

# Designing Effective Campaigns for Youth

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# Presentation Outline

- ❑ Youth & Health
- ❑ Key learnings from past campaigns
- ❑ Summary of best practices
  - Understanding and targeting youth

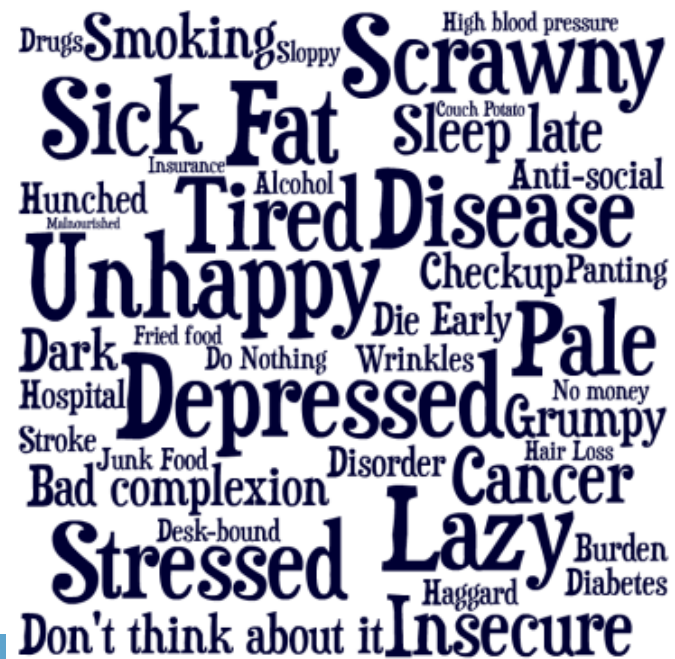


# Youth & Health



# Physical image matters

- Both physical and emotional elements of health are seen as important; however, physical manifestations of health are most spontaneously highlighted: Slim, fit, muscular
- In addition, health is also reflected emotionally through self-esteem, confidence, a positive, happy mindset



# Multiple Influences

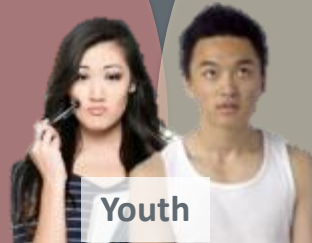


## School

- More didactic influence
- Instructional and educational
- May be resisted by youths due to perceived different approaches, generation gap



## Family



Youth

## BF/GF



- More social influence
- Tend to spend more time with
- Closer to heart, more relatable, more willing to confide in

## Peers



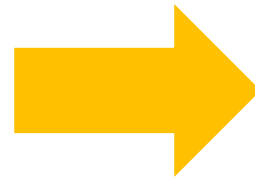
# Key opportunities

- Youth are **concerned about the 'now'**.
- They value **their self-image** and how they are seen by others
- Youths also **react favourably to peer communications, 'being heard'**



# The solution we devised

Instead of telling them what one loses from smoking/binge drinking



We will use 'youth voice' to demonstrate what one gains from not smoking/binge drinking



# Key learnings from past campaigns



# LIVE IT UP WITHOUT LIGHTING UP

The campaign showed young people how life is enhanced in the absence of cigarettes and how the benefits are more immediate and relevant than just long-term health.



# Lessons Learnt

- Youth engagement and participation were fostered through:
  - Integration of traditional and new media
  - Interactive games
  - Social media (e.g., ambassador and blogger engagement)
  - Celebrity endorsement
- The benefits of saving money and maintaining looks resonated most with youth
- Important to leverage on strategic partners to increase participation & decrease clashes with other youth events
- Using a 'positive tone' that highlights benefits of not smoking is more effective



