

# NHTSA

## *The Communication Countermeasure*

*An Overview for Managers*

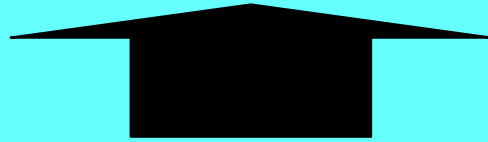
Bill Smith



The National Media Forum on Highway Safety



# Manager

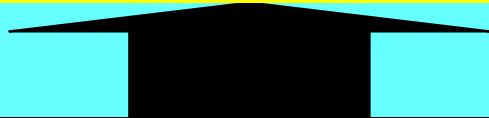


Long Term   Systems Approach   Target of Opportunity   Be Realistic

**Appropriate Marketing Strategy**



**Audience Behavior Centered**



**Define the problem right**

# Big Bucks for Communication & Social Change

(Year 2000)

US government advertising

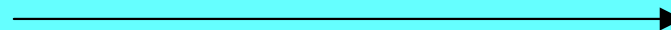
Anti-drugs

Military

**\$1.2 billion**

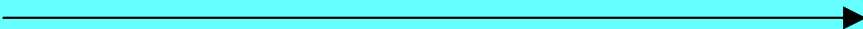
**18th ranked**

Right Below



McDonald's

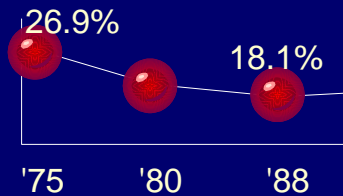
Above



Sprint, IBM,  
Sony, Coke,  
Nestles

# Why do we think Communication works?

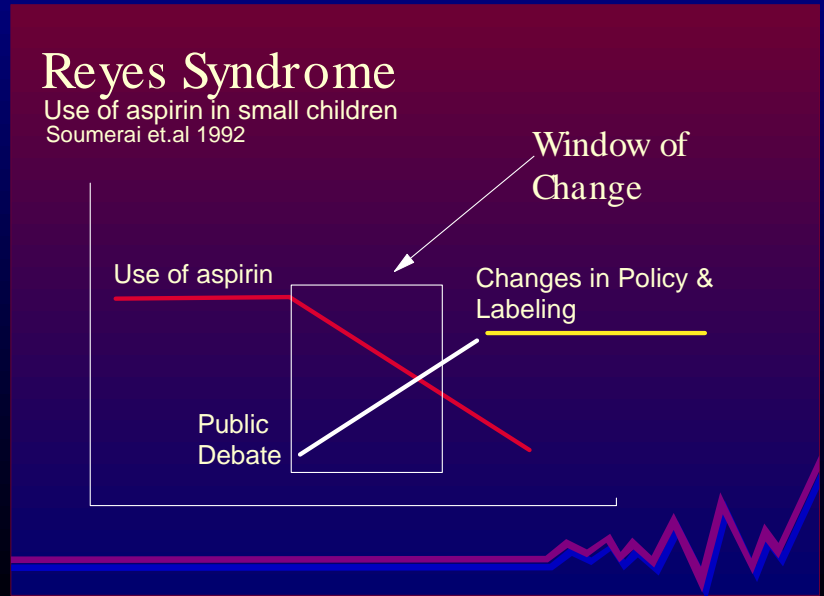
## Teen Smoking in US



12th Graders/Smoking Daily  
8th Graders 30 Day Prev

## Reyes Syndrome

Use of aspirin in small children  
Soumerai et.al 1992



### Waste Management Practices, 1960-2005 (as a percent of generation)

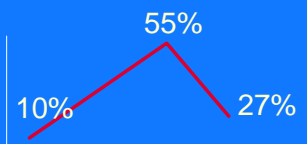
	1960	1970	1980	1990	1995	2000*	2005*
Waste Generated	100%	100%	100%	100%	100%	100%	100%
Recycled	9.6%	16.2%	26%	30%	32%	32%	32%
Composted	9.0%	15.5%	16.8%	16.7%	15.9%	15.9%	15.9%
Discarded	81.4%	68.3%	57.2%	53.3%	52.1%	52.1%	52.1%

S.: 1998 Update, U.S. EPA, Washington, DC

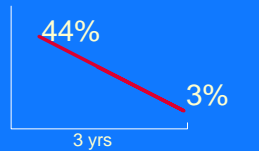
\*recovery in 2005.

composting + Discards after recovery.  
+ Amount discarded to landfill.

## AS Sudden Infant Death Syndrome



Pro Prone Campaign  
AntiProne 1 yr.

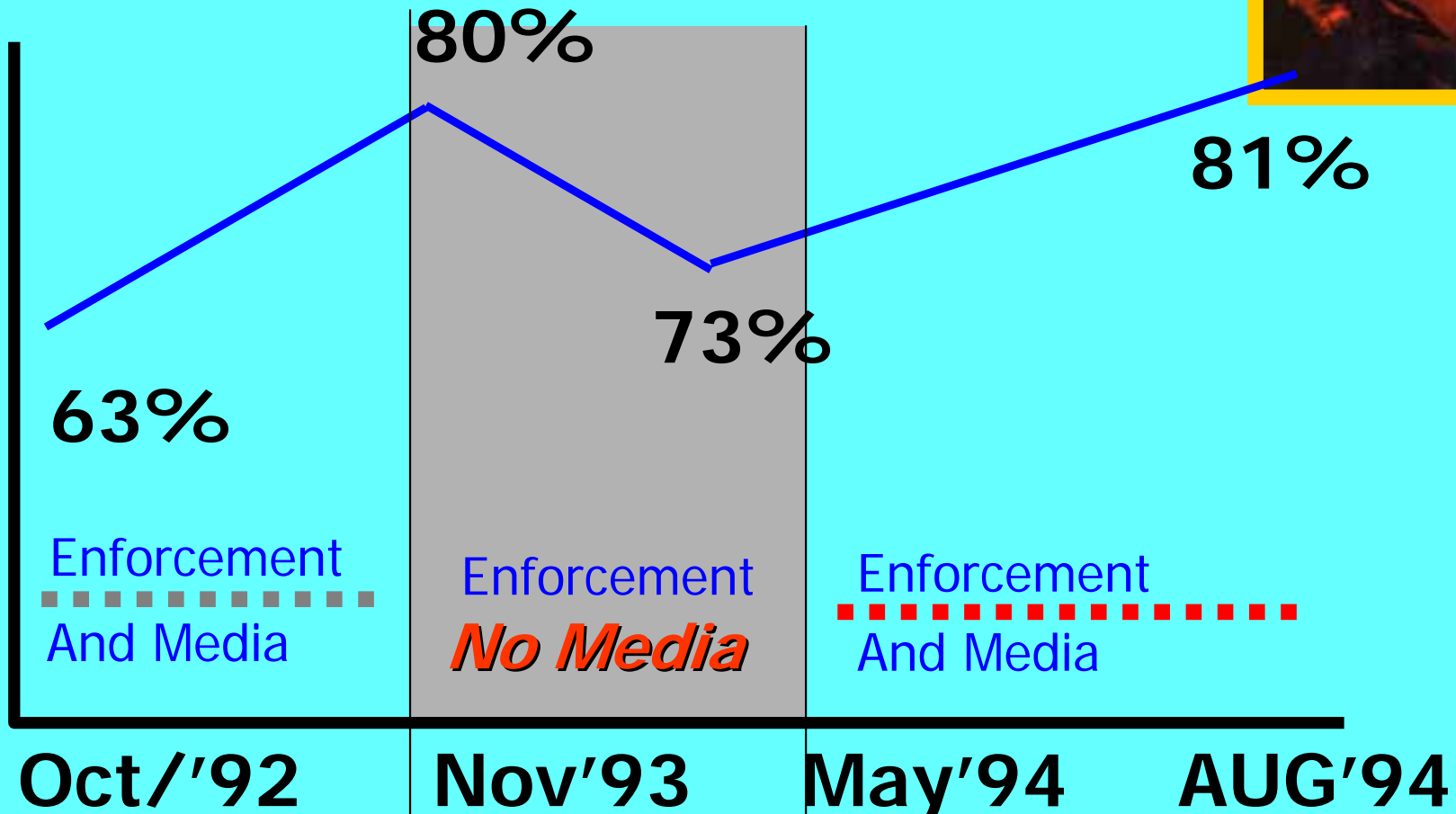
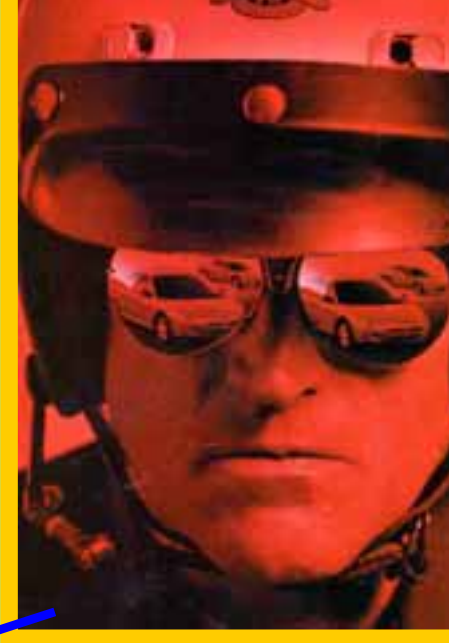


New Zealand

HIV HIV Prevention

# Click It or Ticket

## Seat Belt Use



# Context of enforcement: We're not just on the highway



# Norms: Leverage partner credibility with part-time users

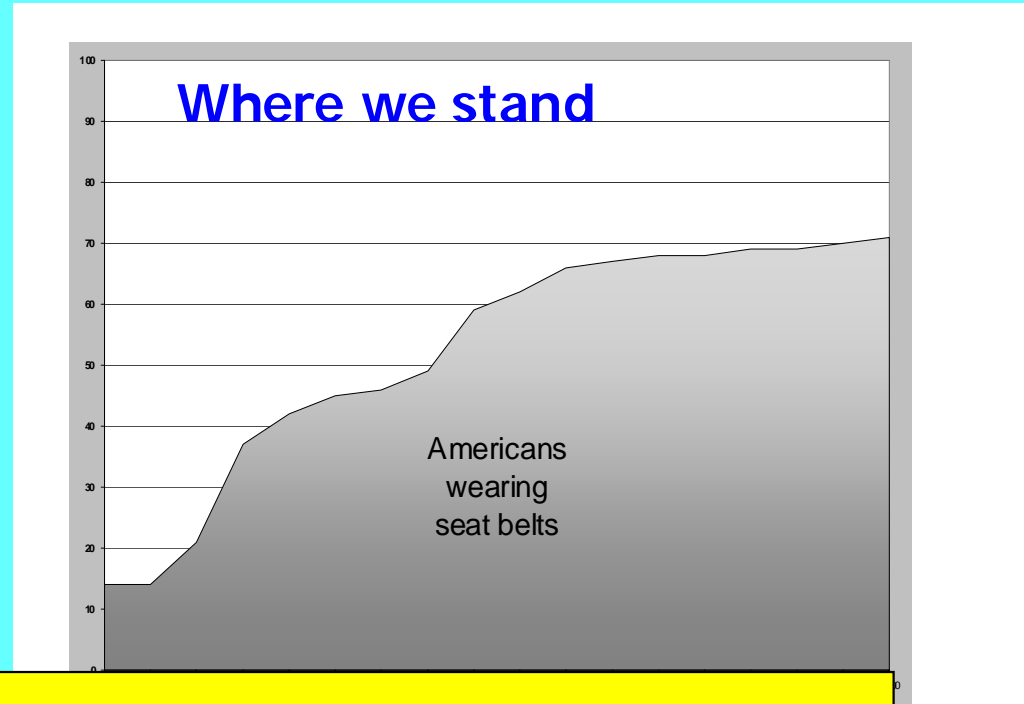




# Seat Belts

Current Use Rate:

