More tobacco users (71.4%) are exposed to D&D Facebook page than overall sample (65.8%)
- Findings imply that D&D has successfully reached at-risk Country teens and 58.9% of the tobacco users who are aware of the brand “like” or “really like it”
- High prevalence of tobacco use in sample (34.5%) indicate social media efforts are reaching high-risk teen audience since the same FB targeting techniques used for the campaign were used for the study
- Campaign is now firmly associated with Country culture and 51.5% associate it with “living tobacco free”
Year 2 Evaluation

- Target survey goal = 250
- Targeted online survey
- Data collection period: April 28 – July 30, 2015
- Will compare to Year 1 results
Digital Growth

Facebook Likes: 6,606

Average 28 day engagement: 3,540
Higher than average engagement than other brands
Digital Engagement

Wayne Elwood Bourne - Milton Jr. Sr. High School
No need for tobacco in your life it's taught me waste of cash and bad for people around
Like · Reply · Apr 10, 2015 9:47am

Down And Dirty
Exactly Wayne Elwood Bourne!
Like · Reply · Apr 10, 2015 1:48pm

Jordan Lee Tuttle
Ain't no tobacco goin to define us citizens as our ongoing selves to be what we choose to be, redneck all the way, tobacco free.
Like · Reply · Apr 8, 2015 3:07am

Down And Dirty
Couldn't have said it better our selves Jordan!
Like · Reply · Apr 10, 2015 1:53pm
Digital Engagement

Hannah Cota
You don't need tobacco to be redneck or country.
Like · Reply · Apr 5, 2015 9:28am

Down And Dirty
Our thoughts exactly, and nothing better then the country life
Like · Reply · Apr 10, 2015 1:49pm

Aaron Bates · Rutland High School
No need to have tobacco in your life I've learned it's nothing but bad new and problems and a big waste of money Rutland vt
Like · Reply · Apr 7, 2015 9:39pm

Down And Dirty
We've learned the same thing Aaron Bates. Are you going to Vermonster at the fair grounds in Rutland this May?
Like · Reply · Apr 10, 2015 1:50pm
Rural Teen Media Overview

Vermont Department of Health
Rural Teen Media

Target Audience
- Vermont Teens 12-17
- Low SES

Objective
- Reach Rural Teen Tobacco Users
- Contribute to Shifting Social Norms

Timing
- May 18 – June 28, 2015 (six weeks)

Budget
- $42,000

Vermont Department of Health
Rural Teen Television Media

Television - Statewide

- Broadcast
- Supported by Eight VT Cable Zones

Vermont Department of Health
### Rural Teen Television Media

<table>
<thead>
<tr>
<th>Media</th>
<th>Spend</th>
<th>GRPs</th>
<th>Reach/Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television</td>
<td>$18,000</td>
<td>127 grps</td>
<td>42%/3.0</td>
</tr>
</tbody>
</table>

Vermont Department of Health
The way viewers consume video content is changing faster than ever before — 14-17 year-olds are abandoning TV screens faster than any other group.

Source: 2015 Accenture Digital Consumer Survey

\% Users that are accessing content “daily” AND “weekly”
Youth 13-24 view fewer hours of traditional TV than content from digital sources.

Online video watched by 96% of youth at an average of 11 hours weekly

Traditional TV viewed by 81% of youth at an average of 8 hours weekly

Source: 2015 Acumen Report—Constant Content
Defy media partnering with Hunter Qualitative Research and child psychologists at KnoWhy Research
Consumers are multi-tasking by using more than one device simultaneously – especially teens

- **Tv + Smartphone**: 57%

- **Ages 14-17**: 74%
- **18-34**: 71%
- **35-44**: 59%
- **45-54**: 42%
- **55+**: 27%

% Multi-tasking users selecting all applicable devices used while watching TV

Sample base: Respondents owning the specific devices and multi-tasking while watching TV | N=17048

Source: 2015 Accenture Digital Consumer Survey
91% of rural teens access the internet from a mobile device*

Teens ages 13 to 17 are going online frequently. Aided by the convenience and constant access provided by mobile phones, 92% of teens report going online daily — with 24% using the internet “almost constantly”*

Facebook is more likely to be cited as the most used site by lower income youth than by higher income teens*

Teens who fall into lower socioeconomic groups are more likely than those living in higher income and more highly educated households to use their cell phone as a primary point of internet access**

Source:
*Teens & Technology 2015 Pew Research Center released 4-9-15
**Teens & Technology 2013 Pew Research Center
Rural Teen Digital Media

- **Platforms**
  - Mobile (smartphones & tablets), laptop and desktop

- **Targeting**
  - Geo – All VT zip codes only
  - Demo – 13-17 year olds specifically through existing profiles
  - Content – Programs that index high for teens

- **Ad placements**
  - Pre- and during content
  - Requires 100% viewing before continuation of content
  - Can link through to FB

Vermont Department of Health
Rural Teen Digital Media

Teens Have Higher Engagement on Hulu Minutes per Visit (Session)

- Hulu: 50 Min
- Total Internet: 28 Min

Vermont Department of Health
Rural Teen Digital Media

- **Platforms**
  - Mobile ONLY (smartphones & tablets)

