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## JOHNNYBOARDS SCOPE OF WORK FOR SAMHSA RELATED SOCIAL MEDIA CAMPAIGNS

### INTRODUCTION

JohnnyBoards will provide indoor media space for the purpose of meeting **SAMHSA** (Substance Abuse and Mental Health Services Administration) related prevention objectives and/or social marketing campaigns to the community for services which supports SAMHSA's recommendations. JohnnyBoards has exclusive agreements with its partners to provide this service which meet the prevention and social marketing campaign requirements of SAMHSA. Our mission is to help with the mission of SAMHSA: SAMHSA's mission is to reduce the impact of substance abuse and mental illness on America's communities.

### BACKGROUND

JohnnyBoards has extensive experience in providing indoor media space for social marketing campaigns. The great thing about JohnnyBoards is that it's an effective and affordable way to get in front of your target audience for an average of two and a half minutes. The **Unfair Advantage** we offer is "No other media can be placed where it is **truly unavoidable**". In most cases, people will see your social marketing campaign over and over throughout their visit to a JohnnyBoards venue because we are in washrooms. The key advantage for social marketing campaigns, that adhere to SAMHSA'S guidelines, is audience segmentation throughout the Johnnyboards network of locations. JohnnyBoards locations can be characterized and differentiated according to specific traits, such as age, gender, ethnicity and lifestyle. Knowledge of these traits helps providers develop and deliver appropriate messages to targeted audiences. JohnnyBoards has worked on national social marketing campaigns for The Ad Council, DHS, FAA, Department of Labor and the Forest Service. JohnnyBoards has worked on statewide campaigns for NMDOT, NMDOH, Dept. of Game and Fish and Expo New Mexico. JohnnyBoards has worked on social marketing campaigns for Bernalillo, Colfax, Santa Fe, San Juan, Sandoval Counties, Cities of Rio Rancho, Albuquerque and Santa Fe. JohnnyBoards has also worked on social marketing campaigns for school districts in Bernalillo, Colfax, San Juan Counties and many other non-profits.

### SCOPE OF WORK.

JohnnyBoards will provide a full size media ad space (8x11) at designated locations to promote prevention objectives and/or social marketing campaigns to the community for services for providers including but not limited to behavior health, prescription drugs abuse, illicit drug use, tobacco abuse, alcohol abuse and treatment services. Johnnyboards will help the provider with audience segmentation throughout the Johnnyboards network of locations. JohnnyBoards locations can be characterized and differentiated according to specific traits, such as age, gender, ethnicity and lifestyle. Knowledge of these traits helps providers develop and deliver appropriate messages. JohnnyBoards will provide a link to an online photo album as proof of performance. The photos will be date stamped and hosted by a third party host for additional independent accountability.



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## REQUIREMENTS

- The provider will provide any and all final artwork as an 8” x 11” vertical advertisement in Jpeg or PDF format. The file should be print quality in 300 dpi or higher.
- The provider may post more than one ad per quarter in order to reach targeted segments of the county’s population (Spanish speakers, youth, adults, underserved population, etc.). The file must be emailed to [Johnny@JohnnyBoards.com](mailto:Johnny@JohnnyBoards.com) 15 days prior to posting date.
- Once the file is received by JohnnyBoards, the provider will allow up to 10 days for complete posting after posting date. JohnnyBoards will provide no less than a 20% sampling of online photos as proof of performance to any and all stakeholders. The provider will allow 15 days for photo posting after the 1st of the month.
- Payment will be made to JohnnyBoards 30 days after the start of the contract and will be billed the first of each month thereafter until the end of the contract.

## COMPLIANCE

JohnnyBoards will adhere to the social marketing campaign objectives;” **Ten Steps for Developing a Social Marketing Campaign” and the “Understanding Social Marketing” grantee tools and other resources as outlined by SAMHSA.** The resources are defined and included for your information and quick reference.

Most successful social marketing campaigns can be broken down into the following 10 steps:

### Step 1: Define Your Audience

Be specific and learn as much as possible about the target audience. One way to define the target audience is to describe their demographics (for example, heterosexual males between the ages of 14 and 18 who smoke). In addition, paint a vivid picture of the individuals *within* the group; understand their attitudes, feelings, beliefs, values, motivation, and culture—all the factors that might influence their behavior.

