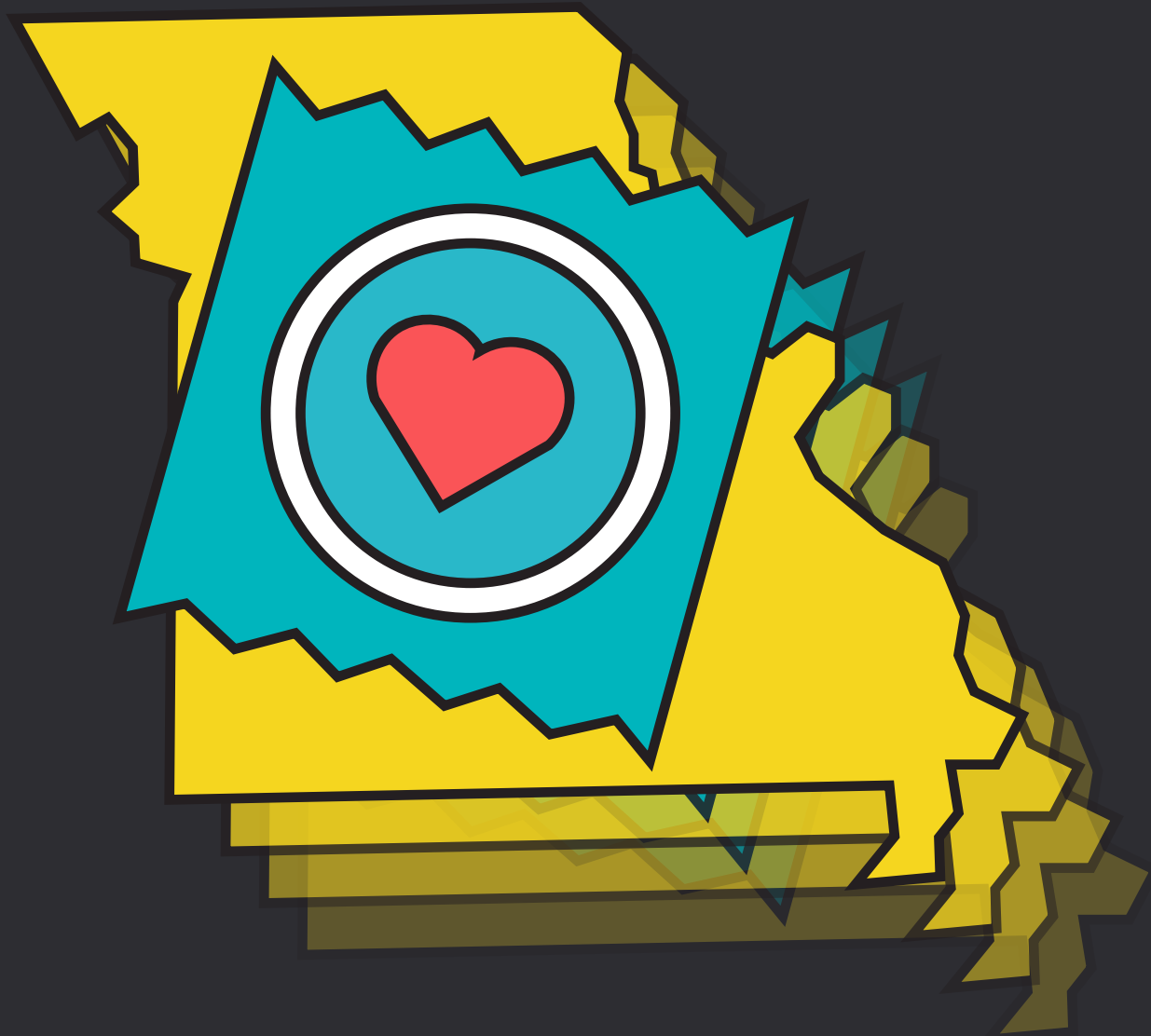
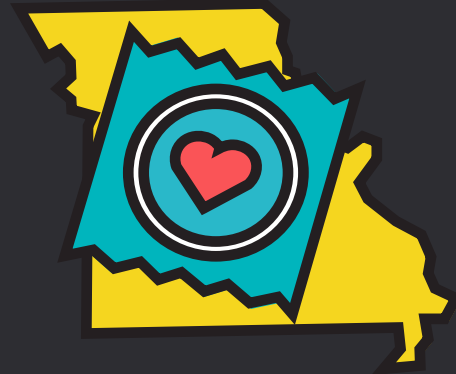


SHOW ME CONDOMS



Illuminative Media | NCCAG 2020

SHOW ME CONDOMS



ILLUMINATIVE

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EXECUTIVE

NCCAG tasked Illuminative Media with creating a campaign geared toward sexually active individuals in order to increase traffic and retention rates to their website, showmecondoms.org. Throughout this book, you will see the entire journey we took to conduct research, make sense of our findings, develop insights, hone in on a target profile and formulate a central big idea which would be the cornerstone of our creative execution.