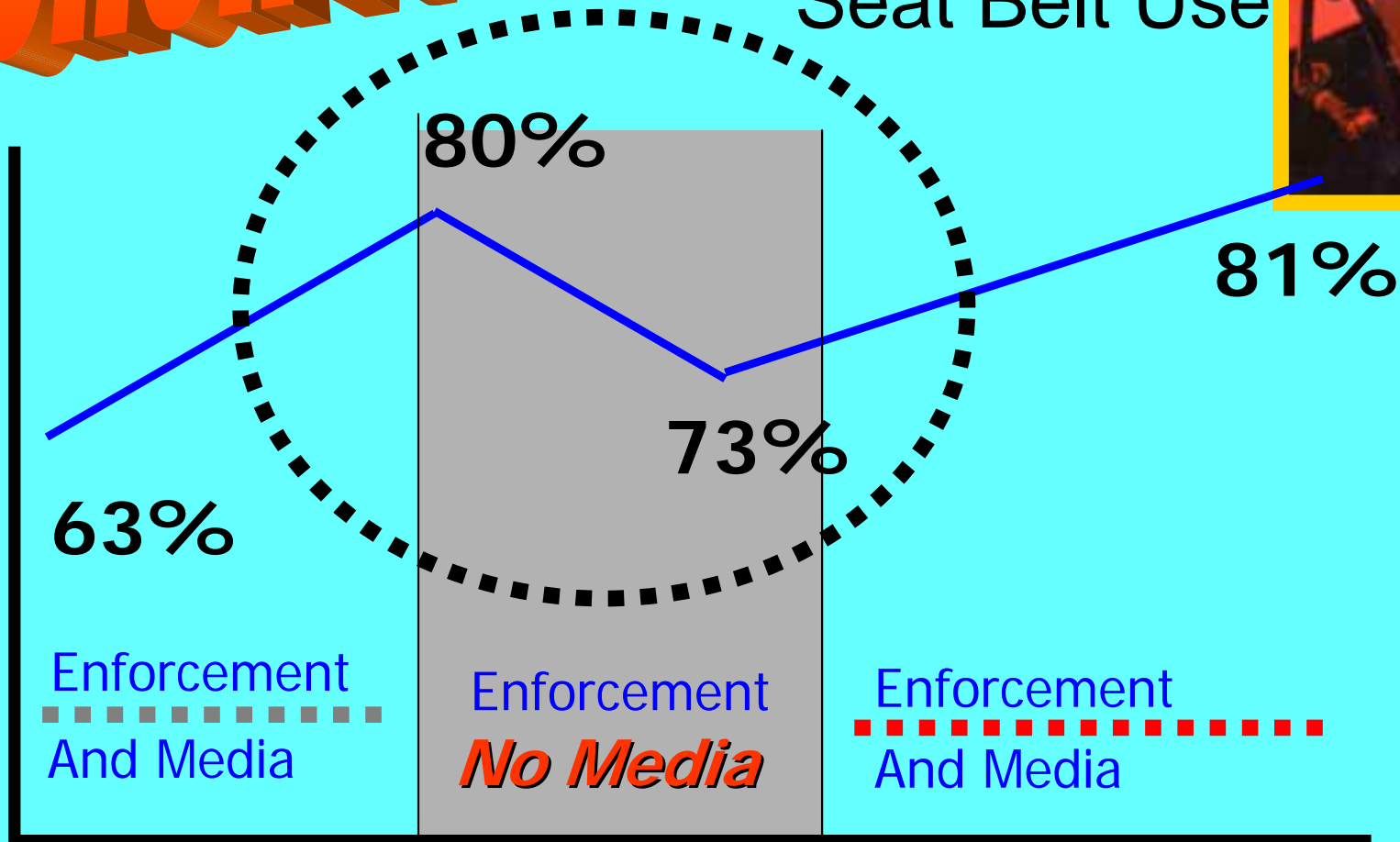
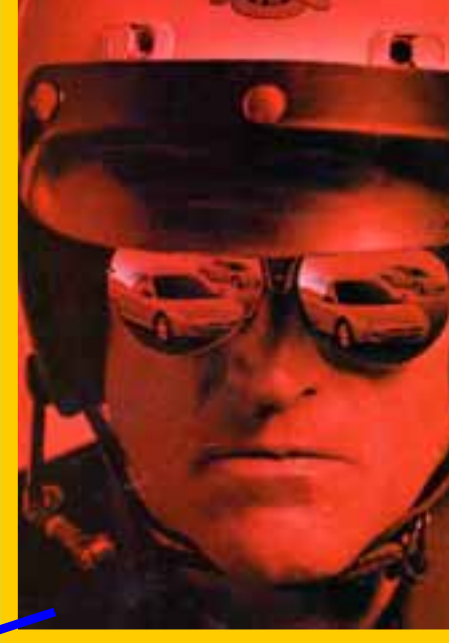
80%



But wide differences between states

# Click It or Ticket

Seat Belt Use



Oct/'92

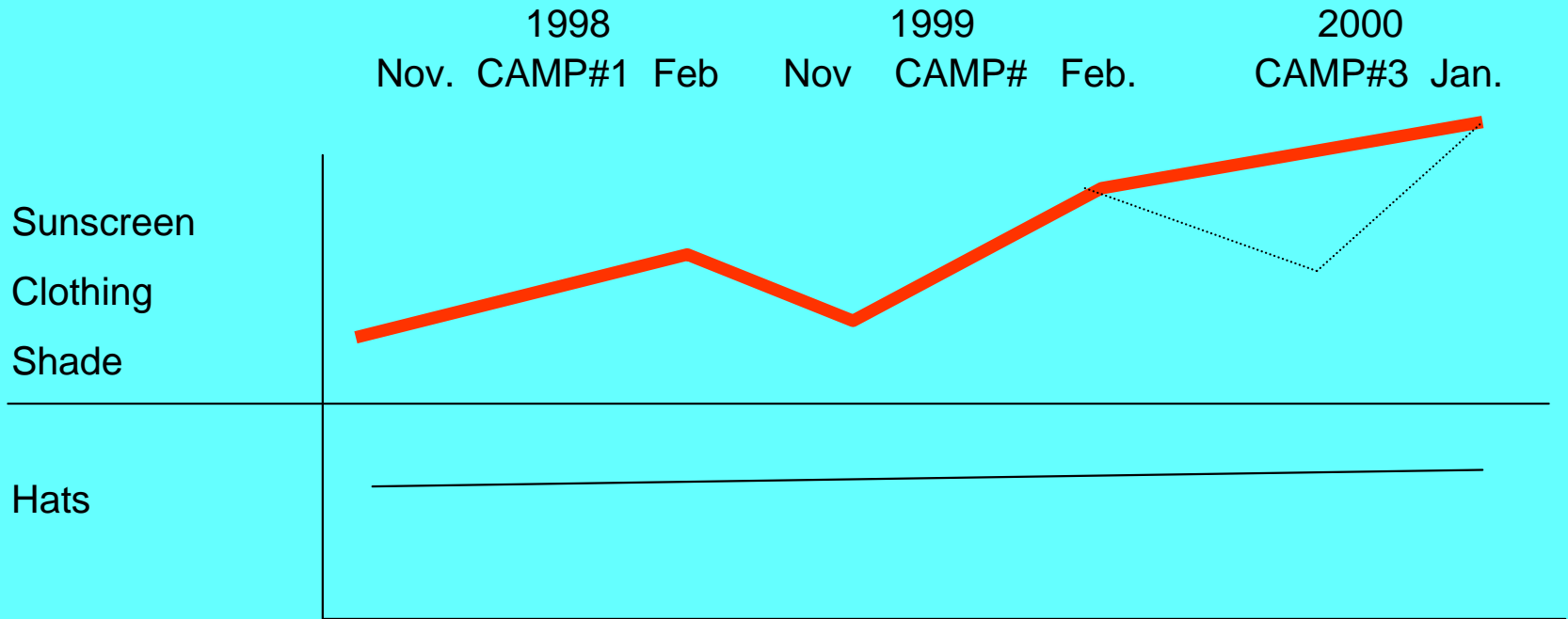
Nov'93

May'94

AUG'94

# Australia Skin Cancer Prevention

Smith, Ben, et al., Health Promotion International 2002



TV/ Radio  
News  
Billboards  
Print  
Noise

- Repeated campaigns needed to sustain effect
- Repeated campaigns increase effect overtime
- Not all behaviors respond the same to communication



[Home](#) » [News](#) » [Local News](#) » [Regional](#)

Friday, October 29, 2004

# TRIBUNE-REVIEW

[Back to headlines](#)

**T** [Larger Text](#) **T** [Smaller Text](#)

## Highway deaths on Halloween rival those at New Year's

By [Bob Stiles](#)

TRIBUNE-REVIEW

Thursday, October 28, 2004

Halloween can be scary on the roadways, too.

According to the National Highway Traffic Safety Administration and PennDOT officials, the number of fatal accidents during Halloween has surpassed those occurring during the New Year's holiday.

And alcohol is to blame for most of these accidents and deaths, they said.

"Right now, it's rivaling New Year's," said Jay Ofsanik, safety press officer for PennDOT's District 12, which includes Westmoreland and Fayette counties.