Fauzi Laily



Shabir



Michelle Chong



Vaness Wu

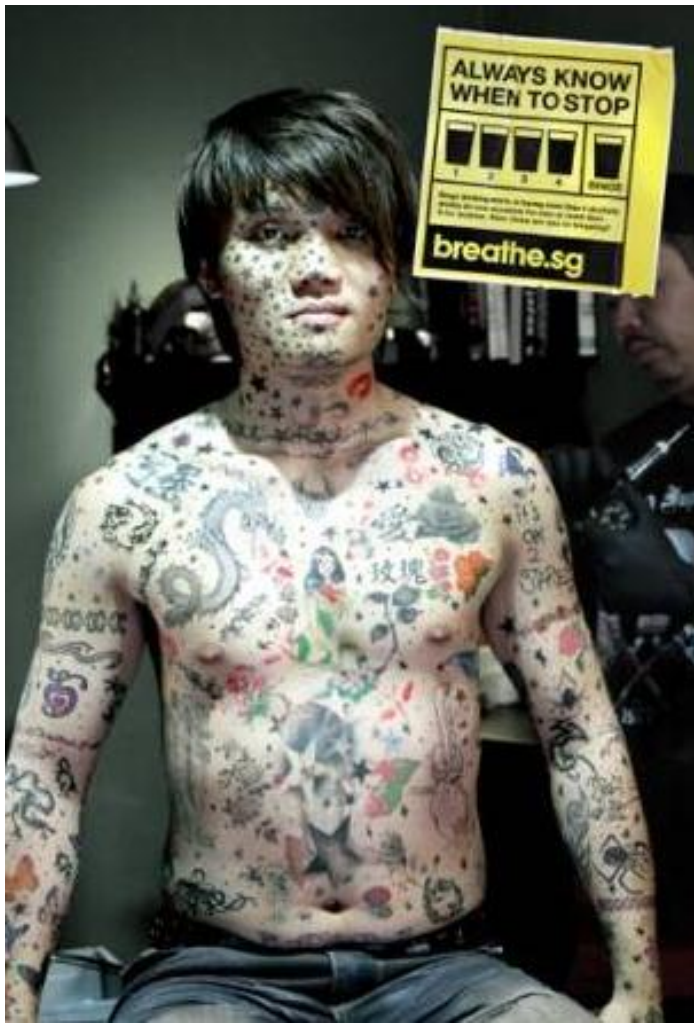
# WILL YOU BE THE LAST MAN STANDING?

The campaign was held outside party locations, where a machine would measure participants' alcohol intake for the night. We incentivized non-binge drinking behaviour by giving out prizes to those who maintained their sobriety.



# Lessons Learnt

- Entertainment, humour and novelty appeal to youth
- The machine's first-of-its-kind approach was extremely well-liked and served as a good engagement platform
- On-ground activation works well to catch the attention of youth in this age of information overload on their screens and is more effective than ad speak
- Because youths typically reject anti-binge drinking messages, instead of simply telling, *show* that one does not have to over-drink to have fun
- Use of social media is imperative: The engagement spilled over to social media from on-the-ground; 6540% spike in Facebook activity witnessed post-activations as the campaign went viral



The campaign sought to raise awareness on the harmful effects of binge drinking by drawing comparisons between binge drinking and excessive tattooing/piercings.

# Lessons Learnt

- Target audience must be able to comprehend the message easily; leave no room for confusion.
  - Whilst almost half took the key message as “always know when to stop”, almost 1 in 4 thought that the message had something to do with tattooing or piercing instead.
  - Some youth expressed that the ad was “misleading”, which turned them off.
- Relevance of the message to youth is critical
  - Over half of respondents thought that the use of visuals of a man with tattoos on his body and the woman with piercings was irrelevant.
  - Youth without tattoos or multiple piercings did not find the ad to resonate with them at all.

# Summary of Best Practices

## Targeting Youth

### **1. Capitalise on image-related concerns of youth as an angle to seed ideas of health**

- Minimise explicit mention of “health” in campaign messaging
- Emphasize theme of “looking good and feeling good” to nudge youth toward cultivation of healthy habits.

#### **Through:**

Involving celebrities with healthy images as role models

### **2. Maximise youths’ learning style**

- Show rather than tell

#### **Through:**

Using experiential learning techniques such as hands-on activities and games to deliver the message

### **3. Empower youth as autonomous agents and decision-makers**

#### **Through:**

Presenting nuggets of information in a non-judgmental and non-preachy manner and giving youth space to reflect and draw their own conclusions.



## Targeting Youth (continued)

### **4. Tap on youths' energy, creativity and innovation**

-Youth challenge the traditional attitudes. So, infusing innovation and creativity to any program makes it more attractive to other youth.

#### **Through:**

Giving a little control to youth participants and letting them present their ideas.

### **5. Go where the youth are**

#### **Through:**

Making it geographically easy to attend. Identify the youth hotspots and hold events in conjunction with other activities that bring youth to your location.

Using social media—millions of youth use social media and spend a lot of time in these spaces learning, sharing and interacting.

**Thank You**