Our specific task was to develop an eye-catching and intriguing multimedia campaign that will drive traffic to our client's website as well as their mobile app. Because NCCAG's sole purpose is to inform, prevent and educate, we wanted this campaign to spread awareness to individuals and encourage them to take care of themselves and make safe and informed sexual decisions.

By conducting an online survey, our team was able to speak with an array of young adults to gain a deeper understanding of their lifestyles and habits, as well as their behaviors and attitudes toward sexual health. Afterward, we were able to develop a target audience and discover insights that are crucial to our campaign strategy. With this information, we cultivated an integrated campaign across multiple touchpoints within the means of the assigned budget. Based on our research findings, we decided the tone of our multimedia campaign would be informational, and slightly humorous. We found that this is the best way to reach our target demographic, and in no way will our strategy involve fear-based advertising.

As you will see, our campaign effectively taps into the beliefs, values and behaviors of our target audience. Illuminative Media wants to encourage these young adults to bridge the gap between being educated on their sexual health and taking actionable steps to prevent STIs, which is what we plan to accomplish with this campaign.

SUMMARY

SECONDARY

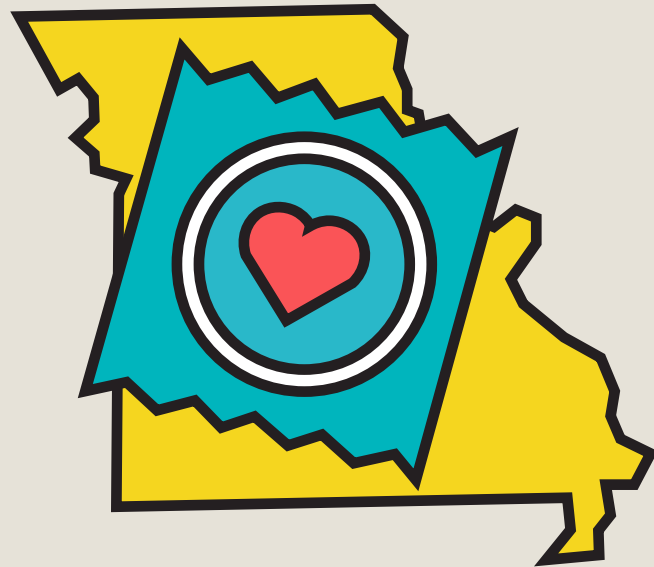
RESEARCH



COMPANY

The North Central Community Advisory Group (NCCAG) is an organization that serves North and Mid-Missourians. Their mission is to promote sexual health education, STI prevention and overall well-being within their designated region.

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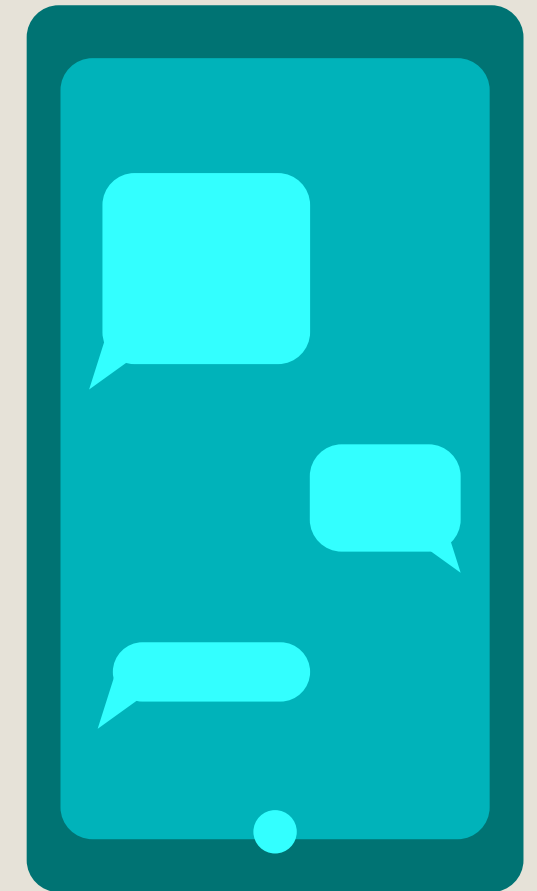
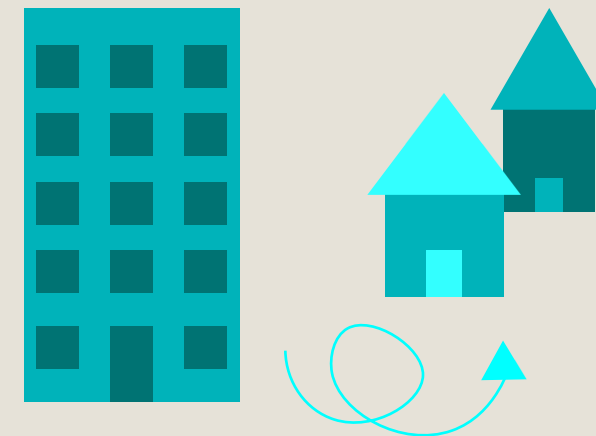


NCCAG's core values include STI, Hepatitis and HIV education and prevention, access to healthcare, sexual health policy and advancements in healthcare.