-advertisement-

### Web Links

- [Dangerous Holiday \(pdf\)](#)
- [Get Acrobat Reader](#)

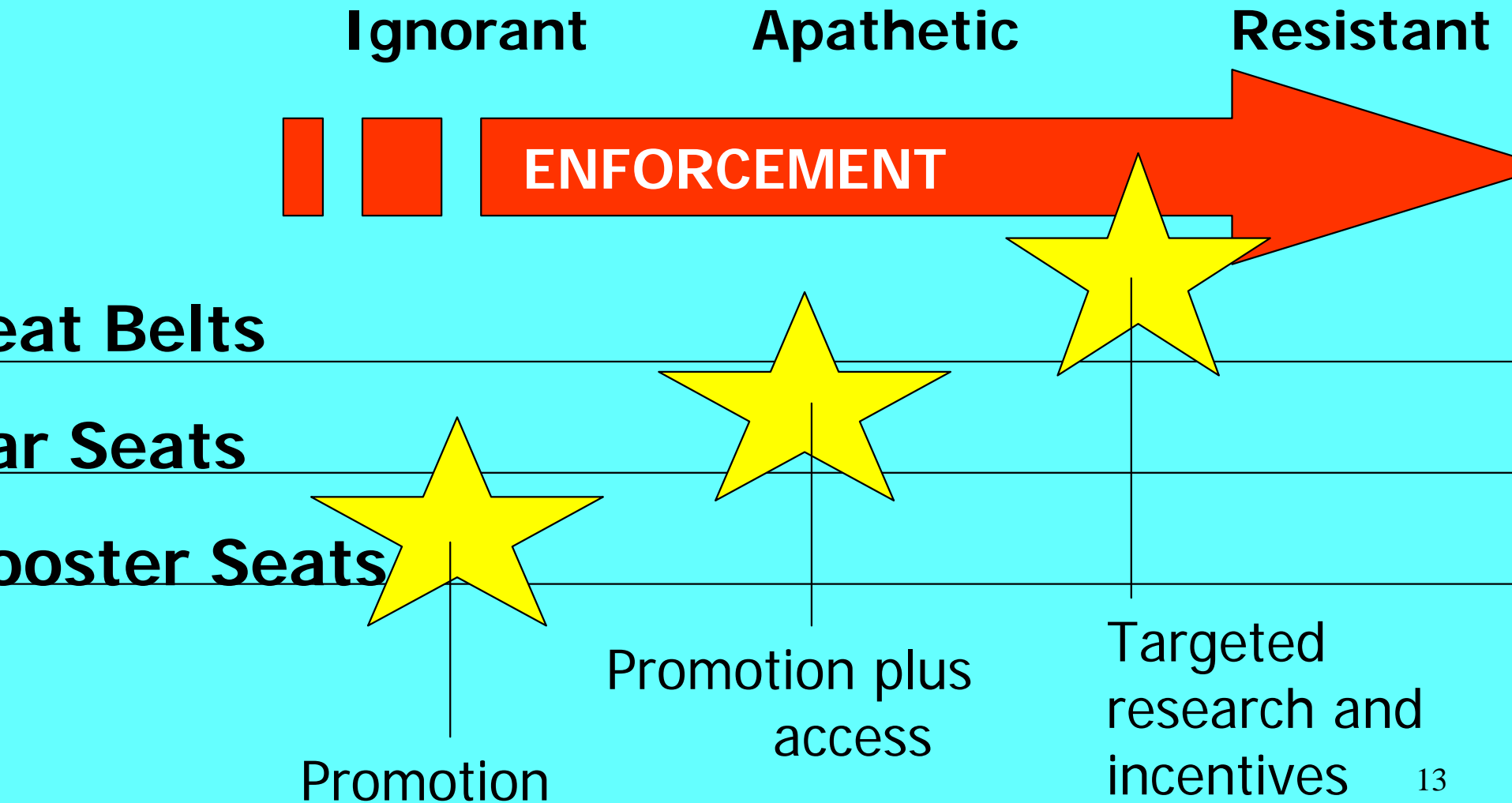
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# Communication poses different strategies for different problems.



# Managing Communication is about making a deal.

I'll make you popular to your kids...  
...if you take them to Disneyland

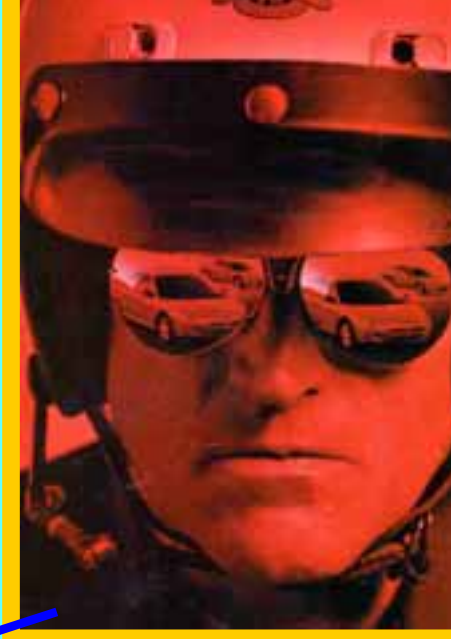
I'll make men want you...  
...if you wear this dress.

I'll make you a young man again...  
...if you use Viagra.



# Click It or Ticket

Seat Belt Use



Oct/'92

Nov'93

May'94

AUG'94

CHILDREN CAUGHT DESTROYING  
THIS COURTYARD WILL BE SHOT.  
PLEASE PROTECT YOUR CHILD FROM  
THIS TRAGIC FATE. THANK YOU,  
THE GARDNER.

**Other  
possible  
deals.**

AIR MAIL



**I'll make you cool...  
If you drink milk again!**

Going, going, gone.

Time for more milk. It's got stuff leading sports drinks don't  
like protein, potassium and calcium. That's why I always have  
an ice-cold glass...as soon as I get home.

got milk?

# 300 million dollars later...



## music

Story last updated at 3:30 p.m. on Friday, November 27, 1998

### Milk campaign accomplishing little

By Philip Brasher  
Associated Press Writer

WASHINGTON (AP) -- So where's your mustache? Annie Liebovitz' popular photos of celebrities with milk sloshed on their upper lips are a hit with teenage collectors. But the 4-year-old ad campaign costs consumers nearly 2 cents a gallon -- and it's unclear whether people are drinking more milk.

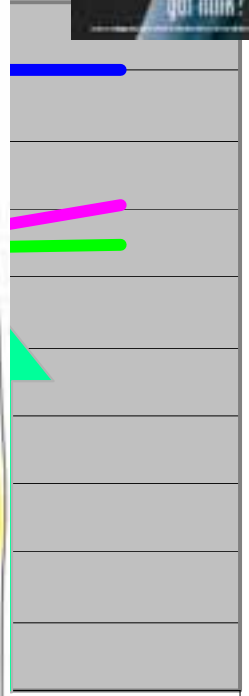
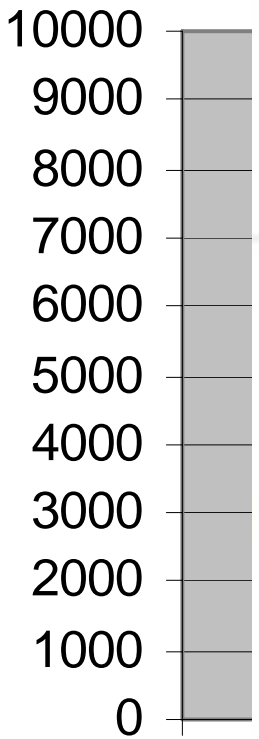
Government auditors say the federal board responsible for the \$110 million-a-year campaign has produced no evidence that it's increased consumption.

The Agriculture Department's inspector general has recommended suspending it until the board and USDA improve their management of it.

In addition to raising questions about the campaign's effectiveness, the inspector cited "serious concerns" with the board's management structure and contracting procedures. The board failed to file required reports or get USDA's approval for \$127 million in contracts, many of which were given out without competition.

Agriculture Department officials now are reviewing their management of all 12 commodity promotion programs that they oversee. An earlier audit of the Cotton Board cited an array of wasteful expenditures, including a 45-minute fashion show for cotton industry executives that cost \$360,000 to produce.

USDA declined to shut down the milk-mustache program, and the board says it has already addressed many problems cited. If nothing else, the ads have changed milk's "fuddy duddy" image, said board spokeswoman Susan Ruland.



2000

# why?



**Who drinks milk in America?**

**Who buys milk in America?**

**What has changed in America since the 50's?**

**Do consumers have more alternatives?**

**Are there any negatives associated with milk?**

**What has industry done?**



# One-serving Milk Chugs start a revolution in dairy market

Dean Foods' screw-top milk containers are giving a giant boost to the dairy industry, with many regions of the nation still to be exploited

CLIFF EDWARDS  
Associated Press

FRANKLIN PARK, Ill. — Milk is a body good, but it does Dean Foods Inc. a whole lot better.

One of the fastest-growing food companies you've probably never heard of, Dean is the nation's largest dairy and milk processor and instant pickle-maker. It operates in the Chicago area under its own name and elsewhere under more than a dozen regional identities.

Even if most people haven't heard of Dean, they probably have heard of its brightest star in the Franklin Park, Ill.-based company's universe: Chugs.

Chugs bring consumers "milk the way you want it" in bright plastic containers that resemble the glass bottles once delivered to the door, with resealable screw-on caps. They are available in regular chocolate lines of whole, low-fat and skim milks, and strawberry or is being added to the lineup.

Dean is going beyond the traditional of milk, and that's what's behind the real plus of Chugs," said Richard Bailey, the company's president and chief operating officer. "It's an on-the-go beverage now, in a beautiful-looking package that you take anywhere and drink somewhere you already loved at home."

Nearly every American household has a quart of milk in it, and 80 percent of all milk is consumed at home. But Dean, like others in the dairy industry, fretted about the missed opportunities elsewhere amid years of flat sales.

The Chugs concept has changed the rules for how America drinks its milk in more ways than the popular "Milk?" and the milk mustache

“  
Some of the best ideas are simple ideas, and this Chug is a simple idea that's adding some life to what was a tired, mature business.”

John McMillin  
food and beverage analyst  
at Prudential Securities

obscure, the numbers show Dean suddenly chugging along.

In recent years, per capita milk consumption had declined. In 1994, the average American consumed 585.8 pounds of dairy products a year, but in 1996 that figure dropped to 575.4 pounds, according to U.S. Department of Agriculture figures.

But in areas where Chugs have been introduced in the past 18 months, milk sales have soared. In Chicago alone, chocolate milk sales surged 269 percent after Chugs were introduced late last year.

"Some of the best ideas are simple ideas, and this Chug is a simple idea that's adding some life to what was a tired, mature business," said John McMillin, food and beverage analyst at Prudential Securities.

"You look at milk consumption in areas of the country that have Chug and you look at areas that don't have Chug, and it's clear that those areas that do have it are doing a lot better."

