

# Rethinking a Creative Campaign Launch to Impact Behavior

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# Rethink Your Drink, Oklahoma

- Childhood obesity: 17.3% (CDC)
- Adult obesity: 33% (CDC)
- Oklahomans ages 18-34 drink at least 1 sugary drink per day – more than any other state in the country
- Campaign goal: educate Oklahomans on the amounts of harmful sugar in sugar-sweetened beverages and to encourage them to choose water instead.



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# Creative Execution

Traditional and digital media tactics to execute campaign messaging.

- Statewide TV, radio, print, outdoor, gas stations, transit
- Social, digital, website content
- PR plan



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# Why Public Relations?

- Affordability
- Builds trust
- Boosts paid media



# Press Kits and Media Events



# Social Media

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The 10 packets of sugar in 1 can of soda – the same amount in of sugar

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The 10 packets of sugar in 1 can of soda = the same amount in of sugar 3.25 donuts. Hole-y moly! Rethink your drink and choose healthy water instead. #RethinkYourDrinkOK



**Shape Your Future** at Tulsa Health Department  
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Shape Your Future has been at the Tulsa Health Department today sharing about #RethinkYourDrinkOK! Visit ShapeYourFutureOK.com to learn why water is the healthy choice and find us in OKC tomorrow at the Myriad Botanical Gardens from 10:00 - 1:00 pm!



**Shape Your Future**  
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"The first thing I want to know is how I can keep my kids healthier. The kids are our future," said Penny Owens of Lawton. This Mom has the right idea! And choosing water over sugar-sweetened beverages can do just that.

Thanks to KSWO7News for covering our #RethinkYourDrinkOK launch in Lawton this week and sharing why Oklahomans should choose water!




**Shape Your Future launches "Rethink your drink" message**  
Oklahoma health officials came to Lawton Wednesday to encourage people to fuel their bodies with something nutritious, instead of overloading on sugar.  
KSWO.COM






# Coalition & Support



**RETHINK YOUR DRINK | COMMUNITY**

All across Oklahoma, community groups, organizations and individuals are supporting Shape Your Future's message to rethink your drink and choose water over sugar-sweetened beverages. The coalition has taken a stand against sugary drinks like soda, sports drinks and juice boxes and their negative effects on health. They're sharing and spreading our message, and helping more and more Oklahomans see a healthier future.

By using evidence-based practices like health communication interventions, Shape Your Future Rethink Your Drink messaging will bring to light these not-so-sweet facts about sugary drinks, and help Oklahomans shape a healthier future. If you want to join in on this effort and become a member of the coalition, [contact us](#) and let us know!



**SPORTS DRINKS**  
*healthy?*  
**SORRY, SPORT.**

1 BOTTLE = 5 PEANUT BUTTER CUPS THAT'S NUTS!

14 PACKETS

Nutrition Facts	
Serving Size: 1 32-oz. bottle	
Packets of Sugar	<b>14</b>
84 Total Sugar (grams)	
Increased	Risk of weight gain
Increased	Risk of obesity
Increased	Risk of Type 2 diabetes
Increased	Risk of tooth decay

Think sports drinks give you energy? Drinking one and a meal that put you to sleep? You're actually just getting a quick energy boost. You're not getting any extra energy and chockin' you'll need to sleep about 30 minutes.

It's a good sport and it's good for health. Hydrating water instead.

**RETHINK your DRINK**  
ShapeYourFutureOK.com

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# Results

- 29 earned media stories across TV, radio, social media and print media
- 23 coalition members secured
- 115 Rethink Your Drink poster downloads just in June 2016
- More than 62,000 viral and organic social media impressions
- More than \$25,000 in earned media value



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# Conclusion

- Utilize the resources and partners you have already established
- Be creative and savvy when thinking of ways to use PR for your brand or campaign
- Invest time in PR



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# Contact

Link to download presentation:

<http://bit.ly/2fv82zv>

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