CATEGORY

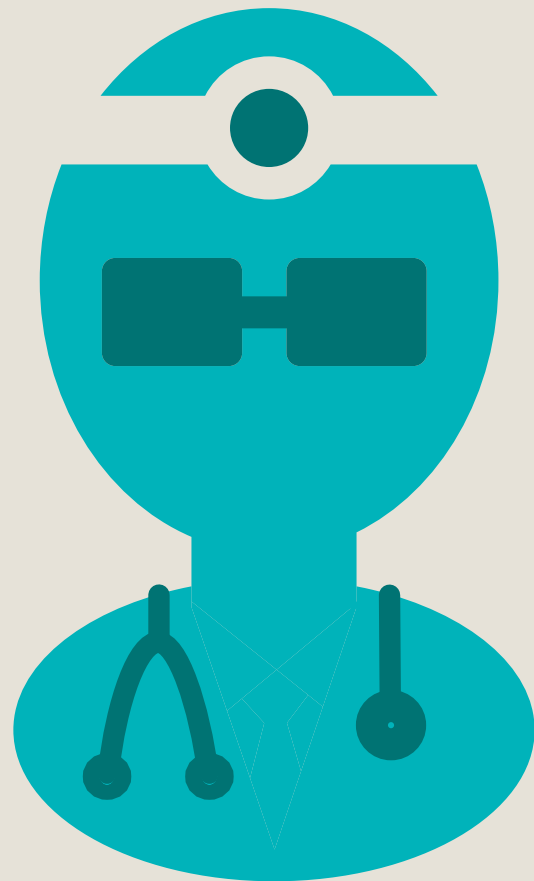
Sexual health itself, along with sexual health education tend to be taboo topics. Most preventative sexual health programs target adults rather than youth. Sexually active teens tend to fill in the gaps in their sexual health education by utilizing internet searches. There is not an abundance of research on the effectiveness of the strategies of different public health awareness campaigns, although certain health departments have had success with text messaging campaigns.

An external factor that could negatively impact this category is geographic location. Rural communities generally have less reliable access to the internet and public health resources.



CONSUMER

While NCCAG promotes sexual health education and STI prevention and testing for all individuals within their designated region, there is an emphasis on individuals who are more at risk. This can include those who are not practicing safe sex, those who have several sexual partners or those who have not been tested for STIs. Young people (ages 15-24) make up about one quarter of the sexually active population; however, this population tests positive for over half of the STIs within the United States each year. Additionally, only 12 percent of young people were tested in the past year.



In the state of Missouri, schools are not required to teach students comprehensive sex education. If schools choose to teach sex ed, they are required to adhere to abstinence as the preferred method in their curriculum. Through abstinence only curriculum, students are not taught about the various forms of STI protection and birth control that are available and how to access them. Instead, they are taught that the only way to avoid contracting a STI or becoming pregnant is abstaining from sex completely.

COMPETITION

NCCAG is focused on informing, educating and providing access to these services in the Mid-Missouri region. Their website is informative and easy to navigate, while it also appropriately addresses sensitive information.

Available Resources in Columbia:



SPECTRUM HEALTH

OUR FINDINGS

Target Market

While NCCAG aims to provide sexual health education, prevention and testing to all individuals within North and Mid-Missouri, their target demographic is those who are most at risk of testing positive for STIs. This places an emphasis on adolescents who are sexually active, which typically includes individuals from 15 to 24 years of age, who are at higher risk of acquiring STIs due to a combination of behavioral, biological, and cultural reasons. More specifically, while both men and women are affected by STIs, young women face the most serious long-term health consequences. It is estimated that undiagnosed STIs cause infertility among 24,000 women each year.



Although the majority of college students have access to their university's sexual health education and testing services, statistics show that very few students have actually been tested. For example, nationwide, only 13% of students had been tested for HIV, not including tests done when donating blood. Additionally, in 2017, 54.6% of young people between the ages of 13 and 24 that were living with HIV, were unaware of their infection. In terms of condom usage for young adults, in 2017, 36% of women and 53% of men said they used condoms each time they had sex over the past year. This shows that not only are young females using condoms less regularly than men, but they are also at a higher risk of repercussions caused by STIs.