- **Targeting**
  - All VT zip codes only
  - Sites & apps that index high for teens

- **Ad placements**
  - Pre-roll – must be viewed 100% to watch selected content
  - Video Plus – full screen video that plays instantly; a CLOSE button to exit the experience appears at the 7.5 sec mark avg. completion rate 20%
  - Can link through to FB
  - Plus 10% Added Value (50,000 impressions)
Rural Teen Digital Media

- **Automotive**
  - Car and Driver
  - Popular Mechanics

- **Entertainment News & Gossip**
  - DailyHoroscope.com
  - Seventeen.com

- **Gaming sites**
  - Angry Birds
  - MineSweeper

- **Movies TV Music**
  - Pandora
  - TV Land
  - Syfy

- **Mobile Apps**
  - musiXmatch
  - Shazam
  - Slacker radio
Targeted Facebook ad buy

Interest targeting allows us to target niche Country teen peer crowd based on interests that they have shared with Facebook.

Interest categories must be narrow enough to minimize wasteful exposure.
  - Example broad interest categories:
    - country music
    - hiking
    - camping
    - trucks
  - Example narrow peer crowd interest categories:
    - mud bogging
    - deer hunting
    - monster trucks
    - 4x4ing
## Rural Teen Digital Media

<table>
<thead>
<tr>
<th>Media</th>
<th>Spend</th>
<th>Estimated Impressions</th>
<th>Estimated Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Teens 12-18</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>HULU</td>
<td>$8,000</td>
<td>242,000</td>
<td>95%</td>
</tr>
<tr>
<td>Millennial Media</td>
<td>$8,000</td>
<td>550,000</td>
<td>45%</td>
</tr>
<tr>
<td>Facebook &amp; YouTube Video Placements</td>
<td>$8,000</td>
<td>1,230,000</td>
<td>42,105 thru 50% of the video</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$24,000</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Rural Teen Media Proposal

<table>
<thead>
<tr>
<th>Media</th>
<th>Spend</th>
<th>GRPs</th>
<th>Reach &amp; Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Teens 12-17</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Television</td>
<td>$18,000</td>
<td>158</td>
<td>45.6%/3.4</td>
</tr>
<tr>
<td>Digital Streaming</td>
<td>$16,000</td>
<td>328</td>
<td>71.5%/4.6</td>
</tr>
<tr>
<td>Facebook &amp; YouTube Video</td>
<td>$8,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>$42,000</td>
<td>380</td>
<td>75.1%/5.1</td>
</tr>
</tbody>
</table>

Vermont Department of Health
Rural Teen “Legacy” Ad
“Legacy” Spot

- First MP to focus solely on chewing tobacco.
- Country youth are far more likely to use chewing tobacco than any other youth audience.
- Initial exposure to smokeless tobacco often occurs through older family members.
- Youth often view chew/dip as a healthy alternative to smoking.
- Spot uses emotional appeal with realistic consequences. Visuals and copy aligns with Country values to further connect the audience with the tobacco-free messaging.
“Legacy” – Audience Feedback

- Top 3 things that stood out
  - “The music” x 2
  - “The truck” x 2
  - “His story” x 3
  - “His tone of voice”
  - “Strong message – great footage and shots – the graveyard scene gave me chills”
  - “My life my legacy to be tobacco free” Thought this was a good statement that shows you make your own choices. Isn’t dip and chewing tobacco the same the same thing?”
“Legacy” – Audience Feedback

- Do you like the commercial? Why or why not?
  - “I like the commercial, but it should be a little more sad though for impact.”
  - “I did like the commercial because it made me think twice about ever thinking about smoking.”
  - “Yes, it is a solid commercial with a strong and positive message.”
  - “I did like the commercial, was a lot in 30 seconds.”
“Legacy” – Audience Feedback

What do you think is the main message?

- “The main point is to learn from his dad’s mistake.”
- “You can live a longer life tobacco-free.”
- “That chewing tobacco causes cancer. It also shows youth that they do not have to follow in others footsteps when it comes to using tobacco products. That they can create their own path that is tobacco free and ultimately a much better alternative.”
- “You can choose how to live.”

Vermont Department of Health
“Legacy” – Audience Feedback

- Do you relate to this commercial? Why or why not?
  - “I do relate to this because my dad smokes and I refuse to give in.”
  - “Yes I do cuz I’ve lost someone to cancer.”
  - “I can relate – lost and uncle to lung cancer. Definitely motivation to live your own life.”
  - “No because I don’t use tobacco products and neither did my parents.”
“Legacy” – Audience Feedback

- Do you think this commercial would motivate people your age to live tobacco-free? Why or why not?
  - “I can relate to it. I think this commercial would motivate people to quit.”
  - “For the most part yes, it should motivate ppl to stop using tobacco cuz it will make them think of their parents.”
  - “I believe it would motivate people my age to live tobacco free because who doesn't want a longer life? Goes to show anyone can lose their life due to tobacco.”
  - “It certainly could but I don’t think it is as powerful of some of the other D&D commercials that I have seen. The commercials that have the most impact I think are the ones that highlight and point out some surprising fact or statistic related to tobacco.”
Thank you
VTERB Media Committee!

Vermont Department of Health