

Rethink Your Drink, Oklahoma!

Planning, execution and results from Shape Your Future's Rethink Your Drink Mass Media Campaign

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Learning Objectives

- Review persona research findings.
- Review strategy and tactics used in campaign.
- Identify components of campaign that may be scaled to fit other programs.



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State of Health in Oklahoma

- Childhood obesity: 17.3% (CDC)
- Adult obesity: 32.8% (CDC)
- Oklahomans ages 18-34 drink at least 1 sugary drink per day



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Rethink Your Drink, Oklahoma!

Educate Oklahomans on the amounts of harmful sugar in sugar-sweetened beverages and encourage them to choose water instead.



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The Shape Your Future Persona

Personas illustrate how our target audience acts or behaves.

Shape Your Future Persona Research Key Findings:

- Moms are busy
- They look for convenience
- Receives info from social media and email via smartphones



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Rethink Your Drink Campaign Research

Focus groups and online testing

- Mothers, 18-54, children in the home
- Low SES

Results: Shocking amounts of sugar in SSB resonated with this audience.



There are 16 packets of sugar
in one 20-ounce soda.

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Rethink Your Drink PR Launch Execution





SODA. SO DAMAGING
to your HEALTH.

Soda can contain the same amount of sugar as more than 3 donuts!

1 12-oz CAN = 10 PACKETS OF SUGAR

SO BE SO DONE WITH SODA. DRINK HYDRATING *water* INSTEAD.

RETHINK *your* DRINK

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LOSE SUGARY DRINKS.

CHOOSE HEALTHY, HYDRATING WATER.

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JUICE BOXES. NOT *worth* THE SQUEEZE.

1 BOX = 10 CHOCOLATE CANDIES THAT'S CHOC-A-LOT!

5 PACKETS

Nutrition Facts
Serving Size: 1 6.75-oz. box
Packets of Sugar 5

20 Total Sugar (grams)
Increased Risk of weight gain
Increased Risk of obesity
Increased Risk of type 2 diabetes
Increased Risk of tooth decay

Read more facts here: www.shapeyourfutureok.com

RETHINK *your* DRINK

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Even soda without caffeine is not okay for kids.

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Sports drinks don't give you energy.

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SEE HOW MUCH SUGAR IS IN YOUR DRINK



SODA



SPORTS DRINK



JUICE BOX

Click here to use our sugar calculator.

RETHINK *your* DRINK

ShapeYourFutureOK.com



AMP UP THE SUGAR CRASH. ENERGY DRINKS ARE *unhealthy.*



RETHINK *your* DRINK
ShapeYourFutureOK.com
 TSET

APPLE + CINNAMON WATER



RETHINK *your* DRINK
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 TSET

ROLL OVER & SEE HOW MUCH SUGAR IS IN YOUR DRINK



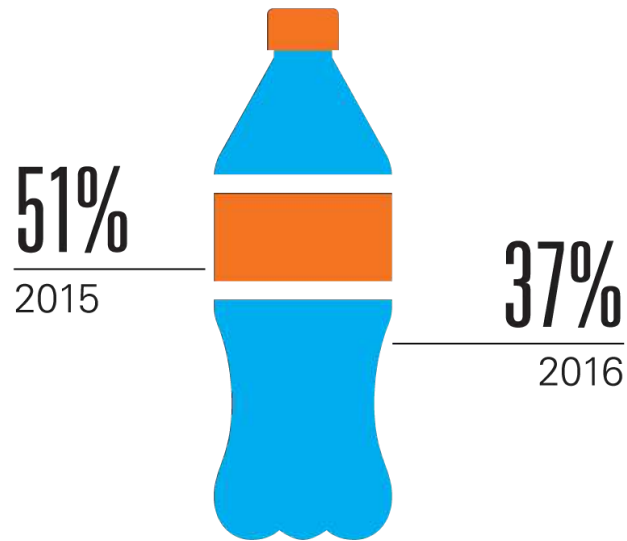
Click here to use our sugar calculator.

RETHINK *your* DRINK

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Results



% of Respondents who drank 1 or more SSB per day

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Conclusion

- Know your target audience.
- Research is key to define messaging.
- Invest in PR strategy.
- Set clear, measurable goals and objectives.
- Evaluate results and optimize.



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Contact

Presentation Download: <http://bit.ly/sosconference17>

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