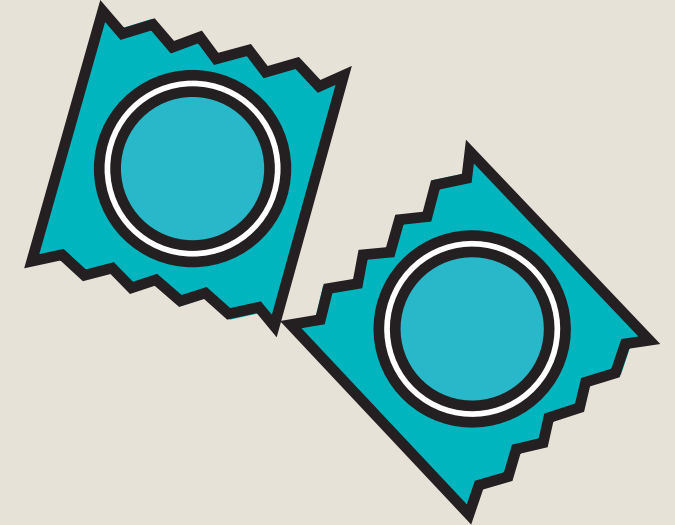
People often don't get tested for HIV or STIs due to fear and shame - fear of their ability to cope, and shame from those around them. Furthermore, many individuals do not believe a test is necessary if they have had their blood drawn at a hospital in the past, haven't been sexually active recently or have been in a consistent, monogamous relationship. These justifications for not getting tested, among many others, are present in the target market, and NCCAG aims to raise awareness to prevent these false justifications.

Competitors

NCCAG doesn't necessarily have any competitors, as they are an organization focused on informing, educating and providing access to these services in the Mid-Missouri region. However, organizations offering similar services include Planned Parenthood, Spectrum Healthcare and other STI test centers. All organizations work to achieve a shared objective of promoting sexual health and STI prevention.

Products

The group has friendly and helpful staff that provides important services such as STI, HIV, and Hepatitis testing, sexual health education and STI prevention, and free condoms.





Strengths

The organization provides important services such as sexual health education, STI and HIV prevention, free testing services, free condoms and more.

Additionally, their competition is limited, as they are the only organization serving 37 counties that aims to inform, educate and provide access to these services.

NCCAG's website is easy to navigate, very informative and appropriately addresses sensitive information.

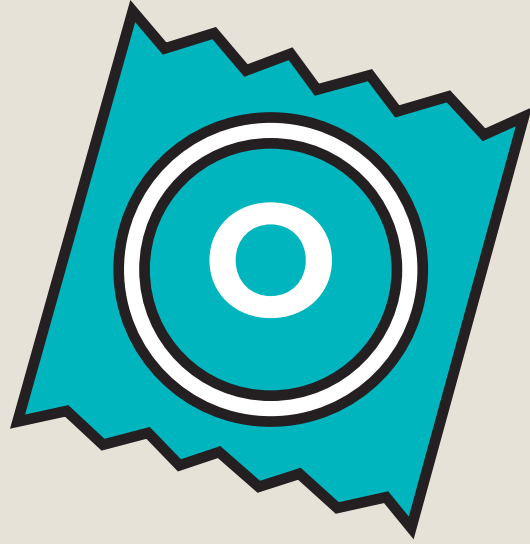


Weaknesses

NCCAG currently faces a variety of obstacles such as the geographic reach being 37 counties, making it difficult for a local advertising campaign to reach the target demographic. Additionally, STIs are an incredibly stigmatized topic, so the tone and information presented in an advertising campaign needs to be relevant and sensitive.

There are also financial issues to consider. Because NCCAG is an advisory group, as opposed to a non-profit, Boone County is unable to fundraise for special projects and lacks resources. Their budget is uncertain, and varies depending on the funding provided by state and federal levels, which fluctuates regularly.

Perhaps the most important obstacle to overcome stems from NCCAG's lack of social media. NCCAG has an Instagram account, but it is inactive and has a minimal following. Instagram is one of the most popular social platforms for our target demographic. Additionally, NCCAG does not have a current media approach or specified brand standards. Along with the campaign, branding will be necessary for NCCAG's success on social media.

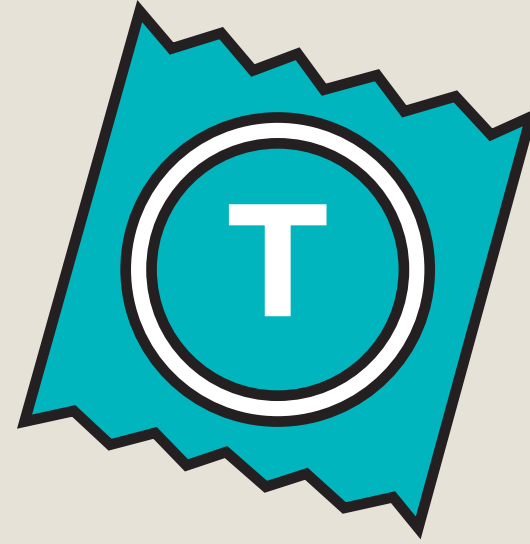


Opportunities

Although the organization does not currently have social media, there is major room for growth in social reach and content across all platforms. NCCAG already has a mobile app developed, and there is room for improvement within the app.