The dairy business accounted for 62 percent of Dean's total \$3.29 billion in sales last year, driven mostly by growth in single-serve Chugs containers. From January through May, Dean generated about \$80 million in Chugs sales, a figure that

to c  
lenc  
-s  
ly it  
forw  
are  
in t  
erag  
Slac  
no  
th  
erie  
an  
strat  
ping  
for b  
lison  
Dall  
has  
natio  
sors.

De  
strat  
proc  
area  
moves  
and Pennsylvania, where it sales of Chugs this month. The remaining domestic frontiers there are large concentrations of potential new customers are Northwest and New England.

Chugs currently are available in Illinois, Indiana, Florida, Michigan, Pennsylvania, Ohio, Tennessee and Wisconsin. California and the Southwest will have them this year.

Within a few years, Dean hopes to boost its share of the fluid milk market to 30 percent of the \$20 billion market from its 11 percent currently, said William McManaman, the company's chief financial officer.

Chugs also have been a boon for dairy farmers, particularly in the Midwest, as Dean Foods pays a premium over other buyers to keep up with strong demand.

Linnea Koolstra and her husband Joel ship about 2,000 gallons of Grade-A milk to Dean's Champaign, Ill., plant from their Woodstock, Ill., farm, five miles east.

"I have to say, I love Chugs," Koolstra said. "We have

In Chicago where "chugs" were introduced, milk sales increased

269%.

- ABOUT IDFA
- NEWS CENTER
- MEMBER DIRECTORY
- INDUSTRY FACTS
- REGULATION & FOOD SAFETY
- LEGISLATION
- ECONOMIC
- INTERNATIONAL

Success depends on the quality of the deal you make, not the dollars you spend on advertising alone.

Res

Action

In January, milk processors will receive the test results, a sales video, sell-in sheet and CD-ROM to help them service their c-store accounts and make it easier for c-stores to sell more milk more often. For more information, log on to [www.idfa.org](http://www.idfa.org) and click on "Milk Programs (MilkPEP): the National "got milk?" Milk Mustache Campaign" under "Product Marketing".

# Re-Framing



**Anti-smoking**

Education

Restrictions

Law Suits

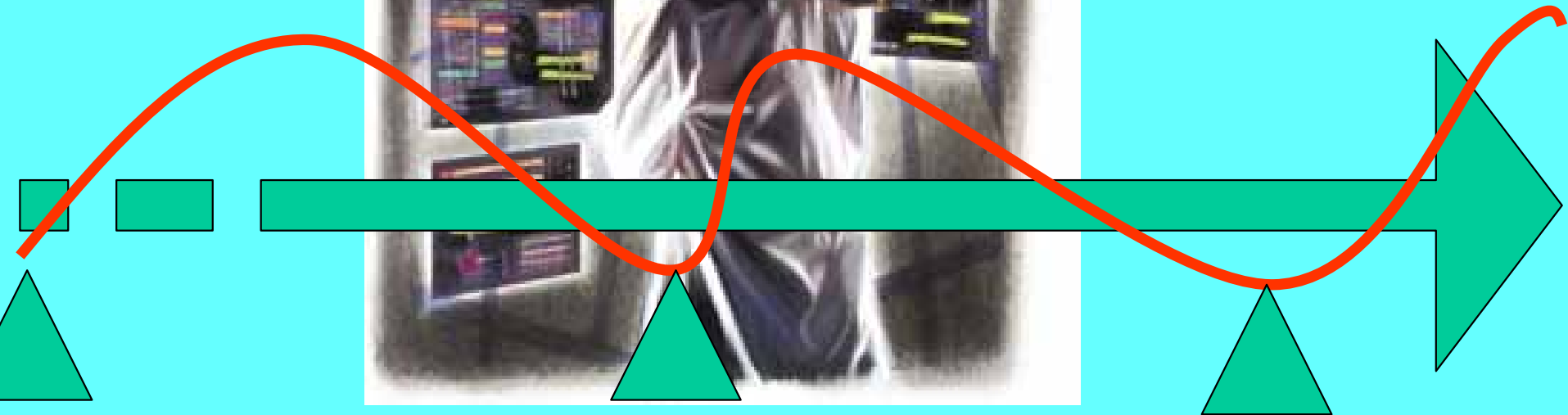
*...s About  
our Health*

*Environmental  
Smoke*

*Corporate  
Crooks*

# Re-Framing

## Seat Belts



*It's for safety*

*You'll get busted*





THE QUALITY OF OUR ENVIRONMENT IS EVERYONE'S RESPONSIBILITY

PRODUCTS	HOME IMPROVEMENT	NEW HOMES	BUSINESS IMPROVEMENT	PARTNER RESOURCES	+ WHAT IS ENERGY STAR? + NEWS ROOM
<a href="#">Appliances, Lighting, Heating and Cooling &amp; more</a>	<a href="#">Solutions to common problems</a>	<a href="#">Make your next home ENERGY STAR</a>	<a href="#">Reduce building and facility energy use in your organization</a>	<a href="#">Join ENERGY STAR Who Has Joined?</a>	
<a href="#">Find a Store</a>	<a href="#">Home Energy Analysis</a>	<a href="#">Find Local Homebuilders and other partners</a>	<a href="#">Guidelines for Energy Management</a>	<a href="#">For Manufacturers &amp; Retailers</a> <a href="#">For Utilities/Efficiency Program Sponsors</a>	
<a href="#">Special Offers in certain regions</a>	<a href="#">Home Sealing Seal &amp; Insulate</a>		<a href="#">Find Labeled Buildings</a>		
			<a href="#">Education &amp; Outreach</a>		



[5 Steps You Can Take To Reduce Air Pollution](#)

PRODUCTS	IMPROVEMENT	NEW HOMES	IMPROVEMENT
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[Home](#) > [News Room](#) > [Steps You Can Take to Reduce Air Pollution](#)

## Steps You Can Take to Reduce Air Pollution

### 5 Steps for Your Home

1. [Change 5 Lights](#). Replace your 5 most frequently used lights or the bulbs in them with ones that have earned the ENERGY STAR.
2. Look for [ENERGY STAR Products](#). Available in more than 40 product categories, including [lighting](#) and [home appliances](#).
3. [Heat and cool smartly](#). Have your heating and cooling equipment serviced annually and remember to replace air filters regularly. Use a [programmable thermostat](#), and when it's time to replace old equipment, choose an ENERGY STAR qualified model.
4. [Seal up your home](#). [Seal air leaks](#), add [insulation](#) and choose [ENERGY STAR qualified windows](#).



*Push*

Easy access

- Educated builders about profits
- Train how to sell
- Marketing help



*Pull*

1800 partnerships

- Brand name
- E.E. Mortgages
- Social value of saving energy
- Saves money



Consumer:

*I'll give more home for the price...  
..if you buy energy star.*

Let's make a deal.

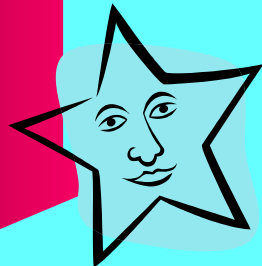
Seller:

*I'll give you more margins (profit)...  
...if you sell higher priced  
Energy Star bulbs.*



Got the deal right!

Branded for trust.



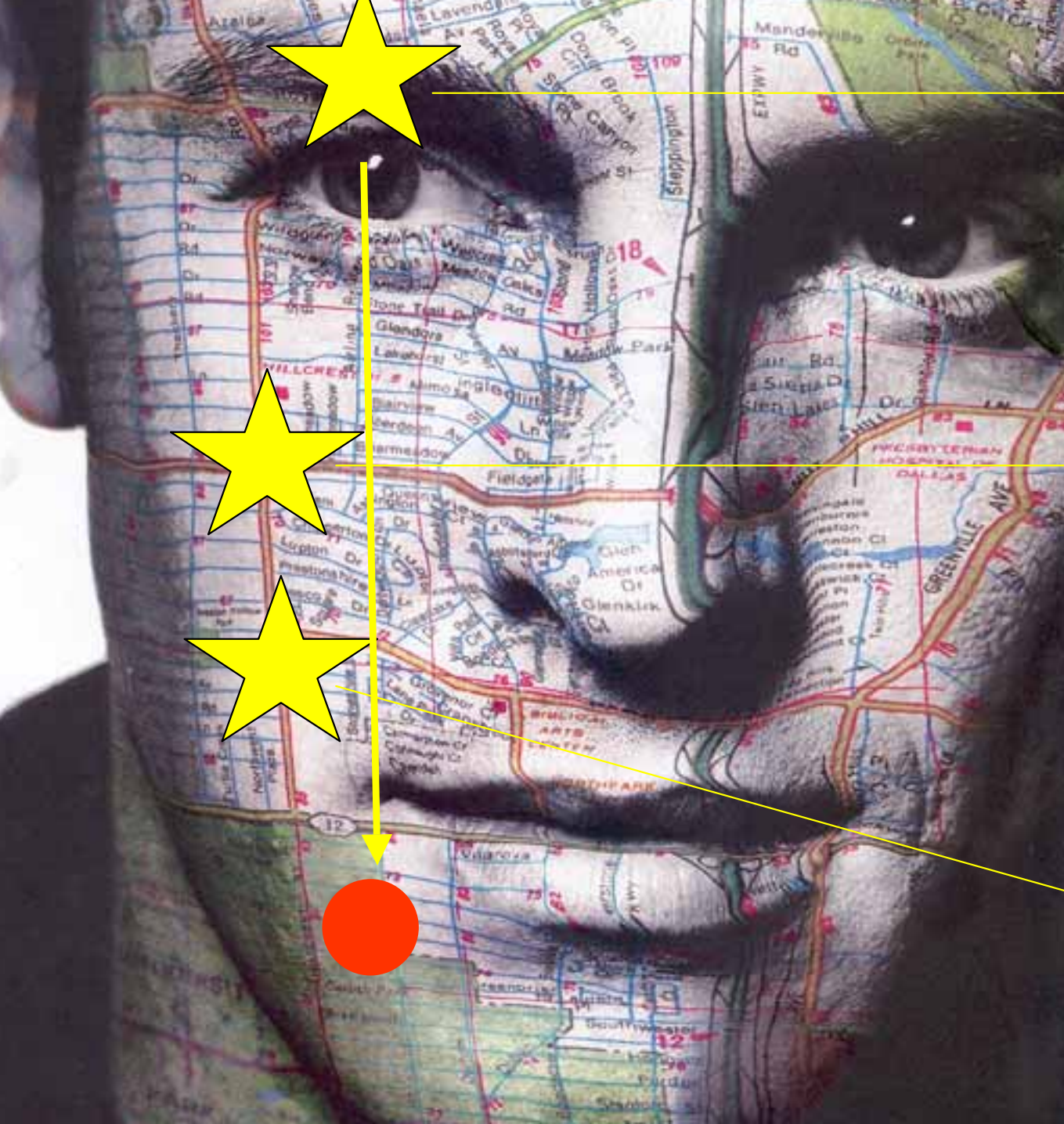
Targeted to create tipping points in  
specific geographical areas.

