2015

The Fuzzin' Facts

Rebel Alliance

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THE FUZZIN FACTS
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Say it with us: HIV. STDs. Sex. Condoms. Penis. Vagina. Nebraskans are reluctant to say these words and often shy away from even admitting that people have sex. Because of this reluctance, a huge stigma surrounds all discussion on the subject of sex, let alone the potential consequences of unprotected sex. The stigma creates misinformation and a fear of knowing one’s status.

The Department of Health and Human Services (DHHS) battles this stigma in order to prevent the spread of sexually-transmitted diseases. We asked members of the target audience if they considered themselves at risk for HIV or STDs and if they have been tested for HIV or STDS. The overwhelming response was “it doesn’t apply to me” or “I don’t need to get tested.” We discovered that the prevention of STDs and HIV is not as familiar to the target audience as the idea of having unprotected sex. Therefore, the University of Nebraska – Lincoln Rebel Alliance Agency devised an effective, buzz-stimulating campaign to target these audiences.

We found that a humorous, light-hearted approach is the best way to inform them about this sensitive topic, so we created a campaign, Get the Fuzzin’ Facts, that centers on the lovable mascot, Fuzzin’ Frank. He will be nothing but Frank when he tells the fuzzin’ facts through social media, viral videos, and print advertisements. These strategic implementations will communicate our message effectively and efficiently in a clever, non-threatening manner.
CHALLENGE

The challenge for our campaign is exposing the facts about sexual health and safe sex practices in a light-hearted way in order to make it a more comfortable topic to talk about so that more people understand the need to get the facts, get tested, and get involved to help prevent the spread of sexually transmitted diseases in Nebraska.

“You can have a long productive life if you’ll just open up to the idea of getting tested.”

“Be protected, don’t take a risk.”

“Re-educate yourself and remember that these are still people who deserve your love and respect, just like you would for anyone else in your family.”

“I was very afraid of being ostracized.”
RESEARCH OBJECTIVES

TO FIND
1. Most recent numbers of those who have been diagnosed with HIV or AIDS in Nebraska.

2. Demographic and geographic information for those who have been diagnosed with HIV or AIDS, or STD’s in Nebraska.

3. The number of clinics available for people in Nebraska to get tested.

4. Association between risky behavior and those in college or around that age.

5. Where most people in our target demographic get important information from, in order to best get our campaign to them through these mediums.

6. Why people do not get tested for HIV/AIDS or STDs.
SECONDARY

We conducted extensive amounts of secondary research throughout the initial research phase of our campaign. The information gathered for this included online journal articles, newspaper articles, statistics found on the Department of Health and Human Services (DHHS) website, the Center for Disease Control (CDC) website, and other various sources of online statistical information. We also found and analyzed other HIV/AIDS organization websites and ad campaigns used throughout the U.S.

PRIMARY

For primary research, we used several different methods. These methods included a survey of 301 Nebraskans aged 18 and over, one-on-one interviews with 20 Nebraskans in the age range of 20-28 years, Skype interviews with three Nebraskans diagnosed with HIV/AIDS, two additional questionnaire responses from Nebraskans with HIV/AIDS, and an interview with UNL’s wellness coordinator for sexual health.
CURRENT SITUATION

DHHS is struggling with finding a suitable campaign to help reach out to Nebraskans in order to reduce the stigma attached to sexual health and awareness. Since Nebraska is a very conservative state, people truly believe “People don’t have sex in Nebraska” which is quite untrue. The STD rates speak for themselves. In 2012, there were 60 cases of HIV diagnosed alone, and the number of people getting tested is consistently low. Many people are not getting tested because they do not know the facts. Minorities are at risk, majorities are at risk, students are at risk, elders are at risk; everyone who is sexually active is at risk without even knowing it. It is time to make a change.

