

# SB

TEEN  
SOCIAL BRANDING®

A **BEHAVIOR CHANGE** MODEL BASED ON  
CULTURE AND INFLUENCERS TO **REDUCE TOBACCO USE AMONG TEENS**



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# SOCIAL BRANDING® TO REDUCE TEEN TOBACCO USE

The majority of teens will never use tobacco, but most tobacco prevention programs target all teens. *That doesn't make sense.* Counter-marketing efforts must concentrate resources on teens at high-risk of tobacco use. **Social Branding®** achieves this.

**Social Branding®** is a counter-marketing strategy that causes behavior change by focusing on the cultures that high-risk youth identify with. By using a mixture of paid media, events, social media, direct mail, and incentives, **Social Branding®** concentrates efforts on socially influential teens within cultures at high-risk of tobacco use. **Social Branding®** is a sophisticated counter-marketing model that mirrors the marketing strategies used by the tobacco industry for decades and incorporates the concepts of the Diffusion of Innovations Theory.

## WHO DOES SOCIAL BRANDING® REACH?

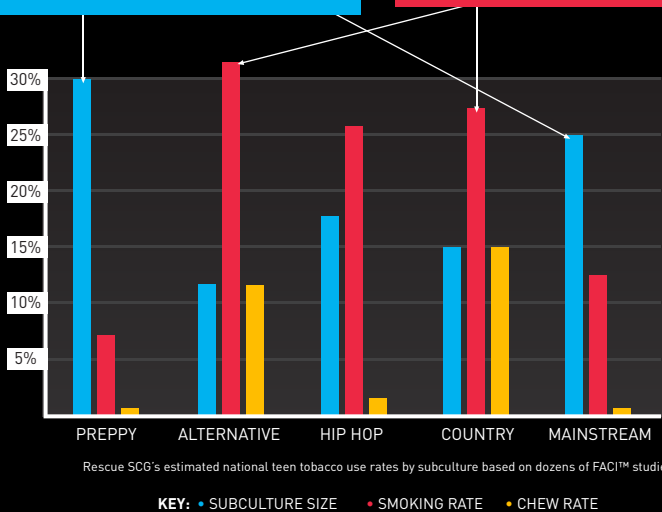
**Social Branding®** programs are rooted in evidence-based research that associates youth smoking rates with their social environment. Whether described as peer pressure, a desire to fit in, or simply the idea that smoking is cool, most agree that teens who choose to smoke more than once do so for social reasons.

**Rescue SCG** conducts FACI™ research studies (see [rescuescg.com/faci](http://rescuescg.com/faci)) to understand the social cultures of today's teens. Through dozens of FACI™ studies, **Rescue SCG** found that there are five major teen cultures that influence nearly every American teen. We call these cultures 1) Preppy, 2) Mainstream, 3) Hip Hop, 4) Country, and 5) Alternative.

## SAMPLE SUBCULTURE SIZES AND PREVALENCE RATES

In this example, the **Preppy** and **Mainstream** cultures were the largest, but they had the **lowest tobacco use rates**.

In contrast, **Alternative** and **Country** had significantly **higher tobacco use rates**.



The culture that a teen identifies with determines their risk level for smoking better than any demographic variable. For example, teens who identify with Hip Hop, Alternative, or Country cultures are significantly more likely to smoke, while teens who identify with Preppy and Mainstream cultures are significantly less likely to smoke. This is critical information for tobacco prevention because each culture consumes different media, responds to different imagery, looks up to different icons, and even uses different slang language.

**Social Branding®** programs are designed to reach one youth culture at a time. This sophisticated segmentation model rivals those used by the tobacco industry and allows for the creation of a social brand that authentically represents a youth culture's values and interests. This allows the **Social Branding®** program to break the association between the culture and tobacco use for generations to come.

# CONSIDER RESCUE SCG YOUR SOCIAL BRANDING® DEPARTMENT

Rescue SCG is able to fully implement a **Social Branding®** intervention in your local community with local **Rescue SCG** staff who understand the targeted at-risk youth culture. **Rescue SCG** truly is a full-service partner able to recruit staff, develop materials, execute events, manage web strategies, complete mailings, and provide you with progress reports. Contact us to learn more.

## WHAT SOCIAL BRANDING® EVENTS LOOK LIKE



## HOW DOES SOCIAL BRANDING® WORK?

**Social Branding®** directly addresses the social norms that sustain tobacco use among teens within certain subcultures.

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



2) Events, such as music concerts, are used 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.



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.



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 one youth subculture.



3) Influencers within the culture (i.e.: musicians, event promoters, popular socialites, etc.) are recruited and trained to take part in the movement. They are asked to become "vocal non-smokers."



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.

# CASE STUDY: THE **syke** SOCIAL BRANDING® PROGRAM



Teens posing with SYKE shirts at a SYKE event.

A band performing at a SYKE event wearing SYKE shirts

In 2009, the Virginia Foundation for Healthy Youth funded the **SYKE Social Branding®** program after discovering that 37.6% of teens at rock concerts in Virginia were current smokers; nearly twice the state teen smoking prevalence of 19.7%. **SYKE** was designed to reach Alternative teens through their own culture by working with rock bands, concert promoters, and other influencers to change the social norm.

**Rescue SCG** has hosted over 40 **SYKE** events to date, each incrementally increasing the association between the Alternative scene and a tobacco-free lifestyle. In addition, dozens of bands have publicly endorsed **SYKE**, providing the brand with significant social authority to cause change. Custom clothing, direct mail, social media, traditional media, and digital strategies are also used to reinforce the **SYKE** message.

In 2011, after two years of a full scale intervention, 30-day smoking rates among concert-attending teens dropped to 32.7%; a 13% decrease in this hard-to-reach population. Today, **SYKE** continues to use **Social Branding®** to address this disparity.

## COST-EFFECTIVELY REACHING THOSE MOST AT-RISK

**Teen Social Branding®** campaigns are designed to meet the needs of each local community. Campaign activities are anchored by the youth events where direct mail address collection and brand ambassador recruiting occurs, while paid media reinforce the messages delivered on the ground. Social media is used both organically and as a paid media, bringing together all elements of the campaign. Based on the size of the local community, the campaign objectives, and the funding available, **Rescue SCG** develops a customized budget in collaboration with the client. Example budgets are included below.

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

DELIVERABLE TYPE	SMALL CITY SCENARIO	MEDIUM CITY SCENARIO	LARGE CITY SCENARIO
Fully Branded Events	8 Branded Events	14 Branded Events	20 Branded Events
Annual Event Reach	3,200 Teens	6,300 Teens	10,000 Teens
Trained Brand Ambassadors	80 Teens	140 Teens	200 Teens
Annual New Facebook "Likes"	1,000 New Likes	2,000 New Likes	3,000 New Likes
Direct Mail Reach	4,800 Pieces Mailed	9,800 Pieces Mailed	16,000 Pieces Mailed
Events & Mailings Costs	\$135,000	\$215,000	\$290,000
Paid Media Budget	\$40,000	\$70,000	\$100,000
<b>TOTAL BUDGET</b>	<b>\$175,000</b>	<b>\$285,000</b>	<b>\$390,000</b>

## CONTACT

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

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