Verification to produce social  
benefits





# Manager

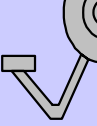


**1. Get the problem right**

**2. Listen to the research**

**3. Avoid Detours**

# Creative Brief



**PROBLEM:** Traffic Fatalities and Injuries  
Traffic Fatalities due to poor seat belt use.

Policy Data

**OBJECTIVE:** *Action that will solve problem.*

Data on targets of opportunity

**AUDIENCE:** *Specific segment to take action.*

Science of what works

**BENEFIT:** *What the audience gets that it wants.*

Behavior data on the specific audience

**BARRIERS:** *What the audience fears will happen.*



*Policy change and structural change needed to make adoption easy?*

What benefit matters most to them?  
What barriers to using seat belt are the biggest problem?

## Communication

*Are you promoting the benefit they care about?*

*Why should the audience believe you?*

*Will they hear you?*

Behavior data on the specific audience  
What benefit matters most to them?  
What barrier to using seat belt is the biggest problem?  
Who do they trust?

## Evaluation





What specific behavior are you targeting?

Will that behavior help solve the social problem?

Is the audience segment large enough to move the needle?

Is this a behavior you think it is reasonable to influence given the resources you have available?

Are their external services/policies needed?

# 1. Get the Problem Right.

Reduce the number of highway crashes.

Reduce fatalities and injuries in highway crashes?

**I want....**

**...drivers to keep using seat belts all year long.**

**...focus on three campaigns and sustain the effect at high risk holidays.**

**...to target the resistors.**

**...to keep my seat belt users motivated?**





Going, going, gone.

Time for more milk. It's got stuff leading sports drinks don't  
like protein, potassium and calcium. That's why I always have  
an ice-cold glass...as soon as I get home.

got milk?



Is the audience research about the audience, or an influencer?

Is there more than one style of research?

Is there at least one survey?

Are the research results dramatically inconsistent?

Can you identify a clear benefit the audience wants?

## 2. Listen to the research

# ***Confirmation Bias***

*I found just what I was looking for...*

*...I told you didn't I?...*

*...Listen to that women,...  
she is what I was  
talking about.*



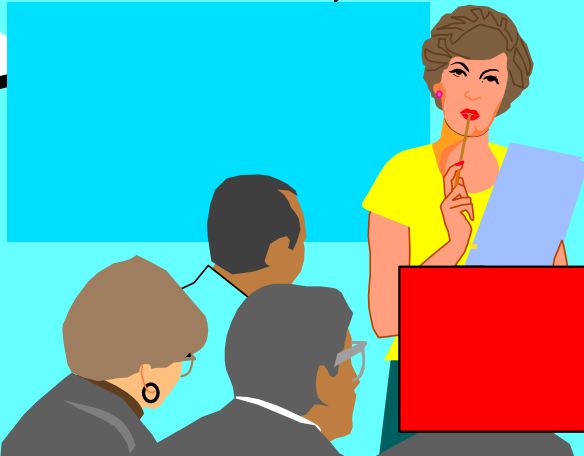
# Caution: Focus Groups Alone Can Be Harmful to Your Program



Focus Groups  
*Developing concept*

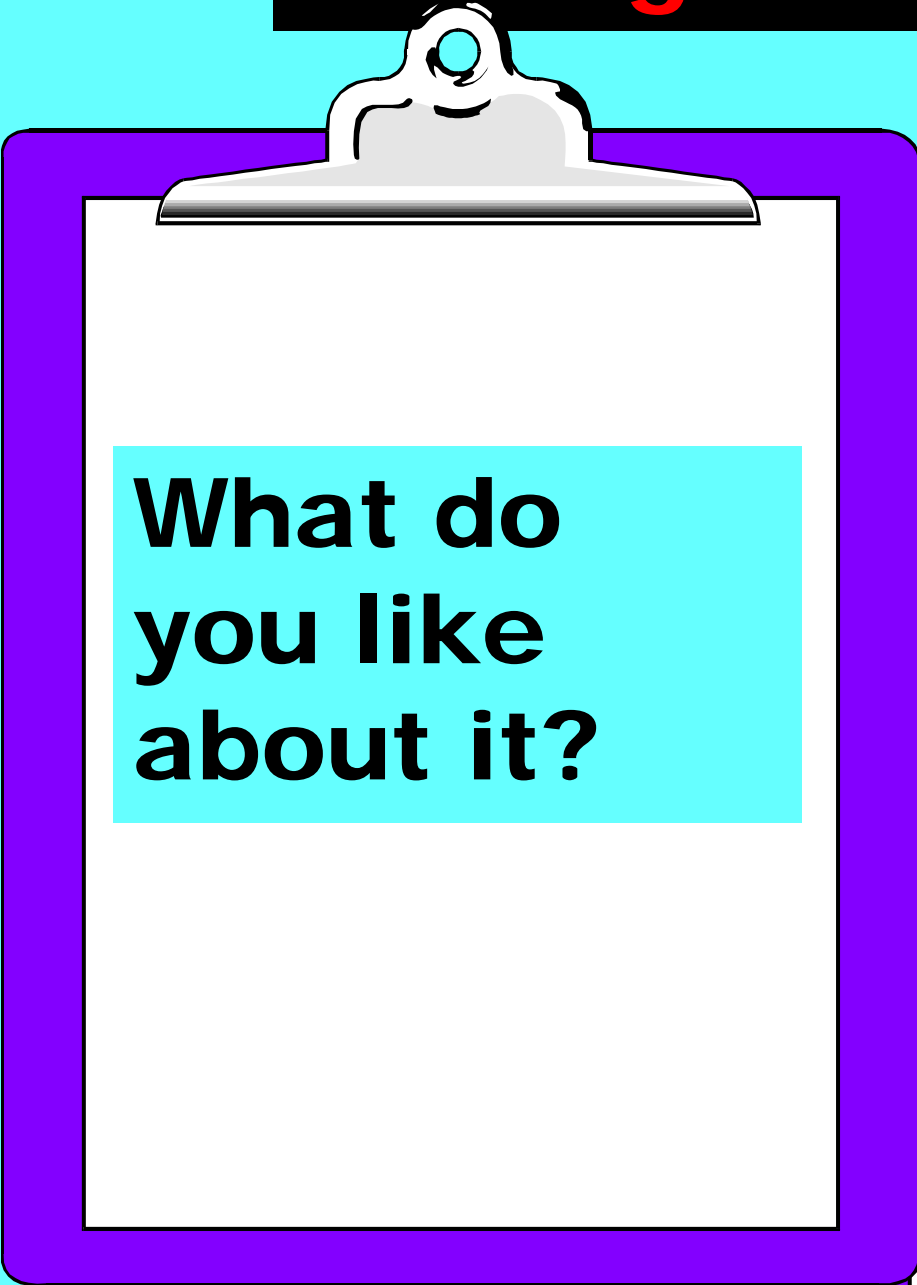


Individual Interviews  
*Pre-Testing Materials*

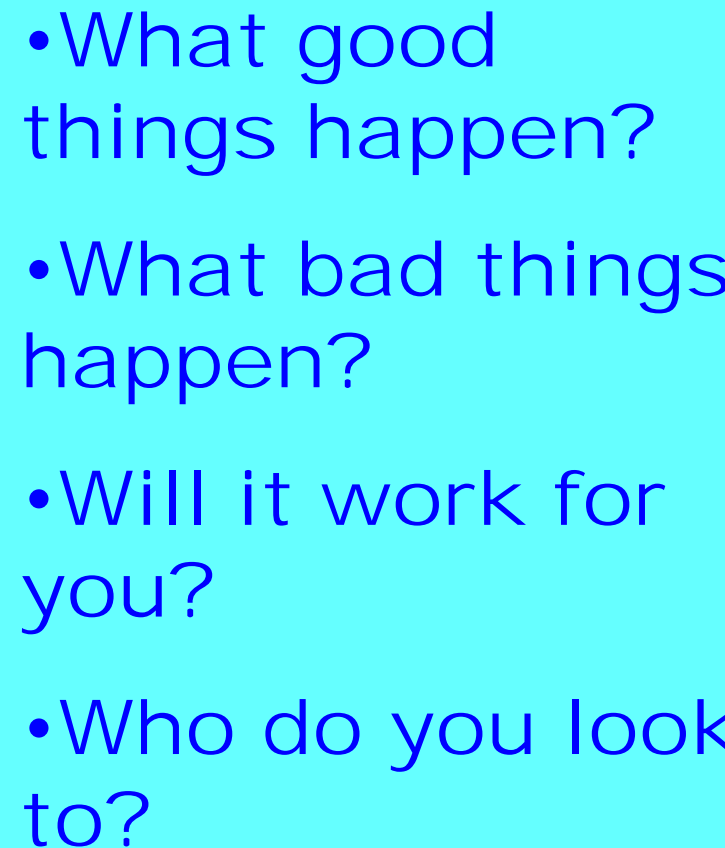


Surveys  
*How widespread an idea is.*

# Testing Questions



What do you like about it?

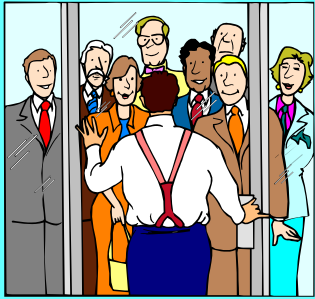
- 
- What good things happen?
  - What bad things happen?
  - Will it work for you?
  - Who do you look to?