COMPETITIVE ANALYSIS

Young adults tend to have a “not me” invincibility attitude towards a lot of things, especially when dealing with the transmission of HIV/AIDS and other STDs. The main competition with this campaign is this attitude along with the “ignorance is bliss” mind set. We must overcome these mind sets and attitudes that seem so prevalent in this target audience and tell young adults that it can happen to anyone who is sexually active and if you don’t get tested, what you don’t know CAN hurt you.
• Many misunderstandings exist about HIV/AIDS.
• Respondents of surveys and interviews had little to no knowledge of HIV growing up.
• Perception of HIV is that it is a gay-related sexual disease but reality doesn’t always support this.
• Rural areas in Nebraska are vulnerable.
• “I have HIV. It’s not who I am, it’s what I have.”
• It can happen to anyone: 4 of the 5 people we interviewed via Skype and questionnaires got HIV from heterosexual partners, and at least 1 was in a monogamous relationship.
• Internet and television are the most popular ways for people over 18 to get news and information.
• 48% of the respondents say they are open to talking about sexual health, but only 13% talk about it frequently.
• “Social stigma” is the main reason people may not be open to discussing sexual health, “upbringing” followed closely behind.
• 72% said they have never been tested for HIV/AIDS, and 56% said they have never been tested for STDs.
• People do not believe they are at risk to contract HIV/AIDS or STDS, so they do not get tested.
TARGET AUDIENCE

DEMOGRAPHICS
The target audience for our campaign is Nebraska men and women between the ages of 18-26. Being in the college scene, we have the best ability to target this demographic, and from information provided by Alison Keyser, an epidemiologist in Nebraska, we learned that the most prevalent age group associated with HIV is 20-34 year olds. Narrowing this age range to 18-26 year olds will be beneficial in gearing our message toward these newly independent young adults and catching them at an earlier stage when independence can lead to more harm than they are aware of. We also want to make sure to include both men and women because sexual health benefits everyone, not just one sex.

The three counties with the most cases of HIV/AIDS diagnosed are Douglas, Sarpy, and Lancaster counties, so it will be beneficial to make sure these counties are primary targets with rural areas as secondary targets. Since the University of Nebraska-Lincoln and the University of Nebraska-Omaha are located in two of these major areas, we are heavily targeting them with the onset of our campaign.
TARGET AUDIENCE

PSYCHOGRAPHICS

The target audience does not know they are at risk, therefore they do not seek extra information or protection for their sexual health and/or HIV/AIDS. They are more apt to engage in risky behavior and not pay much attention to warnings because of desensitization of the day and age we are in; sex is everywhere and is a normal word, yet the stigma keeps them from talking about it in a comfortable way. In our personal interviews, we found that people in this age range do not see themselves at risk because they use protection, believe they are in a monogamous relationship, or because there are no outward signs indicating they need to get tested. They “have no reason to believe” they are at risk, so many do not get tested.

Although youth are likely to engage in sexually risky behavior, this is often not their first experience with this type of behavior. However, it tends to worsen in college as the students gain more independence. By providing facts and information to this group of people, we will help them become comfortable with the idea that sex is a normal word, action and feeling. As these people overcome the stigma, they can become the face of the fuzzin’ movement, and in time become peer mentors to the youth of Nebraska in order to change the perception that sex is a dirty word. Getting our peers to start a movement that will reach down to youth is the best way to begin to eliminate the stigma and get people talking openly about sexual health.
**SWOT ANALYSIS**

**STRENGTHS**
Free HIV/AIDS testing; at home testing
Technology/medicine; no longer a “death sentence,” especially with early diagnosis

**OPPORTUNITIES**
To educate about sexual health
To eliminate the stigma associated with sexual health that makes it an uncomfortable topic to talk about
To make getting tested and sexual health part of general health

**WEAKNESSES**
Lack of knowledge (where, how to get tested, and about HIV/AIDS in general)
Stigma/fear (Ignorance is bliss)

**THREATS**
Invincible attitude
Myths surrounding HIV/AIDS
People think “this doesn’t apply to me”
Conservative state (“people don’t have sex in Nebraska”)
The goal of this campaign is to raise and sustain awareness of sexual health issues among Nebraskans to reduce the stigma associated with such topics and increase numbers of people getting tested for HIV/AIDS and STD’s.