The majority of the current content has an informative tone, but humor could help accomplish the goal of destigmatizing STIs.

NCCAG is partnered with multiple health clinics around the region, so there is opportunity to collaborate with different locations in our campaign. Additionally, as Columbia is home to multiple colleges, NCCAG has the opportunity to work with the universities in Columbia, which directly reaches our target audience.



Threats

The stigma behind sexual health and disease prevention presents the biggest challenge in this campaign. Because discussing sexual health is a touchy subject for many, it may be difficult to get a large group to participate in primary research.

Additionally, the city of Columbia does not support NCCAG because sexual health is not deemed “family friendly.” This reality significantly reduces the ability for city partnerships. The large region that NCCAG covers presents another threat, as creating a campaign that reaches and resonates with all different demographics throughout the 37 counties may be difficult.

PRIMARY

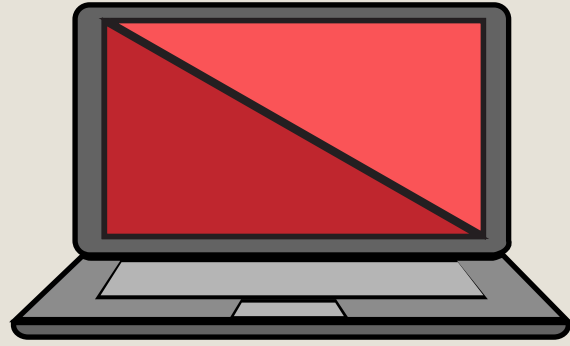
RESEARCH



PRIMARY

About our Research

Although we were provided with valuable information from our client and through secondary research, supplemental research was necessary to obtain more information.



We identified three objectives that would guide our research and help us learn more about the audience we were trying to reach. Those objectives were:



Understand attitudes and behaviors towards sexual health and education

Identify why individuals do or do not visit sexual health clinics



Discover the type of messaging that will resonate best with our target audience



METHODOLOGY

We chose to conduct an online survey to gather our primary research data due to the sensitivity of the topic. The survey was distributed via social networks, friends, family, on-campus and off-campus organizations and more. By using several channels of distribution, we received over 300 responses over the course of two weeks. To gain a better understanding of the individuals' perceptions regarding their own sexual health as well as sexual health resources in Missouri, we asked mostly multiple choice questions, with an added prompt, "if not, why?" for participants to expand with their reasonings. In our survey, we used Likert scale questions to gain insight into the target's understanding of STIs and how at-risk they are regarding their demographics. In addition, we used Likert scale questions to gauge how participants feel about current STI advertising.

Screening Criteria

To be eligible to participate in our survey, respondents needed to be aged 18-24. We wanted to ensure that respondents were the ideal candidates to accurately depict the attitudes and behaviors of our target audience for our primary research efforts. Although NCCAG specifically serves 37 counties in Missouri, we did not employ geographic restrictions.

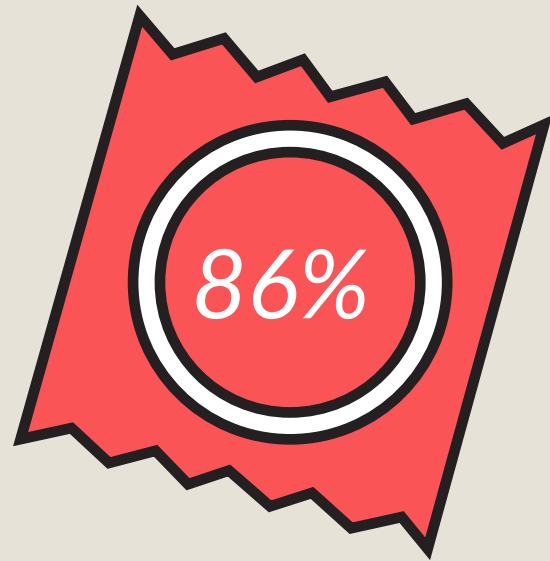


DEMOGRAPHICS

Out of our 300+ participants...



83% of our surveyors were female, followed by 16.5% male and one non-binary surveyor.



of participants are sexually active, and

44%

reside in Central Missouri.

OPINIONS

Upon asking people about their sexual health knowledge and opinions...

90% of surveyors agree STIs are something to worry about when having sex.

The majority of our participants seem to be aware that STI's are a serious medical concern that should be avoided.