# Organize Consumer Panels



**Test Markets**

# *Deliberative Polling*



Select them (200)

Survey them

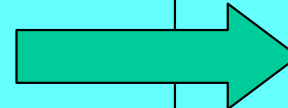
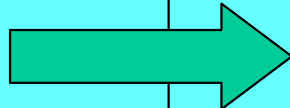
Information

Discussion

Experts

Re-survey

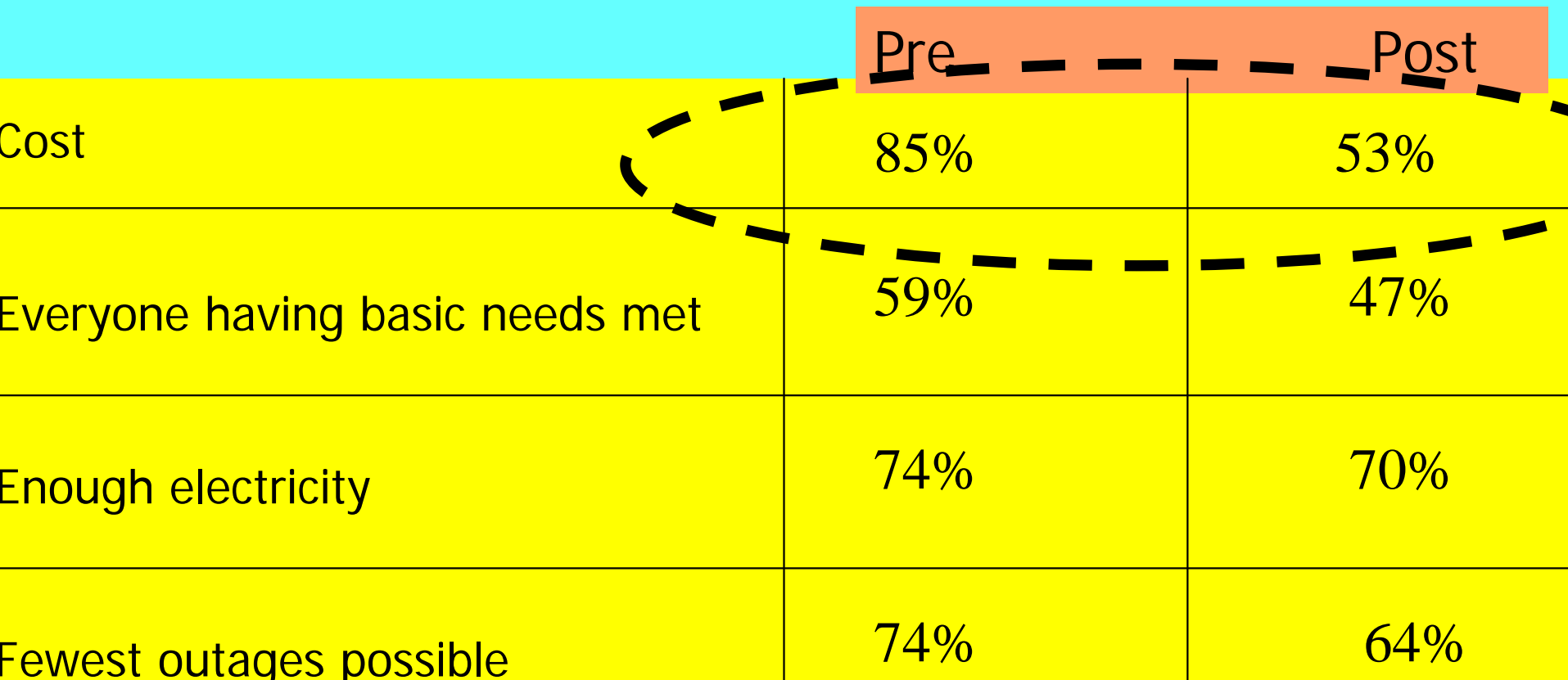
Publicize results



# Texas Utilities

% of people ranking each factor 10 on a scale from 1-10

How important is cost when compared to:







*Check for Surprises*

*Make My Next One A*



**Low Cost/No Cost Vasectomies**  
**The Pinellas County Health Department**  
**462-MALE**  
**(462-6253)**



**AARP** 55 ALIVE  
Driver Safety  
Program

For Local Infor  
toll free 1-888

[www.aarp.org](http://www.aarp.org)



UNDER 21?  
TRY BUYING  
ALCOHOL  
AND YOU  
COULD SEE  
THIS I.D.



THE CENTURY COUNCIL

What problem  
**of mine**  
are you solving?

*Partners*

Drivers

Drive Safely

What are you offering them  
**that they want?**

Recognition

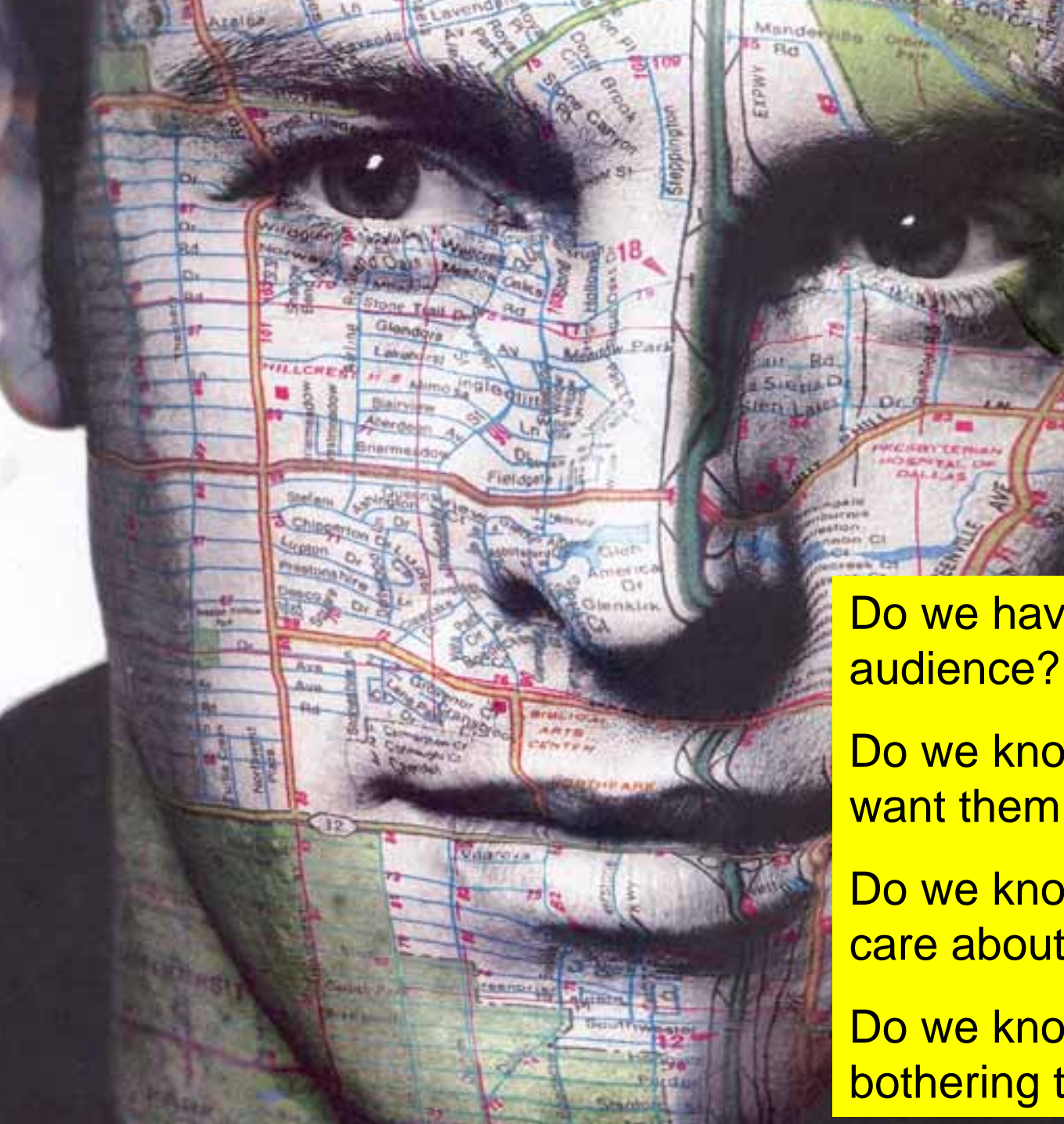
Press

Participation

Partners

Policy Makers

Policies  
Funding



Do we have a specific audience?

Do we know exactly what we want them to do?

Do we know what benefits they care about?

Do we know what barriers are bothering them?



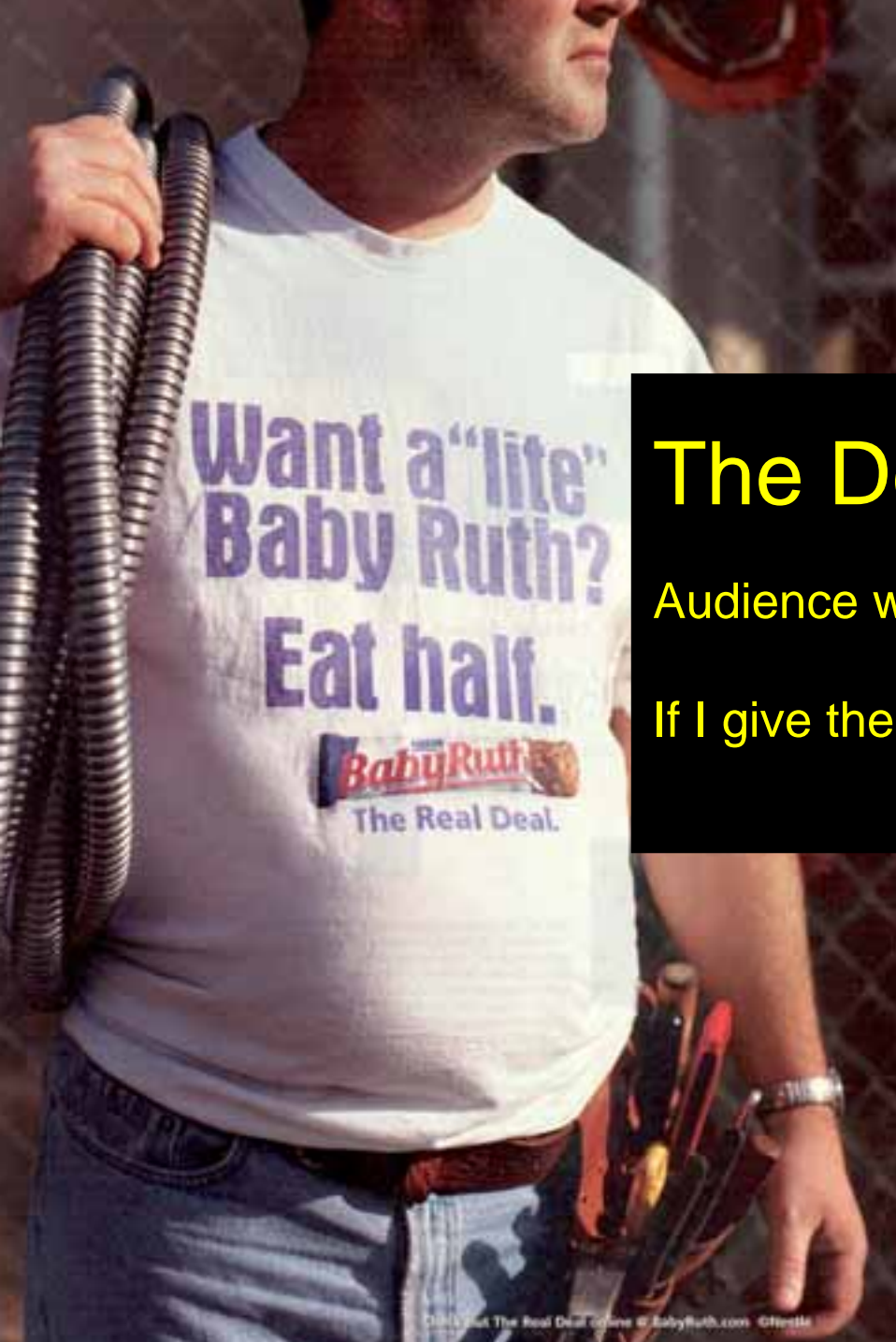
Is it the same audience?