1. To raise the number of Nebraskans, ages 18-26, getting tested by 15% within the first year of the campaign.

a. STRATEGY 1:
Use of social media and creative work (print ads, videos, etc.) to provide facts and an engaging message that encourages the target audience to get tested.

i. TACTIC 1:
Create a Facebook page to give information about testing sites, events and facts about getting tested.

ii. TACTIC 2:
Create a Twitter page to encourage questions directed to DHHS/Fuzzin Frank about testing and sexual behavior information.

iii. TACTIC 3:
Create print ads and place them in areas of testing.

b. STRATEGY 2:
Use guerrilla advertising tactics.

i. TACTIC 1:
Place guerrilla advertising in places leading to testing centers, to generate buzz about what the guerrilla advertising is and what it leads to.
CAMPAIGN GOAL & OBJECTIVES

2. To lower the annual number of new infections by 25% by the year 2015.

a. STRATEGY:
   Get information to Nebraskans, aged 18-26, to encourage safe sex practices.
   i. TACTIC 1:
      Create brochures that give facts about safe sex and distribute them at events and testing centers.
   ii. TACTIC 2:
      Give facts about safe sex practices through Facebook page, Twitter and Instagram.
   iii. TACTIC 3:
      Generate word of mouth to encourage the practice of safe sex for partners, friends, and family.
CAMPAIGN GOAL & OBJECTIVES

3. Establish awareness of the Fuzzin’ Facts within the first 6 months of the campaign.

a. STRATEGY 1:
   Encourage people to join Facebook, Twitter and Instagram pages.
   i. TACTIC 1:
      Place logos on all advertisements, videos and guerrilla pages.
   ii. TACTIC 2:
      Place hashtags and social media names on advertisements placed throughout demographic area.

b. STRATEGY 2:
   Create videos with HIV/AIDS, STD and sexual health facts and Fuzzin’ Frank information.
   i. TACTIC 1:
      Place videos on campaign’s social media sites.
   ii. TACTIC 2:
      Create contests through Facebook to encourage people to join social

POSITIONING STATEMENT

To 18-26 year old Nebraskans, DHHS and our campaign will increase your knowledge about safe sex practices and overall sexual health because you will know what puts you at risk for HIV/AIDS and other STDs, and will understand the importance of getting tested.
CREATIVE BRIEF

BRAND PERSONALITY

THE OPPORTUNITY IS
To educate Nebraskans in a new and engaging way in order to get people talking about sexual health and safe sex practices.

OUR PROPOSITION IS
Get the Fuzzin’ Facts.

The Fuzzin’ Facts Campaign will educate, inform, and engage Nebraskans in a fun, new way through the use of a mascot, Fuzzin’ Frank, who will provide them with methods of safe sex practices as well as facts about sexual health. When implemented the campaign will empower Nebraskans to routinely get tested and engage in the practice of consistent, correct condom use.

REASON TO BELIEVE
Fuzzin’ Frank is a relatable but serious yeti monster that will draw curiosity because of his appearance. Once he has their attention, he will provide facts to the public whenever he appears about HIV and STDs and the importance of being tested to keep yourself healthy and safe.
These print ads feature Fuzzin’ Frank spreading the facts in a variety of different scenarios. The content is serious, but Frank makes it approachable.
A series of short YouTube videos will serve as a fun way to spread the facts. In this example, Fuzzin’ Frank spreads knowledge at the University of Nebraska–Lincoln city campus union.
VIDEO

**TRT: 0:30**

**BEDROOM VIDEO**

Medium shot of girl lying on bed, looking at guy near dresser (out of frame) and rubbing her hand on the bed, saying, “Let’s do this thing.” (0:03)

Wide shot of guy standing by dresser, looks surprised. Turns around to light a few candles and dim the lights. (0:05)

Tight shot of guy turning music on in the room, *R Kelly “When a Woman Loves” then winks at girl, begins to get in bed. (0:06)*

As the two are about to kiss in bed, they turn their heads at the sound of a loud knocking noise at the door (tight shot). (0:04)

Tight shot of Fuzzin’ Frank walking into the room, approaching the bed, shaking his finger at the guy and tossing him a condom (0:04).

