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YOU’RE NOT LIKE PEPSI.
YOU’RE LIKE PEPSI CO.

MULTIPLE BRANDS FOR THE SAME PRODUCT

WHO YOU ARE
OFTEN MOTIVATES BEHAVIOR
MORE POWERFULLY THAN
WHAT YOU KNOW
THERE HAS NEVER BEEN A COMMERCIAL BRAND, NOT NIKE, NOT APPLE, NOT COKE

THAT APPEALS TO EVERYONE

SO WHY DO WE CONTINUE TO USE ONE PUBLIC HEALTH CAMPAIGN TO REACH “EVERYONE”? Arn

PUBLIC HEALTH USUALLY BUILDS BRANDS FOR ISSUES

PUBLIC HEALTH BUILDS BRANDS FOR TOPICS

A Brand For Every Issue

Brand D: Cook More
Brand C: Exercise
Brand B: Go To Farmer’s Markets
Brand A: Eat Healthy

Brand E: School Lunch
Brand F: Drink Water
Brand G: Shop Better
Brand H: Plant a Garden

WE SAY WE WANT TO COMPETE WITH MCDONALDS
1. Corporate decides we need to sell more salads.
2. Corporate tells all the franchises to each create their own brands increase salad sales among two key demographics: Hispanics and Low-Income Caucasians.
3. Corporate gives each franchise funds to do their own research and develop their own salad campaign.
4. Franchises spend 6 months planning their strategies, including posters, up-selling, new salads, price discounts, and community outreach.
5. Corporate tells each franchise to survey their customers to ask if they are more likely to eat salads with the new program.
6. One year later, corporate decides it wants to sell apple wedges instead of salads. The salad program is ended.

**Get People to Buy More Salads**

**BUILD A BRAND FOR PEOPLE NOT TOPICS**

**SEGMENTATION**

THE PROCESS OF CLASSIFYING A MARKET INTO DISTINCT SEGMENTS THAT BEHAVE IN SIMILAR WAYS OR HAVE SIMILAR NEEDS

**PEER CROWDS**

- Peer Crowds provide an evidence-based segmentation approach.
- Peer Crowds are the macro-level connections between peer groups with similar interests, lifestyles, influencers and habits.
- While a teen has his/her peer group that he belongs to, both the teen and his/her peer group belong to a larger “Peer Crowd” that shares significant cultural similarities across geographic areas.
Statewide survey using YRBS methodology
- 5,043 HS students
- 83 high schools throughout Virginia
- "I-Base Survey™" plus many YRBS tobacco use questions
- Data collected in fall of 2015
- I-Base Survey™ measures peer crowd influence using pictures
- School response rate was 100%, the student response rate was 84%, and the overall response rate was 84%
SIZE OF PEER CROWDS

2015 Virginia Youth Survey (N = 5,043)

Primary influence
Any influence

Preppy 6.0% 16.7%
Mainstream 19.4% 6.0%
Hip Hop 29.4% 7.4%
Country 37.6% 9.4%
Alternative 11.4% 6.0%

RISK BEHAVIORS BY PEER CROWD

Currently used tobacco (22.1%)

2015 Virginia Youth Survey (N = 5,043)

Preppy 23.1% 7.2%
Mainstream 36.3% 28.9%
Hip Hop 34.1% 24.1%
Country 6.6% 12.5%
Alternative 20.8% 8.1%

Currently smoked cigarettes (7.9%)

Preppy 8.1% 2.8%
Mainstream 12.5% 6.6%
Hip Hop 7.9% 2.8%
Country 6.6% 12.5%
Alternative 20.8% 8.1%

RISK BEHAVIORS BY PEER CROWD

Currently took a prescription drug without a doctor’s prescription (7.5%)

Preppy 15.3% 1.9%
Mainstream 14.7% 6.2%
Hip Hop 7.0% 1.9%
Country 15.0% 6.2%
Alternative 34.2% 15.0%

Currently used marijuana (15.8%)

Preppy 14.0% 3.2%
Mainstream 17.2% 14.0%
Hip Hop 11.4% 3.2%
Country 23.3% 14.0%
Alternative 30.8% 11.4%

Drank a can, bottle, or glass of soda or pop one or more times per day (16.7%)

Preppy 15.8% 11.2%
Mainstream 20.7% 11.2%
Hip Hop 30.8% 11.2%
Country 23.3% 11.2%
Alternative 30.8% 11.2%

Drank five or more drinks of alcohol in a row (11.2%)

Preppy 14.0% 3.2%
Mainstream 11.4% 3.2%
Hip Hop 23.3% 14.0%
Country 30.8% 11.4%
Alternative 30.8% 11.4%
CULTURES VS. BEHAVIORS

Should we target behaviors or cultures?

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<th>COUNTRY</th>
<th>HIP HOP</th>
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CHANGING CULTURAL NORMS

A behavior change marketing strategy that utilizes peer-crowd-targeted social brands to associate healthy behaviors with peer crowd values.

SOCIAL BRANDING PROCESS
YOU DON’T HAVE TO CONVINCE THEM TO AGREE WITH YOU
TO CONVINCE THEM TO CHANGE

FIND AN AUDIENCE VALUE
ASSOCIATE IT WITH YOUR TARGETED BEHAVIOR

TOBACCO CONTROL EXAMPLE
The Virginia Tobacco Prevention Model

VA’S YOUTH PREVENTION STRATEGY
HAVOC, COMMUNE, DOWN & DIRTY, AND SYKE ARE ALL SHARED BRANDS

BE A CHANGE AGENT. REDEFINE A BEHAVIOR.

UNITE TO BUILD BIGGER AND LONGER LASTING BRANDS

STAND UP AGAINST FUNDERS THAT WANT TO BE DIFFERENT JUST FOR THE SAKE OF BEING DIFFERENT
RESIST

THE TEMPTATION TO NOT SEGMENT YOUR AUDIENCE

QUESTIONS & DISCUSSION

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