Is it a benefit the research showed that audience cared about?

Does the ad make the benefit clear and compelling to that audience?

Is the emotional tone consistent with the benefit?

# 3. Avoid Detours



Purpose:

Objective

## The Deal:

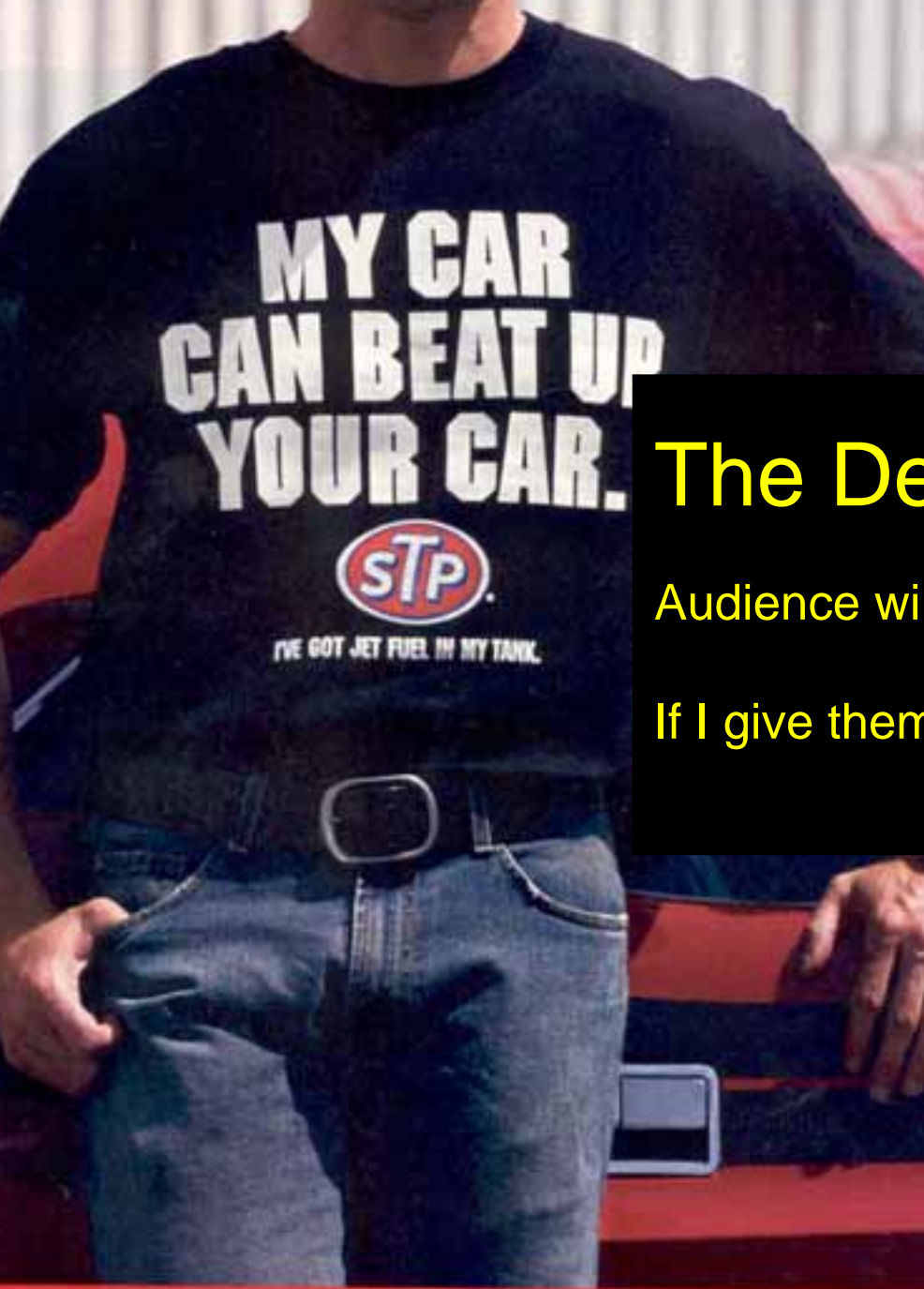
Audience will do \_\_\_\_\_

If I give them \_\_\_\_\_

Barrier Addressed

Emotional Tone

Channel



Purpose:

Objective

## The Deal:

Audience will do \_\_\_\_\_

If I give them \_\_\_\_\_

Barrier Addressed

Emotional Tone

Channel

Get your jet fuel in every bottle of STP.





**LAST CHANCE**

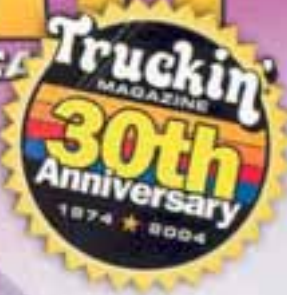
**WIN** this Truck!!

# Truckin'

WORLD'S LEADING TRUCK PUBLICATION

**10 YEARS,  
TOP 100**

**TRUCKS OF  
ALL TIME**



**MAD  
FLAMES**

**Plus All Variations**

**Cross Country Show Coverage**

**FIRST LOOK:**

**'05 Ford Hybrid Escape**

DECEMBER 2004 • VOLUME 30, NO. 12  
**\$6.99 \$7.99 in Canada**  
 DISPLAY UNTIL 11/23/04

**IMEDIA**

**BILET SUPERSTORE**  
 11000 W. 11th St. #100  
 Minneapolis, MN 55426  
 714.871.2800 FAX: 714.773.1514  
 714.871.2800

**HEY SANTA, I WANT IT ALL!**

Free shipping until 12/31/04. Bonus! The perfect gift is giving the choice.

billetsuperstore.com has everything you've wishing for this Christmas





Purpose:

Objective

## The Deal:

Audience will do \_\_\_\_\_

If I give them \_\_\_\_\_

Barrier Addressed

Emotional Tone

Channel





Purpose:

Objective

## The Deal:

Audience will do \_\_\_\_\_

If I give them \_\_\_\_\_

Barrier Addressed

Emotional Tone

Channel

# 4 out of 5 Car Seats Are Used Wrong.



## Could Yours Be One of Them?



Program Sponsor  
 General Motors

Updated  
January 2009

Purpose:

