

Teen Health Council

August 2014

Health Ad Concepts to Increase Healthy Choices

“Strong health marketing campaigns are important to us because we believe that positive healthy messages can last forever. Powerful ads affect our choices.”

Who is the *Teen Health Council*?

Formed in the summer of 2008, the *Teen Health Council* meets to research, debate, and report on ideas and solutions that significantly impact youth on issues ranging from nutrition to mental and sexual health. The *Teen Health Council* works in collaboration with the Chicago Department of Health and the CPS Office of Student Health and Wellness.

Research Question

The *Teen Health Council* hopes to accomplish improving health and wellness for adolescents between the ages of 12 and 25. We mainly focus on the improvements of policies that affect CPS students, therefore forming our research question for the summer; How might we create exciting and inspirational health education and marketing campaigns within our schools and communities?

Enhancing What is Already Out There

The Chicago Department of Public Health has created several captivating, provocative, and informative, ad campaigns across Chicago that targets teens. Ads such as “Unexpected,” the teen pregnancy campaign, and the Burn Tobacco Ads have engaged a broad range of audiences across Chicago. The alluring nature of these ad campaigns has sparked a conversation among teens and young adults in Chicago. These ads capture and hold the attention of the youth and create an innovative movement for the different health issues in Chicago. We appreciate how these ads on Chicago’s buses and trains have received much feedback, media attention, and controversy.

Mikva Challenge Teen Health Council has come up with numerous health-related ad campaign concepts that will enhance the great work of the Chicago Department of Public Health. We have created concepts ranging from nutrition to sexual health that will target teens and catch the attention of youth. The *Teen Health Council* has worked to develop concepts that would be relatable to teens since they were created by teens. We believe that while there are many great ads from the CDPH, there are not enough provocative and engaging ads like “*unexpected*” on display in our schools.

Why Health Ads ‘For Us’ Should be Created ‘By Us’

Around every corner, an ad captures our attention. Some are greater than others to create excitement. The youth of this era are sparkling with interest of what’s going on around them. Great advertisements call for a collaboration of different innovative minds. Teenagers know what can attract an audience, while adults have a better understanding of the technical aspects of advertising. While teens can help adults understand other teens, adults can help us approach the advertising process. With that said, we want adults to be involved in this experience. Having that connection with adults can improve the understanding of health advertising for us. Teens don’t collaborate as much with adults, and that’s why we want to share our experiences with them. We feel that working with adults in making health ads will help bring our generations closer together, enabling us to understand one another. We can lead adults to the right direction when creating health ads for teens. We know the issues that impact us and we can help them understand the concepts. We believe having teens helping create health ads for other young adults is an opportunity of a lifetime. It is something that can benefit not just us as teens, but Chicago as a whole. Adult-teen collaboration hasn’t really been implemented much, and that’s what we want to change. Having teens work on

health ads will inspire us to reach out and give help to others. Today is the youths turn to make a change, but we need the help of adults to make that change happen.

Summary of Ads

This summer the *Teen Health Council* has worked on learning persuasion techniques to create ad concepts for Chicago youth. We think our concepts will reach a broad, young audience and really impact their lives to be healthier. Below are descriptions of each concept we created:

Chicagoans, Use Condoms!

This ad uses the bandwagon, fear, and association techniques to appeal to teens. We've found that these techniques are most effective in leaving an impact or impression on teens. Bandwagon is a technique that allows any teen to become part of a movement, fear is a technique that creates a shock factor which initially scares people into doing what the ad is promoting, and association gives teens the reference of a familiar place or person. We also plan to incorporate images of different monuments around the city because it gives a familiarity of how teens and anyone in Chicago can relate to the ad. Lastly, using the Chicago flag speaks directly to our target audience of Chicago teens. Chicagoans take pride being from Chicago so we are using the flag as motivation for them to make a change. This slogan could possibly lead to something international with other cities as well.

Brain Fat

The brain is composed of fat, which is why it is very important to feed your brain the right healthy kinds of fats. There are specific fats that are healthy that we want to emphasize in our ads. Our concept includes a visual of the human brain and inside the brain are foods that have good fats, while the foods outside the brain are unhealthy fats. This is a striking image, and thus captures the audience's attention. There is informal information we have displayed in our visual, therefore our audience will have a clear understanding of what healthy fats they should feed their brain.

Fruit's Time to Shine

This ad highlights the benefits of fruits in a creative way that appeals to both young children and teenagers. Most of the time adolescents know fruit is healthy, but do not know why the fruit is healthy. In each ad a specific fruit is highlighted and there are facts about the fruit that include its health benefits. This way, the public will have an idea of which fruits provide specific health benefits. People are more likely to eat fruit if they know exactly what nutritional value it contains. Faces and superheroes are used in the ad because we observed other successful ads and incorporated their idea into our own. This uses the association technique to directly connect fruit to superpowers, which is appealing to all ages.

