

## **'Rethink the Drink'** **Alcohol Awareness Media Campaign**

### **Challenge:**

To develop a campaign (or enhance an existing campaign) that emphasizes the negative consequences of alcohol misuse and/or abuse and leads to a change in attitude and/or behavior.

### **Goals:**

- We want our communities to learn/understand that *alcohol is a drug* and to '*rethink the drink*' before making decisions involving the misuse of alcohol.
- We want parents with minor children to '*rethink the drink*' when it comes to having alcohol accessible in their home.
- We want youth to '*rethink the drink*' when making choices about drinking alcohol for the first time and to wait until they are 21 before deciding to drink.
- We want young adults to '*rethink the drink*' when it comes to binge drinking (having multiple alcoholic drinks at one sitting).

### **The "Problems":**

- The general population does not classify alcohol as a drug (with harmful consequences) but instead places alcohol into a broader, more socially acceptable category (with less than harmful consequences).
- There are too many parents who do not take the proper precautions when having alcohol in the house. Often these parents would prefer to have their children "drink at home where it's safe" rather than educate their children on the dangers alcohol pose to the young person.
- Young people in our community are having their first drink of alcohol at an early age (11 years).
- Young people in our community often choose to drink alcohol without considering the consequences.
- Binge drinking is widespread among young adults (18-25) and there is too little being done to raise awareness of the serious consequences associated with this risky behavior.

### **Objectives of Our Campaign:**

To raise overall awareness that it is illegal for anyone under 21 to consume alcohol

To raise overall awareness about alcohol's affects on young people

To change the perception that alcohol is a 'less dangerous' drug for young people

To change attitudes many parents have that it is 'okay to drink at home, where at least they'll be safe.'

To educate adults on binge drinking – what it is, how widespread it is, and how dangerous it is

### **Targeted Objectives:**

- Our campaign should encourage at least 500 youth, under21, to text-back that they will '*rethink the drink*' and abstain from alcohol use.
- At least 5,000 adults in our community should view our campaign within the first four weeks of launch.
- Our campaign should be seen by at least 50,000 people during the course of the campaign.

## **Strategy:**

Our strategy involves reaching wide audiences in both Bartow and Polk counties through a multi-media approach. Our campaign slogan, "Rethink the Drink", will be the consistent message delivered to our audience regardless of the medium it is delivered through.

We will begin our campaign effort by reaching both communities during an ongoing digital advertisement playing in the Carmike Theater located in Cartersville. This theater serves both Bartow and Polk county audiences and has approximately 4,000-7,000 admissions per week. Our ad will play on all 12 screens which results in over 420+ movie sessions per week. Our ad will begin on November 30, 2012 – just in time for the holiday movie season – and will run for 28 weeks. The ad will be interactive, in that it will offer the audience the opportunity to text the word "rethink" back to us and receive a promotional offer in return (as provided by local retailers). This will allow us to capture their contact information (for future use) and it will give us real-time statistics for reporting purposes.

To coincide with our movie campaign, we will run concurrent newspaper ads in both the Bartow Daily-Tribune and the Rockmart Journal. B&W and color ads will appear weekly and will reinforce the message to "rethink the drink" by asking readers to "text-back" the word "rethink" for promotional offers (provided by local retailers). The Daily-Tribune has over 40,000 subscribers and the Journal has over 11,000. Both papers are the main news source for each county.

In addition to the abovementioned, we will run "rethink the drink" PSA's on Bartow radio station (WBHF) and Polk (South 107) and on the local Bartow Comcast TV Channel 24. We will have 2-3 Billboard placements in both counties that will reinforce our message "rethink the drink". And, we produce a variety of related advertising/promotional items (posters, tip cards, etc.) to coincide with our existing media coverage.

## **Proposition Statement:**

We need to reduce/stop the misuse of alcohol in our community; we must educate, and equip, young people and parents to 'rethink the drink' and make better choices.

**Stakeholders** (those who have the power to influence our cause and help make a change)

- **Allies** (people & organizations who already support our efforts)
  - We have included members of our CPAW in this campaign from the beginning. We are using their ideas and feedback in all aspects of the process – from creative/concept through implementation.
  - Alan Sanders is a member of our CPAW and is the local morning talk radio host on Bartow County's WBHF. Alan has offered to provide us with media-related tools (i.e., studio space) for recording PSAs.
  - The Mayor of Cartersville, Matt Santini, is a supporter of our campaign and has offered to help guide us in Bartow County.
  - The Mayor of Rockmart, Steve Miller, is a supporter of our campaign and has offered to help guide us in Polk County.

