

2015

The Fuzzin' Facts

Rebel Alliance

Mitch Ohnstad

University of Nebraska-Lincoln

Rebekka Erks

University of Nebraska-Lincoln

Erin Prohaska

University of Nebraska-Lincoln

Ryan Mueksch

University of Nebraska-Lincoln

See next page for additional authors

Follow this and additional works at: <http://digitalcommons.unl.edu/journalismstuad>



Part of the [Health Communication Commons](#), [Marketing Commons](#), [Public Relations and Advertising Commons](#), [Social Influence and Political Communication Commons](#), and the [Social Media Commons](#)

Rebel Alliance; Ohnstad, Mitch; Erks, Rebekka; Prohaska, Erin; Mueksch, Ryan; Foehlinger, Rachel; Bergen, Laura; and Davis, Sean, "The Fuzzin' Facts" (2015). *Student Advertising Projects - College of Journalism & Mass Communication*. 21.

<http://digitalcommons.unl.edu/journalismstuad/21>

This Article is brought to you for free and open access by the Journalism and Mass Communications, College of at DigitalCommons@University of Nebraska - Lincoln. It has been accepted for inclusion in Student Advertising Projects - College of Journalism & Mass Communication by an authorized administrator of DigitalCommons@University of Nebraska - Lincoln.

Authors

Rebel Alliance, Mitch Ohnstad, Rebekka Erks, Erin Prohaska, Ryan Mueksch, Rachel Foehlinger, Laura Bergen, and Sean Davis



THE *FUZZIN* FACTS





01 | Executive Summary

02 | Challenge

03 | Research

07 | Target Audience

09 | SWOT Analysis

10 | Goal & Objectives

13 | Creative Brief

14 | Execution

24 | Media


30 | Evaluation

31 | Special Thanks

32 | Resources

EXECUTIVE SUMMARY

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.

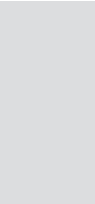
SECONDARY

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.

INSIGHTS

- 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")

CAMPAIGN GOAL & OBJECTIVES

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

Warm. Playful. Passionate. Outgoing.

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.

PRINT

These print ads Feature Fuzzin' Frank spreading the facts in a variety of different scenarios. The content is serious, but Frank makes it approachable.



VIDEO

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

MUSIC/SFX

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)

RADIO

TRT: 0:30

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 5 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.

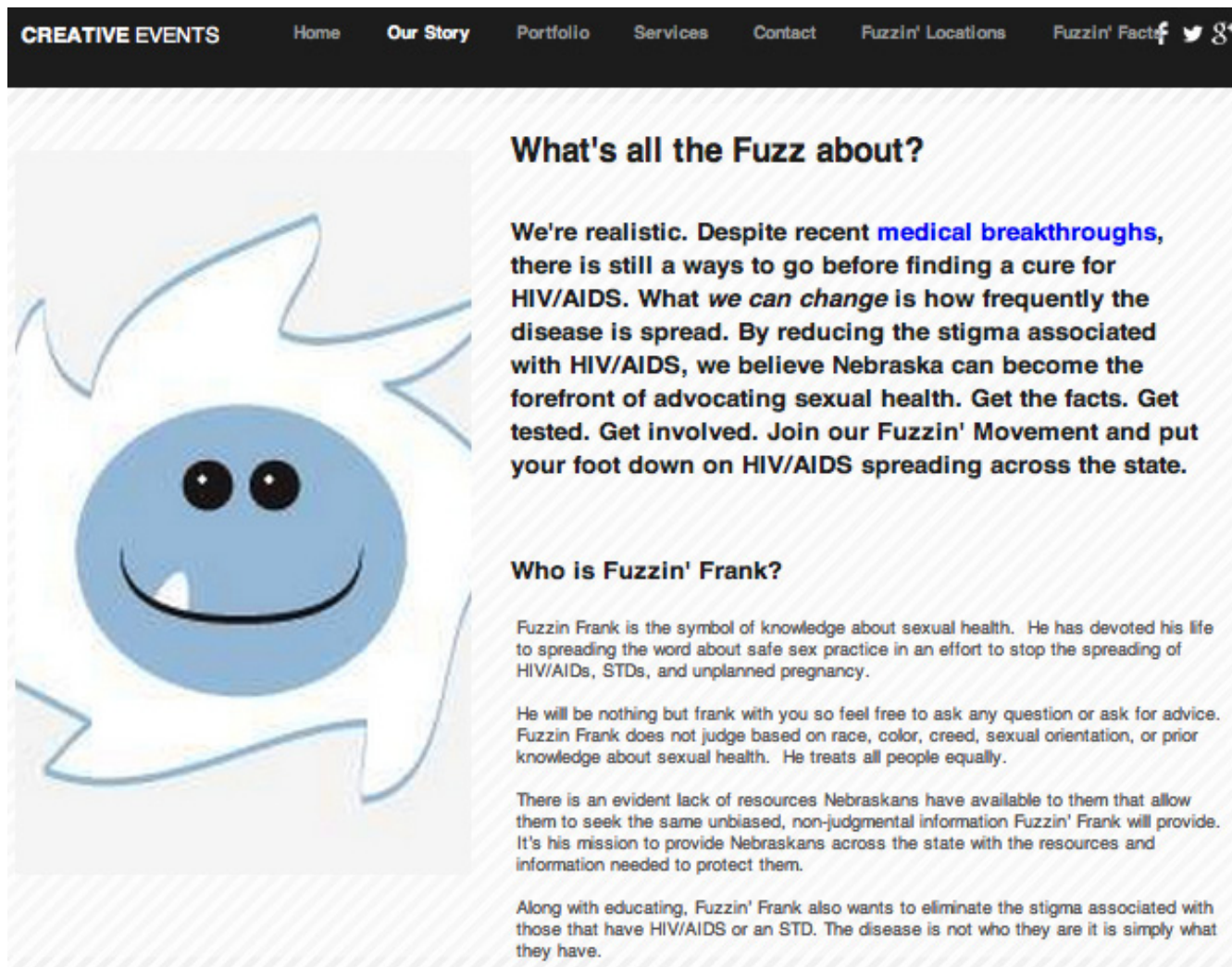
Get tested.