Wide shot of Fuzzin’ Frank sitting behind them in bed, holding up a fact that says, “Not using a condom when having sex with someone who has HIV is the most common way to get HIV” (0:04)

Graphic – Nebraska Red Ribbon Community logo, www.fuzzinfacts.com

**ANNCR: Join the Fuzzin’ Movement to put an end to HIV/AIDS. To learn more, go to www.fuzzinfacts.com** (0:04)
ANNCR: The problem is out there. How much longer can we keep ignoring it? More than one million people are living with HIV in the U.S. and one in five people nationwide with HIV are unaware of their status.

The issue arises in Nebraska too. It’s not too late to make a difference.

Get the facts.

Get tested.

Get involved.

Join the fuzzin’ movement today.

To learn more, go to www.fuzzinfacts.com.

The power is in your hands. What will you do with it?
What's all the Fuzz about?

We're realistic. Despite recent medical breakthroughs, there is still a ways to go before finding a cure for HIV/AIDS. What we can change is how frequently the disease is spread. By reducing the stigma associated with HIV/AIDS, we believe Nebraska can become the forefront of advocating sexual health. Get the facts. Get tested. Get involved. Join our Fuzzin' Movement and put your foot down on HIV/AIDS spreading across the state.

Who is Fuzzin' Frank?

Fuzzin Frank is the symbol of knowledge about sexual health. He has devoted his life to spreading the word about safe sex practice in an effort to stop the spreading of HIV/AIDS, STDs, and unplanned pregnancy.

He will be nothing but frank with you so feel free to ask any question or ask for advice. Fuzzin Frank does not judge based on race, color, creed, sexual orientation, or prior knowledge about sexual health. He treats all people equally.

There is an evident lack of resources Nebraskans have available to them that allow them to seek the same unbiased, non-judgmental information Fuzzin' Frank will provide. It's his mission to provide Nebraskans across the state with the resources and information needed to protect them.

Along with educating, Fuzzin' Frank also wants to eliminate the stigma associated with those that have HIV/AIDS or an STD. The disease is not who they are it is simply what they have.
SOCIAL MEDIA

Fuzzin' Frank
@FuzzinFrank

Promoting sexual health all day, everyday. Get the fuzzin' feeling by practicing safe sex and spreading the knowledge. Get tested today. Stay - Think +

6 TWEETS 11 FOLLOWING 3 FOLLOWERS

Fuzzin' Frank @FuzzinFrank
The CDC recommends everyone between 13-64 years old to get tested for HIV at least once a year. Get the fuzzin' feeling! You won't regret it
Details

Fuzzin' Frank @FuzzinFrank
Sex is not a dirty word. Have any questions about practicing safe sex? Don't be shy. Visit fuzzinfacts.com for some answers.
Details
SOCIAL MEDIA

Get the Fuzzin' Facts
5 likes

Community
This page provides information, videos, and helpful links to help spread knowledge and awareness about HIV/AIDS. #getthefuzzinfacts

About - Suggest an Edit

Photos

Likes
JOB DESCRIPTION
Multimedia Marketing Intern

The Department of Health and Human Services is seeking a highly motivated person to be a part-time multimedia marketing intern in its Infectious Disease department. As a multimedia marketing intern your responsibilities may include:
• Managing social media sites.
• Creating advertisements.
• Managing the website.
• Promoting events.
• Other tasks as assigned.

The successful intern will have the following qualifications:
• Majoring in advertising, communications, public relations, art or a related field.
• Two or more years experience with Adobe Creative Suite.
• Experience with and knowledge of social media sites including Twitter, Facebook, Youtube and Instagram.
• Self-motivated.
• Communication skills, both verbal and written.
• Dedicated and hardworking.

