

Engaging Youth with Multi-Platform Marketing Strategies

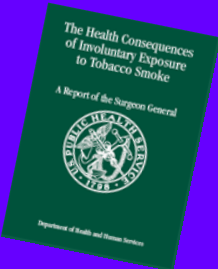
David Tompkins, Media Strategist
New Mexico Department of Health

Engaging Youth with Multi-Platform Marketing Strategies

Participants in this session will:

- Review multi-platform elements of several successful media campaigns.
- Examine marketing strategies that engage youth.
- Discover ways that media campaigns can be integrated into youth coalition and peer education activities.

SHS Public Education Media Campaign




So, how long can you hold your breath?

Billboards create a buzz.



30 seconds to get your attention.




"Debate"




"Escape"

Newspaper: Focus on the facts




The Surgeon General recently concluded that breathing second-hand smoke makes it more likely that you will get heart disease, have a heart attack, and die early.

So, how long can you hold your breath?



In 2006, the Surgeon General concluded that "the smoking" section doesn't protect you from second-hand smoke.

So, how long can you hold your breath?



In 2006, the Surgeon General concluded that the biggest gun on second-hand smoke, the most likely to kill you.

So, how long can you hold your breath?

Mannequins speak out.



A Public Education Media Campaign Grows Legs

YEAH! Coalition visits the Capitol in "Blue Face" during their 2007 Legislative Retreat.

YEAH! Coalition (Youth Empowerment Advocacy Heroes) is a statewide coalition of community and school-based organizations, which works to promote good health through the reduction and prevention of tobacco use.



Preventing Tobacco Use Initiation: The Marketing Challenge

How do we convince a teen who is being marketed to by the tobacco industry with millions of dollars, who sees movie stars using tobacco on screen, who is unsupervised, stressed, easily influenced by their friends, who believes they should be able to make their own decisions, and who thinks tobacco makes people look cool, to not use tobacco?

By putting the heat on cool.

SEPTEMBER 19, 2006

STATEWIDE GUERRILLA MARKETING CAMPAIGN

BATHROOM HUMOR

THAT'S WHAT'S COOL ABOUT SMOKING

T-SHIRTS FOR THE GUERRILLAS.
THAT'S WHAT'S COOL ABOUT **NOT** SMOKING.



STATIC CLINGS FOR MIRRORS AND WALLS



NO MATTER HOW MUCH YOU BRUSH,
YOU CAN'T GET THE SMELL OUT OF YOUR HAIR.
THAT'S WHAT'S COOL ABOUT SMOKING.

ONE CIGARETTE IN THE MORNING
GIVES YOUR HAIR A FABULOUS ALL-DAY STINK.

NOTHING CUTS THROUGH A BREATH MINT
BETTER THAN A CIGARETTE.

YOU'LL BE DIFFERENT THAN THE REST OF THE GIRLS.
THEY'LL HAVE FRESH BREATH.

YOUR BREATH HAS THE POWER
TO MAKE PEOPLE'S EYES WATER.

A CIGARETTE LASTS 7 MINUTES.
THE BREATH LASTS FOR HOURS.

YOUR TEETH TURN AN AMAZING SHADE OF YELLOW.

THAT'S WHAT'S COOL ABOUT SMOKING.

MAGICAL URINAL SCREENS CREATE A MESSAGE WITH WARMTH



THIS COULD BE THE COLOR OF YOUR TEETH.
THAT'S WHAT'S COOL ABOUT SMOKING.



100 SCHOOLS, BOYS AND GIRLS CLUBS
AND OTHER PARTICIPANTS

THAT'S WHAT'S COOL ABOUT YOUTH ADVOCATES

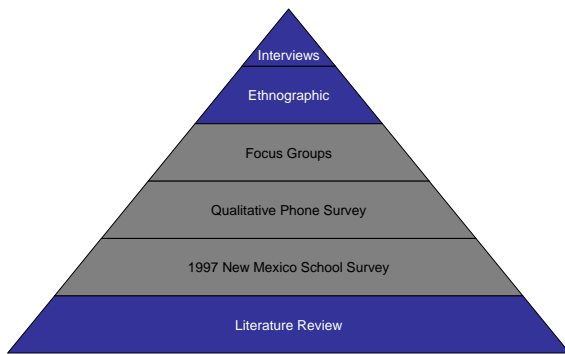


RECORD NEWS COVERAGE

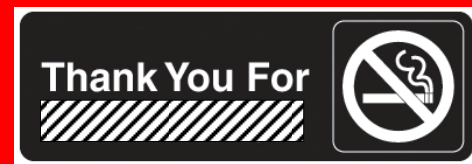
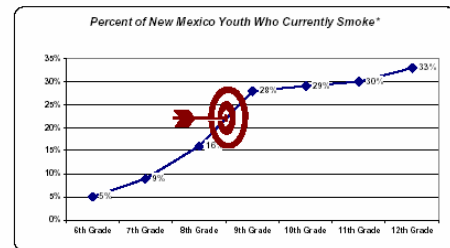
THAT'S WHAT'S COOL ABOUT POTTY HUMOR.



FY07 RESEARCH, PLANNING AND DEVELOPMENT



TARGET: The bull's-eye of the target of this campaign is an 8th grade graduate, who has not yet completed 9th grade, who has not made a decision to smoke *and* who has not made a decision not to smoke.



Youth Tobacco Use Prevention Media Campaign

New Mexico Department of Health
Tobacco Use Prevention and Control Program

TV Spots



T-Shirts



Stickers



 .com



SUV Road Tour



TYFNS Pilot Project

- May 16 – 31
- Pilot communities: Farmington and Taos
- TV ads on cable
- SUV Tour, shirts, stickers
- Evaluate youth and adult response





Media Campaigns that Engage

- Message is designed for the target audience to draw their own conclusions
- Coordinates multiple sources of media
- Encourages peer-to-peer participation, discussion and interaction
- Invites expansion
- Engages its audience as collaborators and creators of media
- Empowers its audience to “own” the message
- Is cooler than theirs

**Engaging Youth
with
Multi-Platform
Marketing Strategies**

David Tompkins, Media Strategist
david.tompkins@state.nm.us
505-841-5874