### Step 2: Identify Evaluation Measures

Evaluation is a big part of all prevention efforts. This is no exception. Evaluate whether the campaign was implemented as intended and if the specific goals were met. Start developing the evaluation strategy early in the planning process. Think carefully about the evaluation questions, the best ways to collect the necessary information, and the type of people to bring on board to help in the process.

Establishing a direct correlation between the campaign and any observed outcomes may be difficult because a communications campaign does not exist in a vacuum. However, it’s possible to evaluate broader, population-level changes in behavior and compare them to a baseline before the marketing campaign began. For example, Massachusetts has conducted a large-scale, multi-million dollar anti-smoking campaign, funded solely by a tax on tobacco products. To assess change, they measure the difference in the number of cigarette packs sold before and since the campaign began.



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### Step 3: Identify Channels

It's important to think about how to communicate the intended message. One option is to deliver the message *directly* to the target audience. Common marketing channels include public service announcements. They include print. In selecting appropriate dissemination channels, consider the costs involved. Think about where the target audience gets its information, and which channels they consider most credible. Also, keep in mind that the most effective campaigns combine mass media with other efforts, such as community events and small-group discussions. Another option is to deliver the message *indirectly*, through intermediaries associated with the target audience. Intermediaries include people who work with these groups, such as coaches, teachers, and counselors. This group may include other people who are respected, such as athletes, clergy, and community and political leaders. Intermediaries can also be credible organizations, such as citizens' advocacy groups and local agencies.

### Step 4: Identify Benefits

The exchange principle asserts that in order for people to voluntarily give something up or try something new, they must benefit in some way. Ask the following question: Why would the target audience want to adopt the behavior promoted in the campaign? Think about this question from the audience's perspective. For example, to convince people over 50 to start exercising, highlight benefits such as increased energy and protection against osteoporosis. But to convince young adults to exercise, "sell" the idea that going to the gym is a great way to get in shape and increase your sex appeal.

It's also important to differentiate between long- and short-term benefits. People tend to gravitate toward short-term benefits: They're more immediate and enticing. Therefore, in the example above, increased energy—a short-term benefit—may be a far more compelling reason for people to exercise than developing stronger bones. However, only solid research will tell for sure.

### Step 5: Identify Obstacles

To achieve an exchange, it is also important to identify any *obstacles* that might prevent members of the target audience from adopting a given behavior. For example, when promoting treatment for alcohol and drug issues, find out whether treatment slots are, in fact available; whether members of the target audience have insurance coverage; and if the programs can be reached using public transportation.

Another example is encouraging a group of adults to quit smoking. The sheer power of nicotine addiction, plus the strength of the habit of smoking, are both big obstacles that prevent many people from quitting. The prevention message must thus be compelling, and salient enough to overcome these barriers. In order for the "exchange" to work, the benefit of adopting (or giving up) a behavior must be greater than the cost.

### Step 6: Determine the Message

This is a critical step. When creating a message, be very clear about the behavior you want to elicit. Do you want the audience to make a telephone call? Send for information? Stop doing something—like smoking—or start doing something—like talking to their children about [alcohol, tobacco, and other drugs](#)? People who see or hear the message must be clear about what is expected of them.

Next, create a message that builds on what has been learned about the audience: their existing knowledge, concerns, and interests. Try to emphasize positive behavior change rather than negative consequences. For example, the message



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“Use a designated driver” offers people concrete information for how to get home safely, whereas “Don’t Drink and Drive” simply tells people what not to do.

Finally, determine the tone and the style of the message. Tone is an elusive quality but is very important in a social marketing campaign. Determine if the message is intended to be informative? Emotional? Humorous? A combination of the above?

Remember: all the “pieces” of the message—headlines, illustrations, and copy—should work together to immediately establish what is being offered, what the benefits are, and who is advertising it. People should know at a glance what the message is about.

## Step 7: Test and Refine

It’s very important to “pre-test” the message. The best way to do this is to test the message on focus groups that represent the target audience. Present them with several message samples and record their impressions and reactions. Then use their feedback to refine the message. Test the message for comprehension, attention, and recall; strong and weak points; personal relevance to the target audience; and sensitivity to cultural and/or audience-specific characteristics.