Compensation: $8.00/hr

Flexible hours are available but must be able to work 10 hours per week between the hours of 8 and 5 and commit to at least one semester.
**PUBLIC RELATIONS**

*Event:* The Fuzzin’ Event

*Where:* The Jackie Gaughan Multicultural Center

*When:* April 4, 2014 (right after spring break and kicking off aids awareness month)

*What:* Free testing, photo booth with Frank (pictures will be shared on our Facebook page), free condoms, contest (every person who gets tested gets to add their name to a hat and at 3pm, we will draw a winner for a $50 cash prize)

*Need for event:* Footprints leading to event, stickers

Partner with the health center

If the test comes up positive, we will take the necessary steps to ensure they are taken care of.

*Open to:* Everyone!
OTHER

BROCHURE & TABLE TENT

**THE FUZZIN FRANK**
HIV/AIDS and STDs

**FUZZIN PROTECTION**

**OTHER**

**THE FUZZIN LINCOLN LOCATIONS**

Lincoln: Hancock County Health Department
Community Health Services Division
1240 Nebraska Avenue
Lincoln, Nebraska 68507

Lincoln: Lancaster County Health Department
Community Health Services Division
6100 South 10th Street
Lincoln, Nebraska 68507

Lincoln: Franklin County Health Department
Community Health Services Division
1300 W. 2nd Street
Lincoln, Nebraska 68507

Lincoln: Russell County Health Department
Community Health Services Division
1000 W. 2nd Street
Lincoln, Nebraska 68507

**THE FUZZIN PROTECTION**

HIV/AIDS and STDs

**THE FUZZIN MOVEMENT**

Welcome to the fuzzy movement. We're in a position to ensure health and safety practices in Nebraska.

By not knowing the facts about sexual health, sexually active people can ignore prevention, increase the risk of infection, and spread HIV/AIDS and other STDs. The fuzzy movement is here to help.

It's our mission to inform and educate people on the importance of safe sex. We encourage people to take advantage of the resources available to them, such as education, counseling, and testing services. By doing so, we can help reduce the spread of HIV/AIDS and other STDs.

By knowing the facts about sex and the facts about sexual health, you can protect your safety.

**THE FACTS**

3/4 of HIV/AIDS cases in Nebraska are the result of heterosexual sex.

If you're sexually active, use protection to prevent the spread of HIV/AIDS and other STDs.
MEDIA OBJECTIVES

a. Reach 50% of the target population throughout Nebraska in the first three years.

b. Generate buzz through social media, viral videos and specialties.

c. Provide relevant information through facts on fliers, brochures and table tents and through events that will increase the rate of testing by 50% each year for the next three years.

HOW WE’LL REACH THEM

Paid
Radio, Guerilla Marketing Footprints, Print (fliers, posters, handouts, table tents).

Specialties
Yeti stickers, Yeti monster costume, Event (materials: photo booth, stickers, handouts, etc.).

Owned
Website, Social Media (Twitter, Facebook, Pinterest, Instagram), Youtube.
HOW WE’LL REACH THEM

• We will utilize Twitter, Facebook, Youtube and Instagram. We will link all of our media to the website and social media to allow for more hard facts to be learned through the website and for people to feel connected with Fuzzin’ Frank and able to interact with him through social media.
• We will use print to create fliers, brochures, and table tents.
• We will utilize guerilla marketing including the yeti monster’s footprints leading to testing centers throughout Lincoln and Omaha.
• We will also host events during National AIDS Awareness months.

RATIONALE

• Radio reaches a wide audience across the state while being inexpensive for its reach, which is easy to measure. According to the statistics from the HIV/AIDS testing at UNL, the peak months for testing are after spring and fall break. Because of this, we will air our radio ads around these times.
• Print will be a low cost option. Print will be used as handouts, fliers and brochures that would be handed out in schools, HIV/AIDS testing centers, events and doctor’s offices. The fliers would be hung up at testing centers, schools and bars.
• Yeti Stickers are inexpensive and a way to spread Fuzzin’ Frank as a character that draws people’s attention. Stickers can be placed on computers, ipods, cars, books, notebooks, etc. They can reach a lot of people through reaching the person that owns the sticker and through the people that see the sticker wherever that person puts the sticker.
• The Yeti Monster costume will be a tool for guerilla marketing. He can be taken to schools, sporting events, testing sites, anywhere and it will create buzz by people wanting to meet the mascot and take pictures with him. We would encourage people to post those pictures with a certain hashtag that could create buzz through social media because who doesn’t want a picture with a yeti monster on their Facebook or Instagram.

