

FIGHT THE TOBACCO INDUSTRY'S **LGBT BAR & CLUB PROMOTIONS**

SB

LGBT
SOCIAL BRANDING®

A **BEHAVIOR CHANGE** MODEL BASED ON
CULTURE AND INFLUENCERS TO **REDUCE TOBACCO USE** AMONG
LESBIAN, GAY, BISEXUAL, AND TRANSGENDER (**LGBT**) ADULTS



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LGBT SOCIAL BRANDING®

Social Branding® is a form of **hard-hitting counter-advertising** that stops or prevents tobacco use among LGBT community members who currently smoke or are at high-risk of smoking by focusing on LGBT culture and its influencers.

WHAT'S THE PROBLEM?

The LGBT community disproportionately suffers 30,000 (7%) of the deaths caused by smoking-related diseases every year.¹ Due to the lack of questions regarding sexual orientation and gender identity in standardized monitoring systems, there is a wide variation in reported national LGBT tobacco use prevalence. However, California data indicate that 27.4% of men and 32.5% of women in the LGBT community smoke, compared to 19.1% and 11.9% of non-LGBT men and women, respectively.²

WHERE IS IT HAPPENING?

Unfortunately, current interventions both academia and the tobacco industry recognize that bars and nightclubs are perceived as a social resource, especially amongst urban LGBT populations.³ In fact, bar and club patronage is often cited as a factor that influences tobacco use.⁴ The bar and club culture of the LGBT community has been leveraged by the tobacco industry with strategic venue-based marketing.⁵ Current interventions focus on community-based health education messages and cessation services instead of addressing the behavior where it naturally occurs: during social interactions at bars and nightclubs.⁶

WHAT'S THE ROLE OF LIFESTYLE AND IMAGE?

The tobacco industry has been extremely successful in associating smoking with the LGBT social identity through targeted marketing practices.⁸ In the early 1990's, for example, Phillip Morris launched Benson and Hegdes Special Kings (BHSK), a cigarette brand targeted to gay men. An internal marketing plan described the regular consumer as "hip, trendy, image/status conscious...and into clothes, music, liquor, and nightlife."⁷

SO WHAT NEEDS TO BE DONE?

Social Branding® is a behavior change model designed to change behavior by focusing on the images, cultures, and identities of those most at-risk. Within the LGBT community, Social Branding® is effective because of its concentration on bars, clubs, and other social events, as well as its use of cutting edge imagery and design to create experiences that associate highly-valued identity characteristics with a tobacco-free lifestyle. Rescue SCG truly is a full-service partner in Social Branding® program implementation, providing services that include recruitment of local staff and ensuring that LGBT staff members lead LGBT campaigns.

THE RESEARCH BASE

Rescue SCG's Social Branding® programs are informed by both peer-reviewed articles and internal studies. As of July 2012, Rescue SCG had conducted tobacco use studies with over 3,000 LGBT young adults in San Diego, Los Angeles, Sacramento, San Francisco, Las Vegas, Albuquerque, Salt Lake City, Oklahoma City, Nashville, and Portland, ME



1. American Cancer Society. (2003). Tobacco and the GLBT Community. Retrieved October 10, 2008, from Gay, Lesbian, Bisexual, and Transgender Health Access Project.
2. Bye, L., Gruskin, E., Greenwood, G., Albright, V., Krotki, K. (2005). California Lesbians, Gays, Bisexuals, and Transgender (LGBT) Tobacco Use Survey – 2004. Retrieved April 16, 2012, from California Department of Public Health.
3. McKirnan, D.J., Peterson, P.L. (1989). Psychosocial and cultural factors in alcohol and drug abuse: an analysis of a homosexual community. *Addictive Behaviors*, 14(5), 555-563.
4. Ryan, H., Wortley, P., Easton, A., Pederson, L., Greenwood, G. (2001). Smoking among lesbians, gays, and bisexuals: a review of the literature. *American Journal of Preventive Medicine*, 21(2): 142-149.
5. *American Journal of Public Health*, 92, 1086-1095.
6. Remafedi G. (2007). Lesbian, gay, bisexual, and transgender youths: who smokes, and why? *Nicotine and Tobacco Research*, 9(S1), S65-S71.
7. Phillip Morris (1993, February 9). Benson & Hedges Special Kings 1993 media plan alternative newspaper discussion (Document no. 2044361631/1639).
8. Zukin S., Maguire J.S. (2004) Consumers and consumption. *Annual Review of Sociology*, 30, 173-197.

HOW DOES SOCIAL BRANDING® WORK?

Social Branding® directly addresses the social norms that sustain tobacco use in the LGBT community.

Here's how a typical **Social Branding®** program works:

ANTI-TOBACCO BRAND

2) Promotions are held at popular LGBT bars and clubs to build the social brand's influence within the culture. The more influence the brand gains, the more opportunity it has to disassociate the culture from tobacco use.