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?



SOCIAL MEDIA

Profile summary



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

  Follow

**Fuzzin' Frank** @FuzzinFrank 9 Apr

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

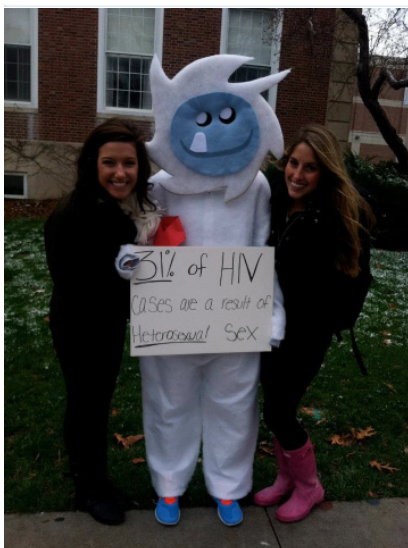
Details

**Fuzzin' Frank** @FuzzinFrank 9 Apr

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



INTERN

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)

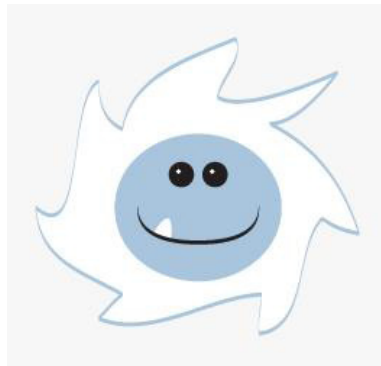
What: Free testing, photo booth with Frank (pictures will be shared on our Facebook page), free condoms, contest (every person who gets tested gets to add their name to a hat and at 3pm, we will draw a winner for a \$50 cash prize)

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



FUZZIN FRANK

FUZZIN PROTECTION

HIV/AIDS AND STDs


ABSTINENCE THE ONLY GUARANTEED WAY TO PROTECT YOURSELF FROM HIV/AIDS AND OTHER STDs

CONDOMS CONSISTENT AND CORRECT USE OF THE MALE LATEX CONDOM REDUCES THE RISK OF STDs AND HIV/AIDS. HOWEVER, CONDOM USE CANNOT PROVIDE ABSOLUTE PROTECTION AGAINST ANY STD

MONOGAMY BE IN A LONGTERM, MUTUALLY MONOGAMOUS RELATIONSHIP WITH AN UNINFECTED PARTNER. HOWEVER, MANY INFECTED PERSONS MAY BE UNAWARE OF THEIR INFECTION BECAUSE STDs OFTEN ARE ASYMPTOMATIC AND UNRECOGNIZED

