

HEALTH COMM

**TAILORED & RELEVANT MESSAGES
THAT DRIVE BEHAVIOR CHANGE**



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AD AGENCIES CHANGE BRAND PREFERENCES. AT RESCUE SCG, WE CHANGE BEHAVIORS.

Behavior change is incredibly challenging and not fully understood by commercial marketing agencies. Why? Because, in the commercial world, most marketing campaigns strive to change preference, not behavior. Whether it's soda, shoes, or cars, they are trying to change the brand preference for a behavior that people already perform. In contrast, public health campaigns require people to perform or avoid a behavior. Behavior change requires a radically different set of tools and expertise. That's why Rescue SCG is not a commercial marketing agency. Rescue SCG is a behavior change marketing company and **Health Comm** is how we approach health communications.

Health Comm is Rescue SCG's approach to health communications that includes creative development, production, and media placement services grounded in the unique principles of behavior change.

CREATIVE

Rescue SCG balances creative concepts with evidence-based strategies that are proven to stimulate change. Each produced ad has a clear logic model describing what is being communicated and how that information will lead to behavior change.

PRODUCTION

Rescue SCG produces TV and radio ads in-house. This cuts costs and avoids delays in the production process, allowing clients to produce more ads each year. It also allows producers to participate in the creative process from the very beginning.

MEDIA PLACEMENT

Rescue SCG develops media placement strategies using evidence-based segmentation models and cultural research. Then, Rescue SCG works with local media buyers to ensure clients receive the best rates available.

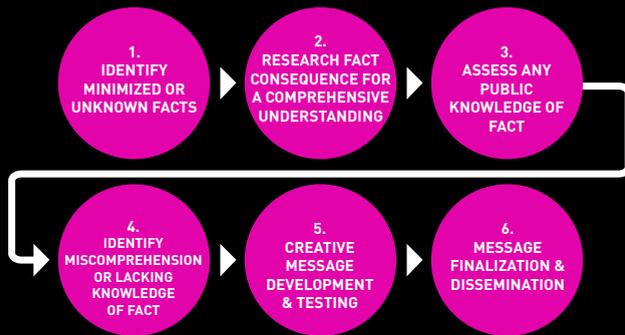


Rescue SCG's TV ads span **health education**, **culture change**, and **policy change**.

RESCUE SCG'S COMPLEX MESSAGE DISSECTION & CREATIVE PROCESS

Our **Health Comm** services do not depend solely on the creative development and placement of a media campaign. We focus on crafting the right message as the foundation of our ads. Too often, ad agencies pay little attention to message relevancy and focus instead on creative execution. This usually leads to wasted funds. For example, rebellious teens just don't care about the long-term health consequences of smoking. The key determinant to successfully change behavior is to find a message and angle that your audience cares about.

Our Complex Message Dissection & Creative Process puts the focus back on the message and its potential to change behavior. It begins by identifying facts that are either minimized or unknown by the target audience, because simply reiterating known facts would be ineffective. Next, we capitalize on the diverse Rescue SCG team background in psychology, sociology, and public health to select the right message and present it in a compelling way to a specific target market.



Using this process, the Rescue SCG team has been able to create compelling and easy to understand ads about complex topics such as the tobacco industry's contributions to global deforestation ↑ and its manipulation of the women's rights movement ↓.



WORKING WITH AD AGENCIES

Rescue SCG specializes in the strategies and creative platforms necessary to change behavior. However, our exclusive focus on behavior change prevents us from accumulating media buying power in any single locality. To ensure that our clients receive the best rates, we subcontract media planning and buying to a carefully selected local advertising agency with local market expertise. This allows our clients to receive the best of both worlds: Rescue SCG's expertise in behavior change strategy and creative, as well as a prominent local ad agency's expertise in media planning and placement.



PRODUCTION COSTS

Rescue SCG researchers have tested ads that ranged in production costs from \$5,000 to \$100,000. The result? There is no relationship between the production cost of an ad and its impact. So why pay more? Rescue SCG's average ad production cost in 2011/12 was \$7,572.

HEALTH COMM IN ACTION

CASE STUDY 1: WHAT'S HOTTER?

In 2011, Rescue SCG developed the **What's Hotter?** campaign for the Virginia Foundation for Healthy Youth to communicate to teens that smoking is not attractive. The Rescue SCG team developed TV and radio ads, a website, and a social media campaign in-house at a fraction of the cost that traditional ad agencies would charge.

TV & RADIO COMMERCIALS



MALE AND FEMALE-FOCUSED WEBPAGES



A SOCIAL MEDIA CAMPAIGN



CASE STUDY 2: SMOKEFREE CITIES

In 2011, Rescue SCG developed the Smokefree Cities campaign for the Southern Nevada Health District to educate the public about clean indoor air. In Las Vegas, the general sentiment was that tourists wanted to be able to smoke in bars and casinos, and therefore banning indoor smoking would cripple tourism. To demonstrate that tourists prefer clean indoor air, Rescue SCG designed a campaign that highlighted major cities around the world that have already banned indoor smoking.

TV & RADIO COMMERCIALS



FACT-BASED WEBSITE



OUTDOOR & PRINT MEDIA CAMPAIGN



CONTACT

Our team is ready to develop tailored health communication campaigns for your specific target audiences. To learn more about getting started, please contact us.

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