74% disagree that they would know if the person they are dating has an STI.

Even though many realize the potential danger of STI's, the majority also do not believe they would know if the person they are having a relationship with has one. This could be from numerous things, such as STI's that don't show symptoms, or from simply not inquiring.

96% agree that STI's can have serious health effects.

Even though many realize the potential danger of STI's, the majority also do not believe they would know if the person they are having a relationship with has one. This could be from numerous things, such as STI's that don't show symptoms, or from simply not inquiring.

CLINICS

64% said they were aware of a sexual health clinic in their area.

However, when asked if they had visited a health clinic,

OVER HALF

of respondents said they had never been to one.

Upon asking if the surveyor would get tested for HIV/AIDS within the next year...

A slim majority said YES at 28.32%, while many said NO at 27.82%. Their reasonings were:



"I do not think I am at risk"



"I have only ever had one partner and he has no other partners"



"I don't feel I have enough sexual partners where that would be necessary"



"The test is expensive"

KEY FINDINGS



Majority of surveyors do not use condoms when engaging in sexual activities.



Social media is the preferred form of communication, ranking much higher than traditional media.



Our audience prefers humorous or informational advertisements.



Dating apps are incredibly popular and several are used frequently by our surveyors.

KEY INSIGHTS

There is an alarming disconnect between our target profile having knowledge about the prevalence of STIs, and then those same individuals taking actionable steps to prevent them.

Our research shows that although individuals are aware of how STIs are spread, they do not seem to think that they are susceptible to the spread.

For example, many individuals within our target demographic do not use condoms while having sex, for a number of reasons, despite the fact that they all displayed knowledge about the benefits of using condoms.

Additionally, our target relies heavily on social media and the internet. Not only do they spend a lot of time on their phones, but they use these platforms to learn and acquire information.

This bodes well for a campaign that will primarily utilize social media to advertise its message.