## Step 8: Collect Data

Collect data to determine whether the message is having an impact. Data collection might involve conducting more focus groups, administering surveys, or doing telephone interviews. Data collection methods should be dictated not only by cost, but also by the questions you want answered and the kind of information you want to collect. Whenever possible, work with an evaluator to design and implement your data collection efforts. Learn more about [finding and analyzing epidemiological data](#).

## Step 9: Modify Your Work, Based on the Data

Even the best-researched campaign often needs some tweaking once it has been launched. Use the data collected to refine and adjust the message, communication channels, and promotion strategies. If something isn’t working, a small alteration is often enough to improve it significantly. If unsure, go back to the target audience and ask them what they think.

## Step 10: Write an Evaluation Report

This is often required by the funder. Yet, even when it is not, creating a report is a helpful way to organize the information collected so that it can be shared with others and garner support for future efforts. In the report, present the intended campaign accomplishments, broad lessons learned, and remaining tasks or recommendations for follow-up. Try to be concise, avoid jargon, and present a balanced set of findings.

When moving through each of these steps, always keep a clear picture of the target audience. The most valuable asset is knowledge of the audience. Don’t ever underestimate just how critically important that knowledge is to the success of any social marketing campaign.

## References

- Backer, T. E., Rogers, E. M., and Sopory, P. (1992). *Designing Health Communication Campaigns: What Works?* Newbury Park, CA: Sage Publications, 30.
- [Conducting a Social Marketing Campaign at Community Tool Box, University of Kansas Work Group for Community Health and Development](#)(link is external)
- [Making Health Communication Programs Work: A Planner’s Guide at the National Cancer Institute](#)



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## Understanding Social Marketing

Fifty years ago, the word “marketing” belonged only to the world of cigarettes, junk food, sneakers, and cereals—not to the world of nonprofit social service agencies or substance misuse prevention. Today, as the science of marketing has evolved, social marketing has come to play an important role in health and social service efforts. Social marketing can offer tools and techniques that prevention professionals can use to help improve prevention activities in their communities. If it’s clearly understood, adapted with care, and carried out professionally with research to back it up, social marketing can be a very useful tool for prevention professionals.

Launching a full-scale marketing campaign can play a vital role in creating community change. But that is not the only reason, or even the main reason, to have a working knowledge of social marketing. This technique can be used in other ways, for example:

- To sell ideas in meetings
- To sell participation in a community coalition
- To influence people who can make a difference in the success or failure of prevention efforts
- To increase effectiveness when working one-on-one with people at risk. For instance, instead of just saying, “Don’t use drugs,” the social marketer might try to understand by asking, “Why do you use drugs?”

Over the past 20 years, many health and social causes have used social marketing to raise awareness and produce behavior change within different audiences around the world. Social marketing techniques have also been used effectively in the fields of alcohol and other drug prevention, family planning, heart disease prevention, and energy conservation.

## What is Social Marketing?

Definitions from experts usually emphasize various aspects of social marketing. Alan R. Andreasen, for instance, a major architect of social marketing, describes it as the application of commercial marketing principles and techniques to the “selling” of ideas, attitudes, and behaviors that benefit the audience and society as a whole. Philip Kotler, another social marketing expert, defines it as “applying marketing principles and techniques to advance a social cause, idea, or behavior.”

## Key Elements of Social Marketing

Social marketing draws on techniques developed by marketing experts, particularly as they started to base their techniques on theories about what motivates human behavior. The foundation of social marketing is conducting research to understand what the consumer or target audience wants or needs. Social marketers can then “package” the product or behavior they want to “sell” so that it resonates with these wants and needs.