**Target Audience** (the people who can actually make the change we want to see)

- Group One: Residents of Cartersville, and surrounding areas, who are between the ages of 9-25
- Group Two: Residents of Cartersville, and surrounding areas, who are over the age of 25 and have minor children living in their home.
- Group Three: Residents of Rockmart, and surrounding areas, who are between the ages of 9-25
- Group Two: Residents of Rockmart, and surrounding areas, who are over the age of 25 and have minor children living in their home.

**Participant Communities** (people we would like to see become a part of our media campaign; the people, organizations, and groups who will watch our media, help distribute it and provide varying levels of support).

- Cartersville, and surrounding areas within Bartow County
- Rockmart, and surrounding areas within Polk County

### **Media**

*Media should not drive our overall campaign; it should be a way of achieving our goals and objectives by relaying our message and calling for action.*

- Which media formats do our participant communities have access to?
  - Bartow: Movie Theater, Newspapers, Radio, Billboards, Posters & Flyers, Local-access TV
  - Polk: Movie Theater, Newspapers, Radio, Billboards, Posters & Flyers, Local-access TV
- Which media formats do our target audiences follow most?
  - Bartow: Newspaper, Movie Theater, Radio, Billboard, TV
  - Polk: Newspaper, Radio, Billboard, Movie Theater
- Which media format will most likely encourage people to take action?
  - Bartow: Newspaper, Movie Theater, Radio, Billboard, TV
  - Polk: Newspaper, Movie Theater, Radio, Billboard

**Campaign Timeline** (see Exhibit A)

**Budget** (see Exhibit B)

### **Staffing**

Scott Sherwin, Program Coordinator  
 Mike Carpenter, Staff  
 Claire Curtis, Staff  
 Christa Layton, Staff

### **Materials Needed**

No additional hardware is required. Our campaign will utilize several third party vendors (e.g., Printer, Multi-media providers, etc.).

**Exhibit A**  
**Campaign Timeline**

**TASK 1:** Movie Theater Promo  
MEDIUM: 15 Second Digital Advertisement  
TARGET POPULATION: Bartow & Polk County Residents, Ages 9-25+  
FREQUENCY: Daily, 28 weeks  
POTENTIAL REACH: 130,000  
MATERIALS NEEDED: Account with ScreenVision  
KEY DATES: November 2 Draft Due – digital ad to Screen Vision  
November 14 Review, edit draft  
November 19 Finalize ad, sign-off on final product  
November 30 Ad premiers

**TASK 2:** 3.7" x 5" B&W Newspaper Ad – Bartow County  
MEDIUM: The Daily-Tribune, The Herald Tribune, & North Bartow News  
TARGET POPULATION: Bartow County Subscribers  
FREQUENCY: Weekly, 26 weeks  
POTENTIAL REACH: 40,000 subscribers  
MATERIALS NEEDED: Camera Ready Ad  
KEY DATES: November 26-30 Create Ad  
December 5 Provide Ad to Daily-Tribune  
December 9 Ad appears

**TASK 3:** Daily-Tribune Internet Ad  
MEDIUM: www.daily-tribune.com  
TARGET POPULATION: Bartow County Subscribers  
FREQUENCY: Weekly, 20 weeks  
POTENTIAL REACH: 35,000 unique visitors per month  
MATERIALS NEEDED: None  
KEY DATES: November 26-30 Create Ad  
December 5 Provide Ad to Daily-Tribune  
December 9 Ad appears

**TASK 4:** 5"x5" Color Newspaper Ad – Polk County  
MEDIUM: The Rockmart Journal, The Rockmart Plus  
TARGET POPULATION: Polk County Subscribers  
FREQUENCY: Weekly, 26 weeks  
POTENTIAL REACH: 11,000 subscribers  
MATERIALS NEEDED: Camera-ready Ad  
KEY DATES: November 19-20 Create Ad  
November 21 Provide Ad to Rockmart Journal  
December 5 Ad appears

**TASK 5:** Public Service Announcements  
MEDIUM: WBHF and SOUTH 107 Radio Stations  
TARGET POPULATION: Bartow and Polk County Listeners  
FREQUENCY: Weekly, 20 weeks  
POTENTIAL REACH: 4,000 listeners daily  
MATERIALS NEEDED: None  
KEY DATES: November 26-30 Create PSA  
December 5 Provide PSA to Station  
December 10 PSA airs