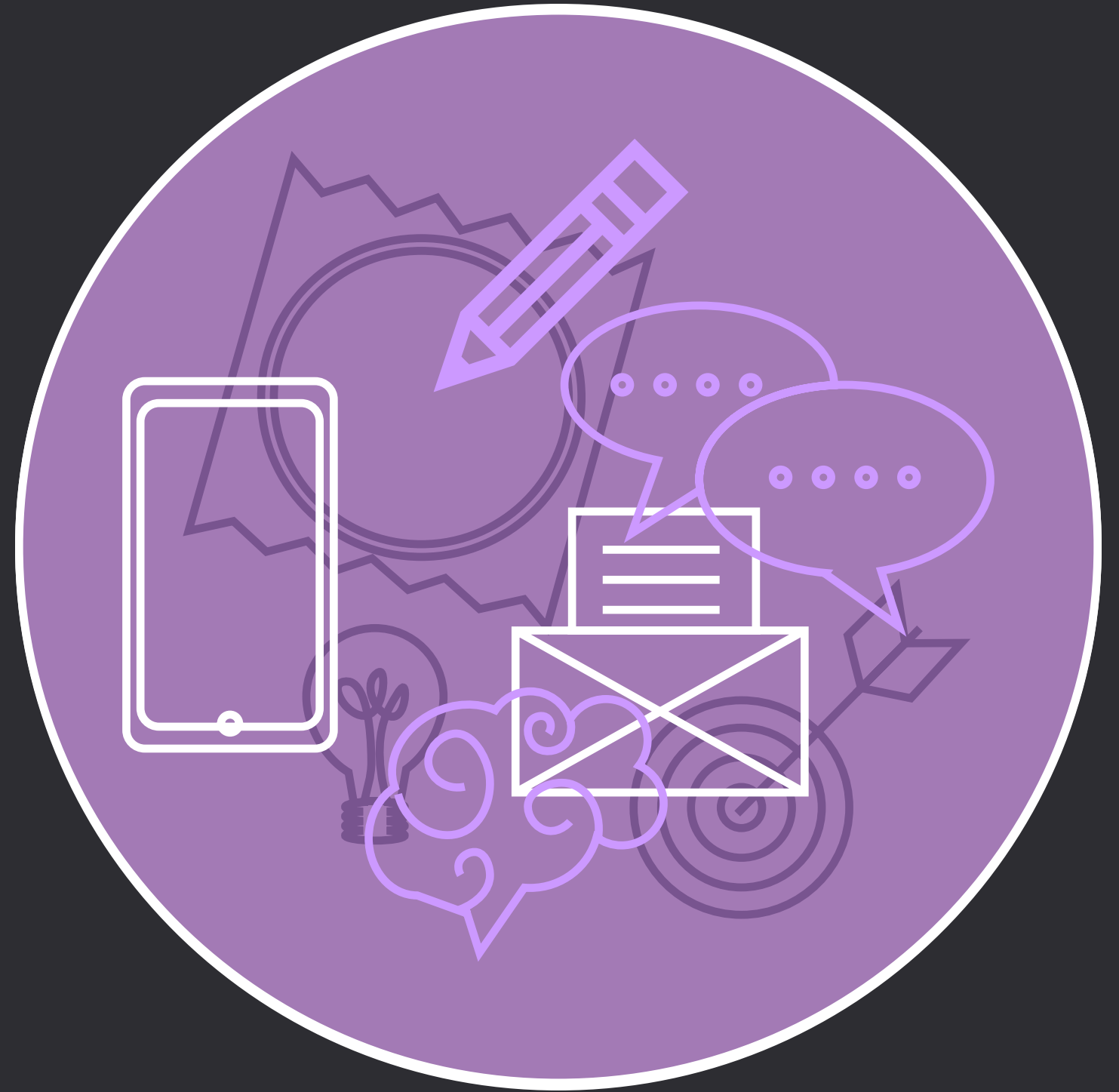
RECOMMENDATION

Based on our findings, we recommend a campaign that will not only raise awareness for NCCAG, but will also educate individuals and encourage them to make safe, healthy and informed sexual health decisions.

We want to target young, sexually active individuals. This campaign is rooted in the idea that these individuals have a general understanding about sexual health and STIs, but they are not taking active preventative steps to avoid them.

This campaign will push these individuals in the right direction and give them the resources they need to create and maintain a healthy, sexual lifestyle.

CREATIVE

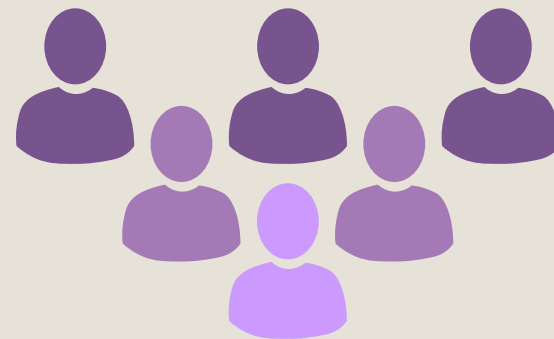


AUDIENCE

From the beginning, our campaign planned to target young, sexually active individuals. While this parameter guided our primary research, we wanted to go beyond the characteristics of this audience and gain a deeper understanding of who these individuals really are and the role that sexual health plays in their lives.

Target Profile

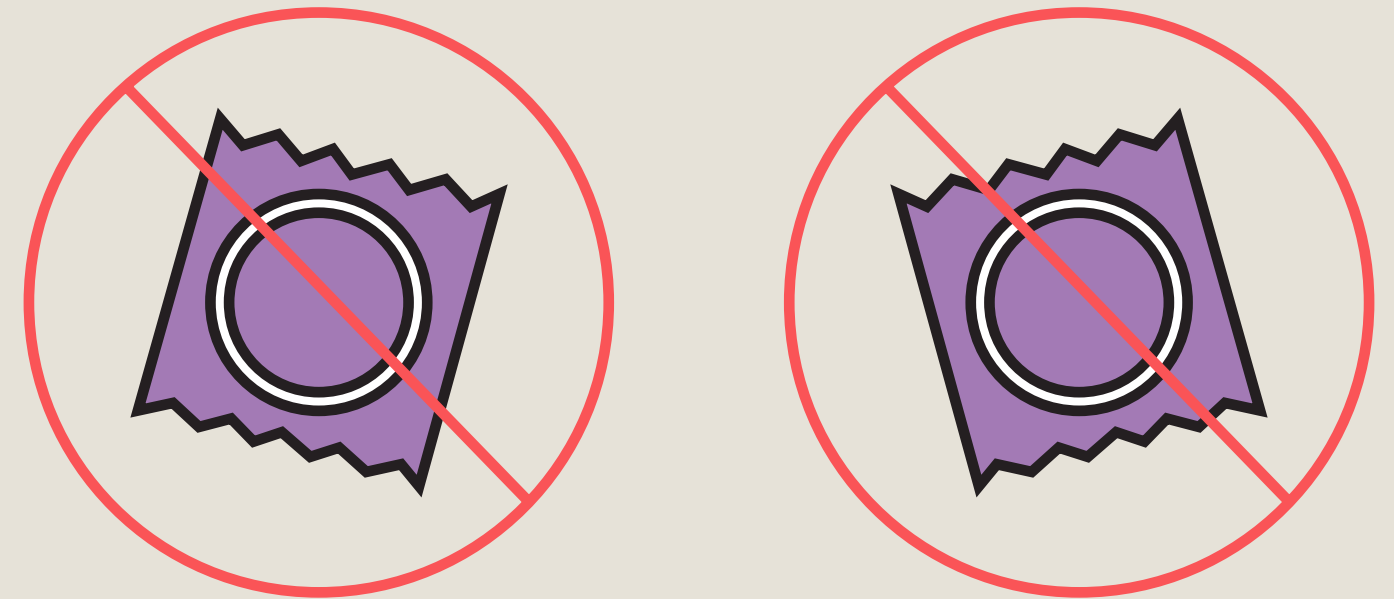
Our research led us to our target profile: the Naive Non-Celibates. Naive Non-Celibates are young, college-aged individuals that are sexually active, slightly naive in regards to sexual health and heavy users of social media. Some are in monogamous relationships and others prefer to date multiple people. They have a general understanding of STIs and how they are spread, but seem to have the mindset of “it’ll never happen to me.”