Objective

## The Deal:

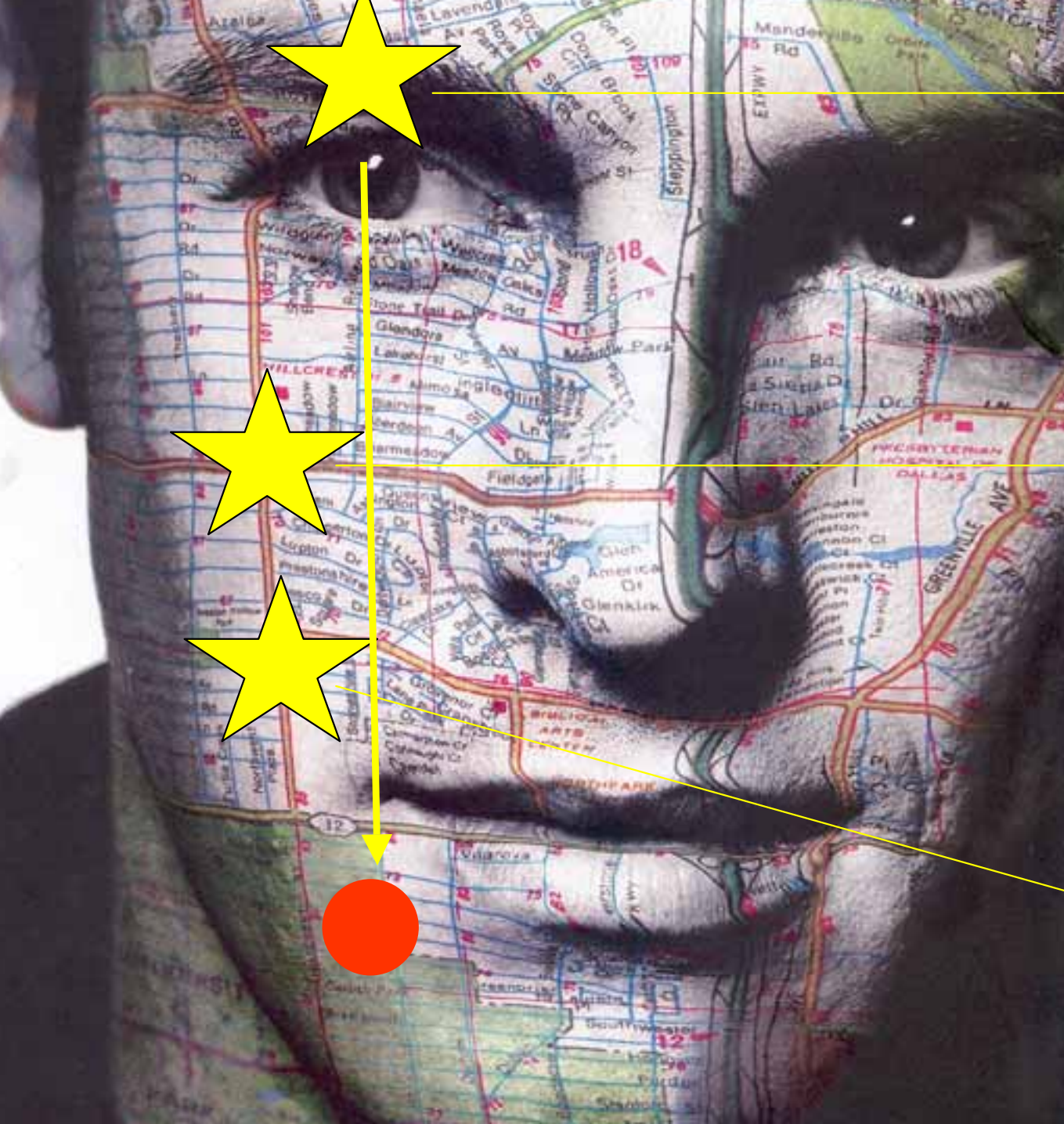
Audience will do \_\_\_\_\_

If I give them \_\_\_\_\_

Barrier Addressed

Emotional Tone

Channel



**1. Get the problem right**

**2. Listen to the research**

**3. Avoid Detours**

Segmenting audiences

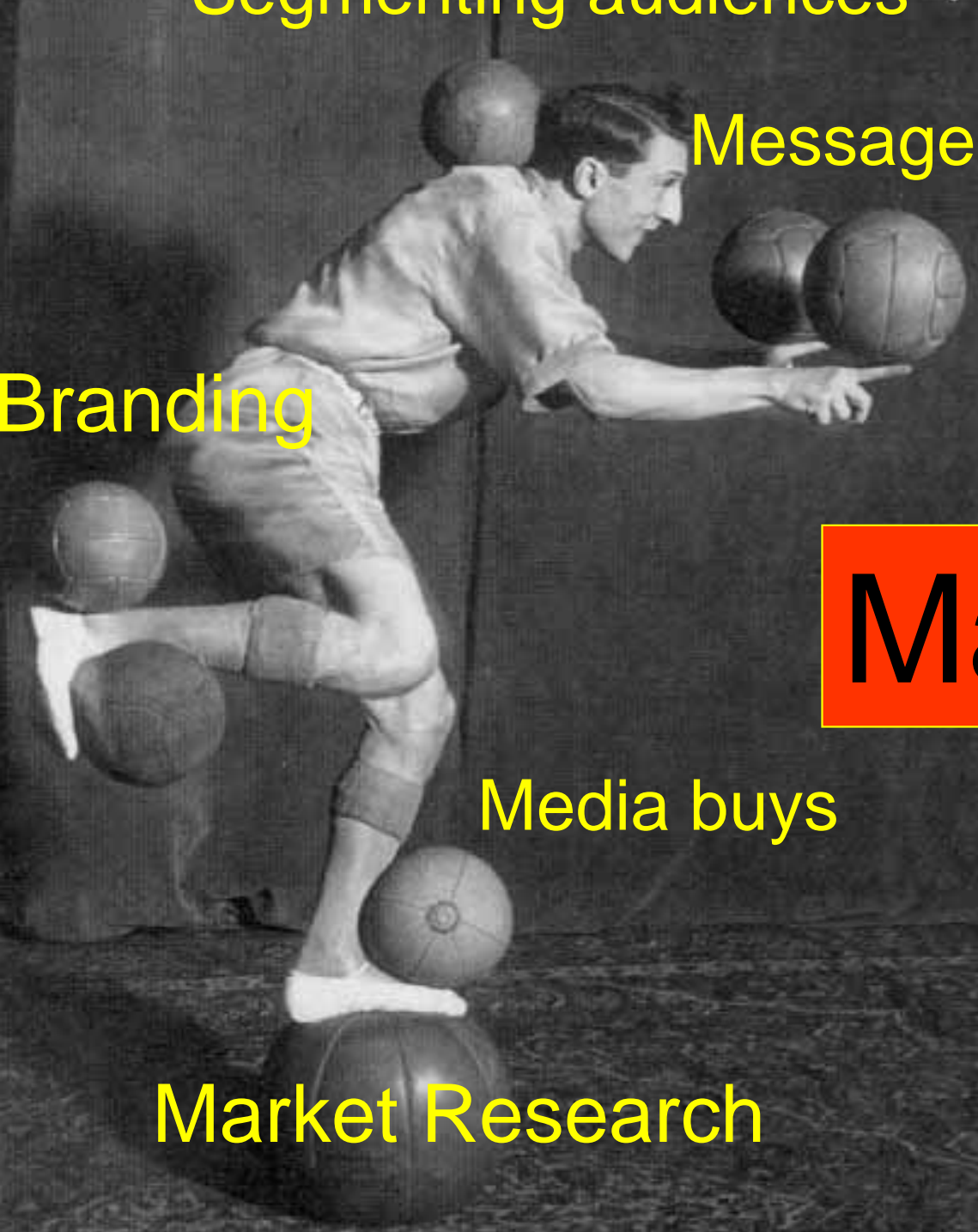
Messages

Branding

**Manager**

Media buys

Market Research





# Buckle Up America

On-Line Headquarters

Search

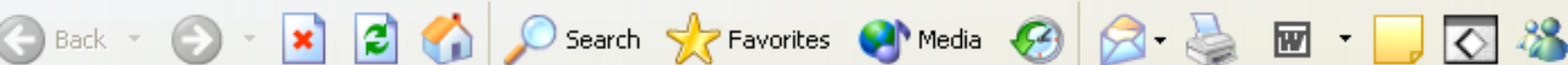
[News](#) [Research](#) [Strategy](#) [Tools](#) [Calendar](#) [Partner Center](#) [Contact Us](#) [Home](#)

[BUA Strategy Booklet](#)

## Strategy: BUA Strategy Booklet

- How do I make a media buy?
- How do I evaluate a proposed media buy?
- How do I hire a firm to make a media buy?
- How do I manage a media buy?
- Should I do a public service announcement (PSA)?
- How do I get my PSA on the air?
- Appendix: What are 'rating points'?





Address <http://www.buckleupamerica.org/nhtsa/smtrain.php>

Google Search Web PageRank 43 blocked AutoFill Options



HOME

RESEARCH QUERY

RESEARCH DESIGN

MARKETING TOOLS

MARKETING PLANS

# NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

## ONLINE SOCIAL MARKETING HEADQUARTERS

### Welcome to your social marketing headquarters.

Here you can apply marketing to your campaigns using tools developed by the Academy for Educational Development.

This site is designed for graduates of AED's **Introduction to Social Marketing** or **Applied Social Marketing** training modules. The site allows you to access the research designs, marketing tools and behavior-change expertise of AED's Center for Social Marketing and Behavior Change. Just click on what you need.

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Help me find market research

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Help me do a marketing plan

Go

Reach an AED expert for help

Go



This site is part of AED's Support for Buckle Up America

Reach AED at [buckleup@aed.org](mailto:buckleup@aed.org)

to success.

### 1. Get the problem right.

- What specific behavior are you targeting?
- Will that behavior help solve the problem?
- Is the audience segment large enough?
- Do you have enough resources?
- What external services/policies are needed?

### 2. Listen to the research.

- Is the research about the target audience?
- Is there more than one type of research?
- Is there at least one survey?
- Are the results dramatically different?
- Is there a clear benefit the audience wants?

### 3. Avoid Detours

- Does creative address the audience?
- Does it target the same benefit?
- Does the creative make the benefit clear?
- Is the emotional tone consistent with the benefit?

## The Deal:

If you do \_\_\_\_\_

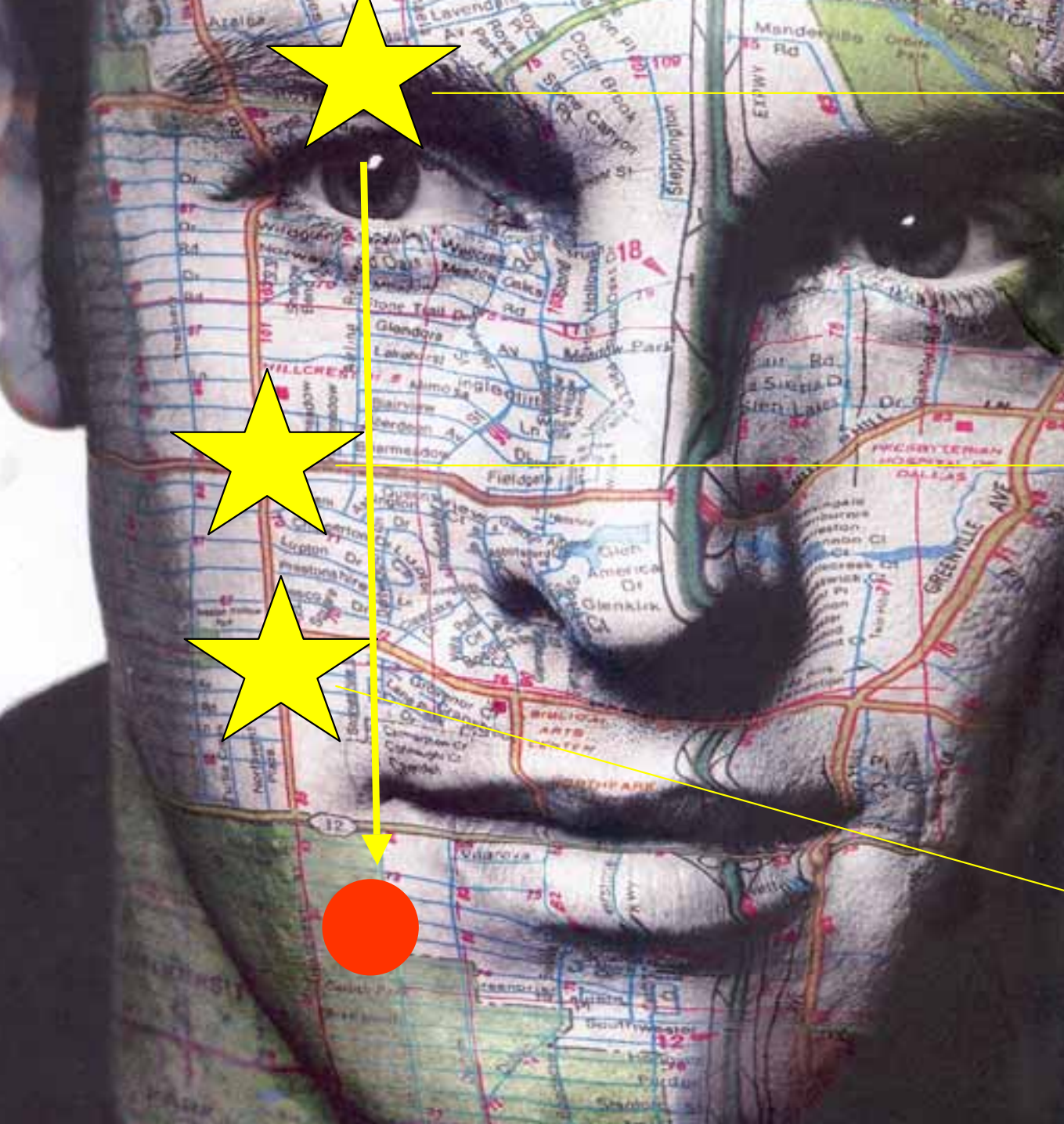
We will \_\_\_\_\_

Is it absolutely clear what the audience is supposed to do?

- Problem.
- Objective
- Audience
- Benefit
- Barrier
- Communication



[www.aed.org](http://www.aed.org)



**1. Get the problem right**

**2. Listen to the research**

**3. Avoid Detours**