Mirror Mirror

Thousands upon thousands of girls and boys have self-esteem issues these days that distract them from what actually what matters in life: happiness. Kids with more confidence and a higher self-esteem will not only be happier, but they'll do better in school, sports, and activities because they won't be worrying so much about their looks. This concept encourages kids to admire what's beautiful about them, as opposed to just their flaws, and reminds them that happiness is more important than how you look. It utilizes the warm and fuzzy persuasion technique by adapting childhood fairytales and stories and then reminding youth to admire their beauty or to put happiness above looks.

Have the Big “Oh” Without the Big “Oh No!”

For this safe sex concept we decided to approach the topic with humor. Like association, humor also makes it easier for teens to approach things. These ads make the topic much more comfortable for youth, and humor makes it memorable. The slogan for the safe sex ad is short but catchy so that the message behind the ad is understood quickly and is more easily remembered. Using minimal words, eye catching visuals, humor, and association for both ads will make it easier and more comfortable for our targeted audience to learn about safe sex and healthy relationships.

Anger is One Letter Away From Danger

Controlling anger is a huge issue for teens, and some teens are scared of their anger. Teens can be isolated by their peers as a result of their anger, but they don't realize that their anger is controllable. This concept aims to capture the attention of youth with the fear tactic because anger is correlated so closely to danger. The visual is eye-catching because it's colorful and the fonts used are unusual enough that they grab attention. We propose a solution with “Stop. Breathe. Think.” We feel this will be impactful because it's easy to follow and accessible to all youth. Youth will be better prepared to face their anger and to be positive instead of violent.

Break the Cycle

We used a bit of association for the “Break the Cycle” ad to connect with our audience. The cycle visual is a modified version of the recycling symbol, but includes a clear way out of the cycle. The colors used are visually appealing and the slogan is short and catchy. Youth will understand this ad quickly and remember it because it's simple and informative. This concept can help motivate youth to get out of unhealthy relationships safely.

Ten Strategies for Marketing

We asked 140 high school students about their favorite ads and what they thought were the best strategies to advertise to teens. Here are ten tips based on their answers:

1. Most important be real; Do not talk down to you audience.
 - o Examples; click it or ticket, don't drink and drive
2. Social Media; Stay connected with your audience.
 - o Example; instagram, twitter, facebook, and youtube
3. Use humor; Be funny and memorable while still getting your point across.
 - o Example; The kia commercial with the dancing hamsters or the doritos commercials with the dorito samurai
4. Make it into a series; have the same messages but change the graphics.
 - o The recent old spice commercials. Commercials change but message is the same
5. Make it short and simple; Use more graphics/visuals and less text.
 - o Like the don't text and drive commercials.
6. Catchy song and phrase; If done right it is something that will stick with the audience.
 - o Example; The lipton ice tea commercial with Kermit the Frog
7. Use specific designs; This includes neon colors or more energetic colors
8. Incorporate celebrities
 - o The 'got milk?' and pepsi commercials.
9. Make it Relatable; Connect it to pop culture and everyday teen life.

- Example: Good girls swallow campaign
- 10. Step outside the box and use something unexpected; This means that captivating your audience by using something that stands out or is memorable.
 - Example: The unexpected campaign, where there is a teen boy who is pregnant

Placement of Ads

A major part of what we want to do is get our ideas out to teens across the city. Here are some ideas:

- Schools- Since our target audience is teens/adolescents. Most teens spend seven hours a day at school. This includes the condom dispensers, hallways, bathrooms, classrooms, main offices, and counselor’s offices.
- Clinics/Doctor’s Offices- These offices are places where students can easily access information.
- Recreational Centers- A rec center is a place where teens not only interact with each other, but can relax and learn new things.
- Buses/Trains- Another idea was placing our ads inside of CTA trains, on the side of CTA buses, and at bus stops and train stations. This helps of spread our ad not only to teens, but the entire city of Chicago. Teens take public transportation every day, and seeing our ads would give teenagers information while they’re on their way to school, headed home, or going to hang out with friends.
- Billboards- Our final idea is to place our ads onto billboards because not many billboards advertise to teens or are targeted to catch our attention. The ads we’ve created are eye catching and target specific age groups to draw more attention to the issues at hand.

Research We Conducted

Over the summer the Teen Health Council used different forms of research to help inform our ad concept ideas. Sources include:

- Youth Risk Behavior Survey Data
- Chicago Health Atlas
- Countless YouTube videos of examples of good and bad advertising
- 100’s of print ads
- Information from the media literacy project
- Countless guest speakers
- Surveys from 140 high school students
- Center for Disease Control
- Guttmacher Institute
- Countless daily newspapers
- Peer reviewed journals
- Social media sites (Twitter, Youtube, Instagram, Facebook, etc)



www.mikvachallenge.org
Blog: beyoumedia.org

The work of the Teen Health Council is made possible thanks to the generosity of Blue Cross and Blue Shield of Illinois, the Brinson Foundation, the Augustana Henze Endowment, the Hive Chicago Fund for Connected Learning, the Leo S. Guthman Fund, the W. Clement & Jessie V. Stone Foundation, the Chicago Department of Family and Support Services, the Chicago Public School District, and the Chicago Department of Public Health.