Although the majority of the Naive Non-Celibates are aware of sexual health clinics in the area, a lot of them don’t feel the need to get tested. Some don’t use condoms during sex because they are in a monogamous relationships, or because condom-use “doesn’t feel good” to them. They learn the most about sexual health via the internet and social media. This group is more likely to turn to Google than to their family and friends to seek out information about sexual health. When it comes to sexual health awareness on social media, specifically Instagram, they prefer informational advertisements with a lighthearted, slightly humorous tone.

SMOOCHING SAM

Our target profile, the Naive Non-Celibates, takes the form of a person in Smooching Sam. Smooching Sam can be a male or female. They are educated about sexual health and realize the repercussions of not using protection. However, they are of the mindset that STIs do not happen to people like them, and getting tested would be more of a hassle than it’s worth.



“I have a partner who I feel super comfortable with, and we don’t use condoms anymore. They’ve only been with a few other people, and we know that we don’t have any STIs - we would have both definitely figured that out by now! I get most of my information regarding sexual health through social media - I really love Instagram and Snapchat.”

MEET THE TEAM



Paige Zilinkas

Paige Zilinkas leads our team as the account executive. Last summer, she interned in the PR/social media department at Meyer Corporation. She draws her inspirations from Erin Andrews and Scott Boras and is hoping to land a career in sports and entertainment law after attending law school in the coming fall. When she's not busy with school, you can find her listening to podcasts!



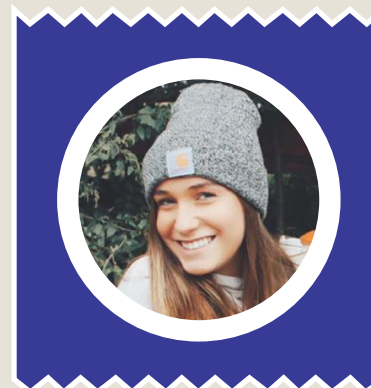
Erika Mertz

Erika Mertz serves as Illuminative's account planner and researcher. This past summer she was the marketing intern for a software company headquartered in Chicago, and the semester prior interned at FleishmanHillard in Brussels, Belgium as a Research Executive. When she's not in class you can find her singing her heart out at rehearsal or watching an embarrassing amount of food videos.



Bella Foote

Bella Foote is our busy copywriter. She has always been a storyteller looking for a creative outlet and is able to discover her personal style with this position. Aside from her work on the team, Bella is the social media marketing intern for ITAP and creates weekly content. She gets her inspiration from Anthony Bourdain and loves to cook in her free time.



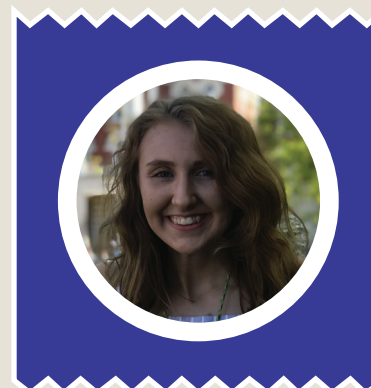
Olivia Grayson

Olivia Grayson is proud to be from "best small town in America". As our digital strategist, she is passionate about advertising and all its possibilities. She has spent the last two summers in graphic/website design and research and hopes to do something with copywriting or digital strategy after graduation. She is an ordained minister and loves NFL football.



Jess Martin

Jess Martin serves as the graphic designer on the team. She was previously the PR chair for her honor fraternity and now runs social media for a local Columbia restaurant. She hopes to become an event planner or project manager in the years to come. When she's not working, you can find her rock climbing or binge-watching Marvel movies!



Mel Frieders

Mel Frieders is the media planner of Illuminative Media. She plans to go to grad school for non-profit management next year. For the past year, she has been working in digital marketing with a small insurance company. When she's not reading or writing, you can catch Mel reading through the Harry Potter series for the first time!



Cami Carlson

Cami Carlson is the PR specialist of the team. She is inspired by her own mom to be strong and driven and loves the opportunity to build relationships and connections with the media in her position. What many don't know is that Cami is ambidextrous, and during the winter she can be found snowboarding.