**TASK 6:** Alternative Print (Posters, Flyers, Tip Cards)  
MEDIUM: Print  
TARGET POPULATION: Cartersville and Rockmart  
FREQUENCY: TBD  
POTENTIAL REACH: TBD  
MATERIALS NEEDED: None  
KEY DATES: December 17-21 Create Material  
January 3 Provide Designs to McStatts  
January 6 Pick up Designs

**TASK 7:** SMS Text Marketing  
MEDIUM: Text  
TARGET POPULATION: Bartow and Polk County  
FREQUENCY: Ongoing  
POTENTIAL REACH: 130,000  
MATERIALS NEEDED: Online Account with VIA Digital Media  
KEY DATES: November 2 Create account  
November 5 Create SMS program  
November 6 Provide SMS info to Screen Vision  
November 30 Begin Text Campaign on Movie Screens

**TASK 8:** Outdoor Advertising  
MEDIUM: 2 Billboards (Lewis Outdoor)  
TARGET POPULATION: Bartow County  
FREQUENCY: December 1, 2012 – April 30, 2013  
POTENTIAL REACH: 40,000 Cars per day  
MATERIALS NEEDED: Print-ready graphic  
KEY DATES: November 5-9 Design Billboard graphic  
November 12 Provide concept to graphic artist  
November 19 Provide camera-ready art to production  
December 1 Billboard complete

**TASK 9:** Outdoor Advertising

MEDIUM: 2 Billboards (Lamar Outdoor)  
TARGET POPULATION: Polk County  
FREQUENCY: December 1, 2012 – April 30, 2013  
POTENTIAL REACH: Cars per day  
MATERIALS NEEDED: Print-ready graphic  
KEY DATES: November 5-9 Design Billboard graphic  
November 12 Provide concept to graphic artist  
November 19 Provide camera-ready art to production  
December 1 Billboard complete

**TASK 10:** :15 Ad on Comcast Channel 24

MEDIUM: Television  
TARGET POPULATION: Bartow  
FREQUENCY: Daily  
POTENTIAL REACH: 80,000 Subscribers  
MATERIALS NEEDED: 15 second Digital Ad  
KEY DATES: January 5 Provide Digital Ad to Comcast  
January 10 Ad begins running daily

**Exhibit B  
Budget**

<b>TASK 1:</b>	<b><u>Movie Theater Promo</u></b>
MEDIUM:	15 Second Digital Advertisement
COST:	\$7,000 (Bartow \$4,690 Polk \$2,310)
<b>TASK 2:</b>	<b><u>26 Week Newspaper Ad – Bartow County</u></b>
MEDIUM:	The Daily-Tribune, The Herald Tribune, & North Bartow News
COST:	\$3,458.
<b>TASK 3:</b>	<b><u>Daily-Tribune Internet Ad</u></b>
MEDIUM:	www.daily-tribune.com
COST:	\$250
<b>TASK 4:</b>	<b><u>26 Week Newspaper Ad – Polk County</u></b>
MEDIUM:	The Rockmart Journal, The Rockmart Plus
COST:	\$2,236
<b>TASK 5:</b>	<b><u>Public Service Announcements</u></b>
MEDIUM:	WBHF and SOUTH 107 Radio Stations
COST:	\$0
<b>TASK 6:</b>	<b><u>Alternative Print (Posters, Flyers, Tip Cards)</u></b>
MEDIUM:	McStatt's Print
COST:	\$3,244 (Bartow \$2,174 Polk\$1,070)
<b>TASK 7:</b>	<b><u>SMS Text Marketing</u></b>
MEDIUM:	Text
COST:	\$2,400 (Bartow \$1,608 Polk \$792)
<b>TASK 8:</b>	<b><u>Outdoor Advertising - Bartow</u></b>
MEDIUM:	2 Billboards
COST:	\$5,100 (includes production & install)
<b>TASK 9:</b>	<b><u>Outdoor Advertising - Polk</u></b>
MEDIUM:	2 Billboards
COST:	\$3,800 (includes production & install)
<b>TASK 10:</b>	<b><u>PSA on Local TV</u></b>
MEDIUM:	Comcast Cable Channel 24
COST:	\$0
<b>Total Cost</b>	<b><u>\$30,000 (Bartow \$20,000 Polk \$10,000)</u></b>