ANTI-TOBACCO BRAND



4) Once the brand gains enough "social authority," displays, clothing, onsite influencers, and interactive activities at its events are used to break the association between the culture and smoking.

SMOKEFREE BECAUSE

BAD BREATH ANIMAL TESTING LUNG CANCER

6) Direct mail, clothing, paid media, and street marketing are used to reinforce the influence of the events. Messages focus on tobacco-related issues relevant to the specific culture.



1) A social brand is designed to specifically reach the local LGBT culture.



3) Influencers within the culture (i.e., musicians, DJs, drag queens, dancers, event promoters, popular socialites, etc.) are recruited and trained to be part of the program.



5) Tobacco prevention messages are carefully selected to reflect the culture's values and interests.



7) As behavior change occurs, the social brand publicly celebrates those who choose to quit smoking, building momentum that accelerates change and engrains it in the culture.



Paid media such as this print ad are used to reinforce messages delivered in-person at events.



LGBT bar and club nights play a critical role in Social Branding® programs.

THE VERGE BRAND



VERGE is an existing **Rescue SCG** social brand for the LGBT community that can be implemented in any city or state. Designed using research from LGBT populations in numerous and diverse localities, the **VERGE** brand incorporates cultural elements that are similar across most LGBT communities. **Rescue SCG** offers the **VERGE** brand to clients as a way to significantly reduce costs. Since many graphics, ads, and other program elements are already designed for **VERGE**, new **VERGE** programs can stretch their funds further.

CASE STUDY: THE CRUSH SOCIAL BRANDING® PROGRAM

CRUSH is a Social Branding® program in Las Vegas, NV funded by the Southern Nevada Health District. The intervention targets trendsetting LGBT young adults using the following Social Branding® components:



BRANDED BAR NIGHTS

Monthly events feature local artists, musicians, DJs, and fashion designers advocating against tobacco in their culture.



DIRECT MAIL

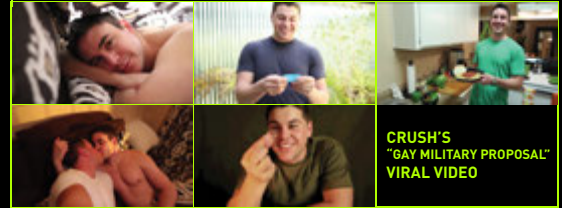
Young adults sign up for mailing lists at events to receive monthly posters designed by local artists highlighting tobacco-related social justice issues.

BRAND AMBASSADORS

The most influential trendsetters are recruited, trained, and incentivized to support the intervention.

WEB & SOCIAL MEDIA

Online, young adults can see all of Crush's influential supporters, find out about future events, discuss campaigns, and see pictures from past events.



Evaluation - Between 2005 and 2009, CRUSH contributed to a reduction of tobacco use in the Southern Nevada LGBT community from 63% to 47% according to the Adult Tobacco Survey. More in-depth studies of its impact amongst bar and club-going LGBT young adults are currently being administered.

Social Branding® at LGBT bars and nightclubs is a highly targeted intervention. Messages are tailored to the most at-risk audience and delivered in the environment where tobacco use is typically promoted and initiated: bars and clubs. Unlike TV, radio, and outdoor advertising that deliver a passive message, **Social Branding®** delivers an interactive message at the time and place it matters most.

The budget for an LGBT **Social Branding®** intervention is based on the size of your local LGBT community and the number of events you wish to implement. While direct mail, web, media, street marketing, and promotional activities are essential components of the intervention, bar and club events are the most critical component of the intervention. Contact us for a customized quote.

COST-EFFECTIVELY REACHING THOSE MOST AT-RISK

Sample **Social Branding®** Intervention Deliverables, Reach, & Budget

DELIVERABLE TYPE	SMALL CITY SCENARIO	MEDIUM CITY SCENARIO
Bar & Club Events	10 Branded Events	18 Branded Events
Event Reach	7,000 LGBT Adults	12,000 LGBT Adults
Social Media Campaigns	5 Campaigns	8 Campaigns
Trained Trendsetters	100 LGBT Adults	160 LGBT Adults
Annual New Facebook "Likes"	2,000 Likes	3,500 Likes
Direct Mail Reach	5,000 Pieces Mailed	9,000 Pieces Mailed
Events & Mailings Costs	\$125,000	\$215,000
Paid Media Budget	\$40,000	\$70,000
TOTAL BUDGET	\$196,000	\$392,000

CONTACT

Our team is ready to help you launch an LGBT Social Branding® program in your community immediately. To learn more about getting started, please contact us.

TYLER JANZEN

SR. DIRECTOR OF CLIENT SERVICES,
STATE & LOCAL BRANDS
TYLER@RESCUESCG.COM
619-231-7555 x134