• Guerilla marketing will be utilized through yeti monster footprints leading to testing centers and fuzzin’ events. These footprints will be long lasting outdoor, weather proof decals that can be attached to pavement and flat surfaces. They will lead to testing centers throughout Lincoln and Omaha. These will generate buzz and also act as navigation to testing centers and events throughout the area as people understand what they mean.

• A website is a must for a home for our character and the ideas behind the campaign. The website will have the more hard facts and information that aren’t shown through tweets and Facebook updates. A website is expensive to create upfront but will become cheaper as time goes on - only needing someone to update it, especially since the website will only contain the hard facts, etc. while the social media sites will be constantly updated.
RATIONAL

- Social media in all forms will be utilized. Social media is incredibly inexpensive as it only takes someone time to update. We will use Twitter to have quick updates that can be retweeted about what the Yeti is doing or testing information, news articles, etc. We will use Facebook as a way to create the image of the character. He will have a description and pictures and people will be able to “like” him and comment to him with he will comment back. We will use Instagram because it is very popular right now among our demographic. We will post pictures of the yeti and what he is doing along as well as pictures of him with people. We will repost all pictures that he is tagged in. We will post videos on Youtube of the yeti and use it as an outlet for short commercials. Youtube can reach viewers everywhere. Its reach can be easily measured through the tools Youtube provides.

SCHEDULE
SCHEDULING RATIONALE

Radio will be aired over the Spring months of March – May. These times are surrounded around National AIDS awareness month in April. These are also times where many people spend time driving in their cars and listen to the radio as it is very nice outside in these months.

Guerilla Footprint Marketing will be utilized throughout the months of March – October. These months are usually absent of snow and will be the best time of the year to see the footprints on the cement. People will also be spending time going on walks, runs and bike rides in the outdoors and will be more likely to see the footprints then. These months also include the months when the Event will run and the footprints will be used to direct people to the event as well.

Print, PR materials, Social Media, Website and the Intern will be used all year long. They are all inexpensive and necessary and can be utilized effectively all year long.

The event will be held in April and October. April is near the end of the year and after spring break as well as the National AIDS Awareness Month. These factors make April the ideal month to hold an event. There will also be an event in October. October is during fall break which is one of the peak times for testing at UNL. Both events will be held on Friday when there is already free testing at the Gaughn – these two things will coincide.
BASED ON A $15,000 BUDGET

Radio 4200
Guerilla Footprint Marketing 2000
Print 1600
PR Materials (Yeti Stickers, ect.) 1600
Social Media 260
Website 500
Intern 3840
Event 1000

15,000
Establish awareness of the Fuzzin’ Facts within the first 6 months of the campaign.
• Measure through reach of radio. Measure hits on the website through Google analytics. Measure social media buzz through Youtube views, Facebook likes and shares, Twitter followers, retweets and hashtag use and Instagram likes.

To raise the number of Nebraskans, ages 18-26, getting tested by 15% within the first year of the campaign.
• Measure testing increases through data from testing centers.

To lower the annual number of new infections by 25% by the year 2015.
• Measure testing increases through data from testing centers.
• Measure guerilla marketing through increases in testing center use and event attendees.
SPECIAL THANKS

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• LEE HEERTEN from the University Health Center
• RICH BAILEY
• And everyone who participated in our surveys

REBEL ALLIANCE IS

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http://dhhs.ne.gov/publichealth/Pages/std_index.aspx#data
http://www.cdc.gov/hiv/default.htm
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http://www.aidsvu.org/nebraska
http://www.statehealthfacts.org/profileind.jsp?cat=11&sub=124&rgn=29

- Interviews with: Galen, Cindy and Maria
- Interview and Data supplied by: Lee Heerten from the University Health Center
- Interviews with various friends/family of UNL students
- SurveyMonkey surveys conducted with UNL students and faculty and their friends and family.