

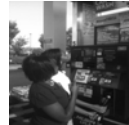
Using Social Marketing to Promote Health Initiatives and Health Campaigns in Alabama

Satellite Conference and Live Webcast
Wednesday, March 16, 2011
2:00 - 4:00 p.m. Central Time

Produced by the Alabama Department of Public Health
Video Communications and Distance Learning Division

Faculty

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What Is Social Media?

- Interactive 2-way social instrument of communication
- Technology that is targeted at forming a community of participants to productively collaborate

Social Media Is Everywhere

- Internet
- Facebook
- Linked In
- Twitter
- Barcode scanning
- Blogging



Social Media Is Everywhere

- Goal of social media is not to reach more people but to reach more of the RIGHT people

What Is Social Networking?

- Systematic application of marketing, along with other concepts and techniques to achieve specific behavioral goals for social good
- Primary aim of social marketing is “social good”
- Seeks to influence social behaviors to benefit and target audience and general society

What Is Social Networking?

- Primary focus is on the consumer
- Benefits
 - Enables collaboration on a much grander scale
- Challenges
 - Privacy information
 - Securing funds for program initiatives

Creative Ways to Impact Health Awareness

“Reaching people in their everyday lives.”

- Pump top signs
- Coffee sleeves
- Payphone kiosks
- Check cashing facilities and valet parking tickets

Pump Top Signs

- Multi-color “mini-billboards” above the pump only 2 feet away from the consumer



Pump Top Signs

- Reach
 - People visit the gas station 7-8 times monthly and spend 3-5 minutes each visit viewing pump top signs signs

Pump Top Signs

- Customizable
 - Can fit into most budgets
 - Can target zip codes, demographics, or cities
 - Can change out monthly

Sample Pump Top Sign



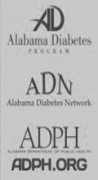
Sample Pump Top Sign

Could It Be Diabetes?

Do you have frequent:

- Thirst
- Blurred Vision
- Urination
- Hunger

Call your doctor today or call 1-800-438-5383.



Sample Pump Top Sign

H1N1 Swine Flu www.MyFluSafety.com
1-877-352-3581

- GET THE H1N1 VACCINE.
- STAY HOME WHEN YOU ARE SICK.
- WASH YOUR HANDS OFTEN.
- COVER YOUR MOUTH AND NOSE WHEN YOU COUGH OR SNEEZE.

For the latest H1N1 Flu information visit MyFluSafety.com or call 1-877-352-3581. Spread the word, not the flu.



TTY: (7) Relay Access Point Numbers
ENGLISH 1-800-653-4771, SPANISH 1-877-959-4773, CHINESE 1-877-959-4707.

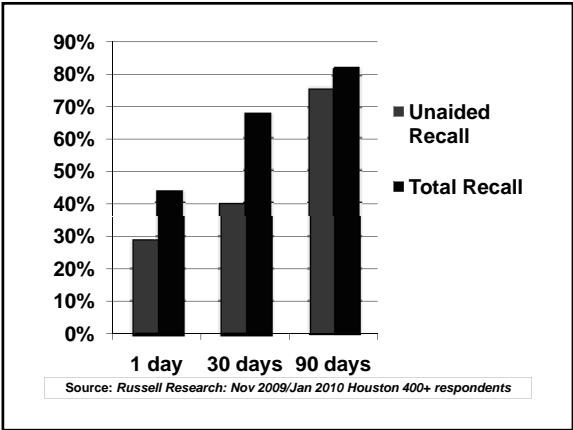
This message provided by the Florida Department of Health

Diabetes Awareness GSA Program 2010

- September
 - 123 stations
- October and November
 - 50 stations
- Results
 - Increased number of call-ins from phone number listed on signs

Recall Research

- Brand awareness: Tracked recall on the 1st, 30th, and 90th days of a program
 - Recall jumped significantly the longer the campaign
 - Unaided jumps from 29 to 76%
 - Total recall jumps from 44 to 82%



Recap of Pump Top Survey

- Likeability
 - 61% of consumers like gas pump advertising
 - Only 4% dislike

Recap of Pump Top Survey

- Recall
 - Unaided recall of brand advertising during their visit – 40%
 - Additional recall when aided – 28%
 - Total recall of pump top ads – 68%
 - Unaided recall of coupon on pump topper – 48%

Recap of Pump Top Survey

- Impact
 - Indicated gas pump ads were better at capturing their attention compared to OOH – 43%
 - Unaided reasons why better than OOH
 - Something to look at – 34%
 - Easy to read – 30%

Recap of Pump Top Survey

- Brand perceptions and potential promotions effect
 - The client advertising was liked and well received – 73%
 - This metric is the most accurate in determining which ads generate higher promotions
 - 60% likability rating suggests increase in promotions

Recap of Pump Top Survey

- Perceptually consumers felt much better/somewhat better about the brand after seeing the ad – 56%

Recap of Pump Top Survey

- Other
 - Percent of consumers going to a station at least twice per week – 80%
 - Percent going less than one time per week – 2%
 - Average number of visits to gas station each month – 7.1

Recap of Pump Top Survey

- Average use of C-store when going to station for gas – 67%
- Respondents living within 5 miles of gas station – 58%
- Respondents working within 5 miles of the gas station – 38%

– December 2009 by Russell Research



Coffee Sleeves

- Effectiveness
 - Consumers spend 53+ minutes with Ad-sleeves
 - Average recall 65%
 - 6 people see each sleeve
 - 34% of people thought sleeves were more noticeable than other OOH ads

Phone Kiosk Advertising

- Eye-level, street media, each kiosk location is exclusive



Recap

- Customized coverage
 - Choose location and duration
- Increases awareness
- Reaches all demographics in everyday lives
- Customer service guarantee
- Proof of performance