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## The Four “P’s” of Social Marketing

Marketing strategies accommodate consumer focus by addressing the “Four P’s”: product, price, place, and promotion:

- **Product** refers to the item or concept social marketers want to promote. It could be a tangible object (like a condom), or a behavior (like exercising), or an idea (for example, that [underage drinking](#) isn’t cool). In order to have a viable product, people have to believe that using or adopting the product will somehow benefit them.
- **Price** refers to the cost of using a product or changing a behavior. This may include monetary costs, but more often refers to what people have to pay in terms of effort, energy, or time. For example, a teenager who stops smoking may actually save money by not having to buy cigarettes. However, the price of quitting may also have costs, such as dealing with friends who smoke or finding the willpower to remain smoke-free.
- **Place** describes the channels used to reach the target audience. Will the target audience include people in schools? Doctor’s offices? Shopping malls? On the Internet? Research will help identify the best venues for delivering the product.
- **Promotion** refers to the strategies used to create and sustain demand for the product. It involves the development of an effective message, as well as decisions about how the message will be communicated. Examples include electronic media, such as radio and television; print media, such as newspaper ads or bumper stickers; or non-conventional media such as airplane banners or tattoos.

Many of the techniques used in social marketing efforts are the same as in commercial marketing. The techniques aim to:

- Identify and analyze the target audience through carefully planned formative research
- Use the information derived from research to design a message
- Focus on creating an exchange: providing a *benefit to the audience* (such as not being fined) in exchange for a *desired behavior* (such as wearing a seatbelt)
- Test the message with members of the target audience, revising accordingly
- Determine the best media sources for communicating the message and the right people to deliver it
- Track the effectiveness of the message and refine it based on the results of the evaluation



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There are two principles that differentiate social marketing from general marketing practices: audience focus and the exchange principle.

## Audience Focus

Success of social marketing depends, in large part, on understanding the target audience. The first step in developing this understanding is to define an audience. Once it's determined *who* to reach, and why, the messages can be tailored accordingly.

"General public" is not a helpful phrase when it comes to marketing. It assumes the existence of a vast, undifferentiated crowd of people with uniform needs and similar interests. Yet, everyday experience shows this is clearly not the case. Turn on the television to one of more than 100 channels, and chances are, you will hear someone make a comment with which you disagree.

Fortunately for social marketers, the general public comprises many smaller audiences, or segments, that *do* share interests, cultures, and backgrounds. Through a process called "audience segmentation," these groups can be characterized and differentiated according to specific traits, such as age, gender, ethnicity, role in the community, skills, or experiences. Knowledge of these traits helps social marketers develop and deliver appropriate messages.

## Exchange Principle

Another essential feature of social marketing is a concept known as the exchange principle. In order for people to try something new (like using condoms) or give something up (like stopping smoking), they need to benefit in some way. Furthermore, the reward or benefit of adopting the behavior needs to be greater than the "cost." Finally, the new behavior must be worth the cost in the person's mind.

Consider this example: A person is trying to lose weight and has decided to go to the gym three nights a week to do so. But what sacrifice will he or she be willing to make to get to the gym? If the benefit of losing weight is great enough, then it may be worth it to leave the comfort of home and head off into the night. However, if the goal seems unattainable, or the gym is too far away, too expensive, or there's a great TV show on, then the likelihood of making it to the gym decreases on a given evening.

When thinking about the target audience and the exchange process, keep in mind that people don't make choices in a vacuum. Research shows people are more likely to adopt a new behavior if friends, family, and/or their social group approve of it or practice it themselves. Advertisers often use this knowledge to sell products. For example, one popular Coke commercial depicts a group of young teenagers holding a car wash. Music is pumping and the kids are having fun. The exchange: "If you drink Coke, you'll have fun. If you drink Coke, you'll have friends." Framed in this way, why would any teenager *not* want to drink Coke?

"Peer pressure" on adults may not be as great as on youth but can still affect behavior. Consider, for example, how much easier it is to take an early morning walk if you have a friend to walk with you. Or how much more comfortable it is for a new mother to breastfeed her infant if the behavior is supported by the other adults in her life.



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## PROJECT DELIVERABLES

JohnnyBoards will print and post social marketing campaigns, as designated and provided by the provider. JohnnyBoards will provide a link to an online photo album as proof of performance. The photos will be date stamped and hosted by a third party host for additional independent accountability.

## PROJECT TIMELINE

To be delivered per the timeline set by provider.

## PROJECT BUDGET

The project budget is \$\_\_\_\_\_. The PSA rate for a full size (8 x 11) media space is \$20.00 per space, per month. Final locations in the JohnnyBoards network of locations are still to be determined in collaboration with the provider.

## ATTACHMENTS: (NUMBER AND IDENTIFY) (To be identified)