Find Out More Tips At:
www.fuzzinfacts.com

<p>THE FUZZIN LINCOLN LOCATIONS</p> <p>Planned Parenthood 5631 S. 48th Street Suite 100 Lincoln, Nebraska 68516</p> <p>Family Health Services Family Health Services Incorporated Lincoln Family Planning 630 N Colner Blvd Ste 204 Lincoln, Nebraska 68505</p> <p>Lincoln Lancaster County Health Department Community Health Services Division 3140 N St Lincoln, Nebraska 68510</p> <p>Planned Parenthood Of The Heartland O Street Clinic 2244 O St Lincoln, Nebraska 68510</p> <p>The Peoples City Mission Medical Clinic 401 N 2nd Street Lincoln, Nebraska 68508</p> <p>Urban Indian Health Program Nebraska Urban Indian Health Coalition Incorporated 2331 Fair Field St Lincoln, Nebraska 68521</p> <p>Nebraska AIDS Project 1120 K St Suite 100 Lincoln, Nebraska</p> <p>Lincoln Lancaster County Health Department Community Health Services Division 3140 N St Lincoln, Nebraska 68510</p>	<p>THE FUZZIN PROTECTION</p> <p>HIV/AIDS AND STDs</p> <p>Abstinence: The only guaranteed way to protect yourself from HIV/AIDS and other STDs</p> <p>Condoms: Consistent and correct use of the male latex condom reduces the risk of STDs and HIV/AIDS. However, condom use cannot provide absolute protection against any STD</p> <p>Monogomy: be in a longterm, mutually monogamous relationship with an uninfected partner. However, many infected persons may be unaware of their infection because STDs often are asymptomatic and unrecognized</p> <p>FOLLOW US</p> <p> FUZZIN FRANK</p> <p> @FUZZINFRANK</p>	<p>CONSISTENT CORRECT CONDOM USE</p> <p>step 1: Open the condom wrapper using the easy tear edges</p> <p>step 2: Determine which way the condom is rolled</p> <p>step 3: Tips up! Make sure the reservoir at the tip of the condom is pointing in the right direction</p> <p>step 4: Make sure the penis is fully erect</p> <p>step 5: Pinch the entire reservoir at the tip of the condom shut</p> <p>step 6: Roll the condom on</p> <p>step 7: Check the condom periodically during use for breaks</p> <p>step 8: Replace condom if alternating between different types of sex</p> <p>step 9: Immediately after ejaculation withdraw penis and remove condom</p> <p>TIPS</p> <p>store condoms in a cool dry place</p> <p>Health clinics provide condoms for free to encourage safe sex</p> <p>Condoms come in many sizes and styles and are geared for different uses</p> <p>if a condom doesnt fit find a replacement</p>
--	--	---

<p>THE FUZZIN MOVEMENT</p> <p>Welcome to the Fuzzin Facts, the leader in education on sexual health and safe sex practices in Nebraska.</p> <p>By not knowing the facts about sexual health, sexually active people are putting themselves at an unnecessary risk. we encourage: abstinence, consistent correct condom use, and frequent HIV/AIDS and STD testing-ignorance is not bliss.</p> <p>It is our mission that through education we can reduce the number of HIV/AIDS and STD infections. The goal is that this education will provide people the ability to engage in an educated open discourse that will eliminate the stigma associated with being sexually active and by knowing the facts about sexual health you will feel safe- because you know that you are safe.</p> <p>By knowing what puts you at risk and the facts about sexual health you can insure your safety</p>	<p>THE FACTS</p> <p>31% of HIV/AIDS cases in Nebraska are the result of heterosexual sex.</p> <p>HIV/AIDS is NOT a death sentence.</p> <p>1 of out 5 people affected with HIV/AIDS don't know it.</p> 
--	--

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.

RATIONALE

- 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.

RATIONALE

- 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.

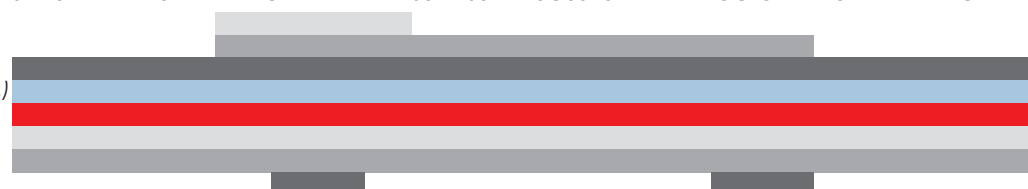


SCHEDULE

MEDIA MIX

Radio
Guerilla Footprint Marketing
Print
PR Materials (Yeti Stickers, ect.)
Social Media
Website
Intern
Event

JANUARY FEBRUARY MARCH APRIL MAY JUNE JULY AUGUST SEPTEMBER OCTOBER NOVEMBER DECEMBER



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.

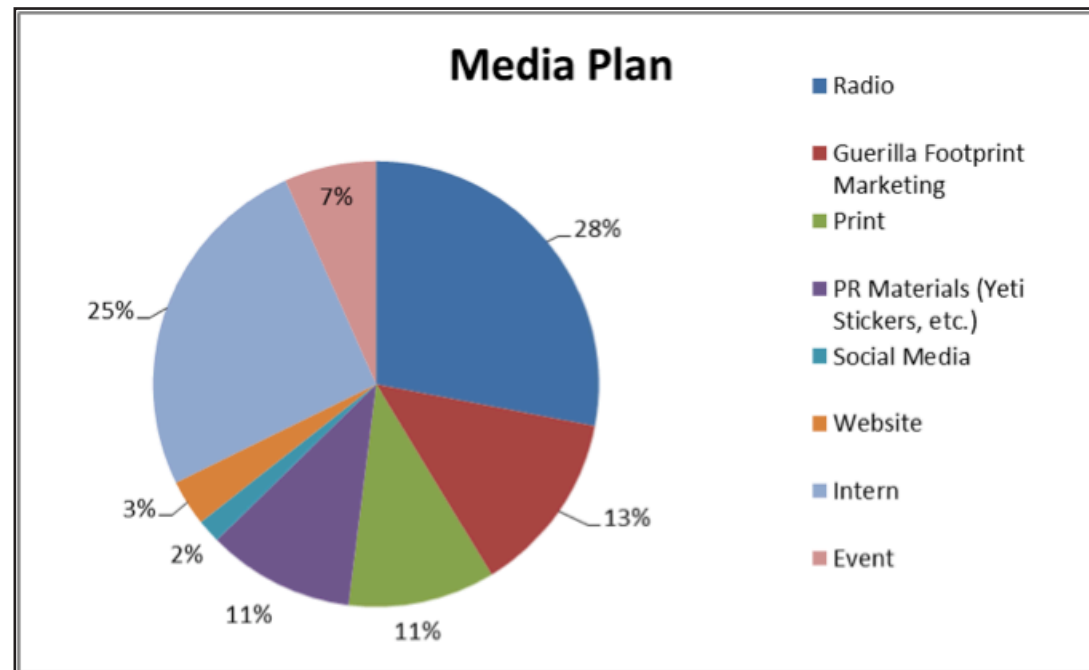
The event will be held in April and October. April is near the end of the year and after spring break as well as the National AIDS Awareness Month. These factors make April the ideal month to hold an event. There will also be an event in October. October is during fall break which is one of the peak 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.

BUDGET

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



EVALUATION

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

We would like to thank the following people, we couldn't have done this without you!

- RUTH BROWN
- ANN CHAMBERS and the DHHS
- CINDY, GALEN, and MARIA
- LEE HEERTEN from the University Health Center
- RICH BAILEY
- And everyone who participated in our surveys

REBEL ALLIANCE IS



MITCH OHNSTAD | ACCOUNT EXECUTIVE

REBEKKA ERKS | PROJECT MANAGER/MEDIA

ERIN PROHASKA | RESEARCH

RYAN MUEKSCH | ACCOUNT PLANNER/VIDEO/MULTIMEDIA

RACHEL FOEHLINGER | PUBLIC RELATIONS DIRECTOR

LAURA BERGEN | ART DIRECTOR

SEAN DAVIS | COPYWRITER

RESOURCES

Source U.S. Census Bureau: State and County QuickFacts. Data derived from Population Estimates, American Community Survey, Census of Population and Housing, State and County Housing Unit Estimates, County Business Patterns, Nonemployer Statistics, Economic Census, Survey of Business Owners, Building Permits, Consolidated Federal Funds Report Last Revised: Thursday, 10-Jan-2013 15:06:23 EST http://dhhs.ne.gov/publichealth/Pages/std_index.aspx#data<http://www.cdc.gov/hiv/default.htm> <http://dhhs.ne.gov/Pages/stats.aspx><http://quickfacts.census.gov/qfd/states/31000lk.html><http://www.drugabuse.gov/publications/drugfacts/hivaids-drug-abuse-intertwined-epidemics> <http://www.statetestclinics.com/std-clinic-directory/midwest/nebraska/> http://www.aidsunited.org/uploads/docs/Nebraska_2009-2010_FINAL.pdf<http://www.aidsvu.org/nebraska> <http://www.statehealthfacts.org/profileind.jsp?cat=11&sub=124&rgn=29> <http://www.forbes.com/sites/susan-adams/2012/08/23/millennials-are-slackers-no-theyre-struggling-and-scared-poll-shows/>

- 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.