Collegiate STD Awareness Month Campaign

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Executive Summary

One out of four Americans has a sexually transmitted disease (STD) and 19 million new infections occur annually, which makes addressing this health problem imperative for the Center for Disease Control (CDC). In fact, the CDC has designated April as STD Awareness Month in an effort to reach out to people and inform them about the risks of STDs. The 18-25 year-old demographic accounts for more than half of all new STD infections in the United States and is the primary target audience of this campaign.

New media tools will primarily be used to connect and communicate with the 18-25 year-old demographic creating a word-of-mouth grass roots campaign that spreads virally across the Internet. This audience uses new technology and comprises a large percentage of social networking site users. Furthermore, Web 2.0 tools employed by this campaign include incentives to ensure that the audience will not only become informed but also get tested.

The target audience was divided into the following groups:

**Primary**
18-25 year-old:
- African-Americans
- Hispanics/Latinos Americans
- Living in the Northeast

**Secondary**
18-25 year-old:
- White/Caucasians
- Living in large metropolitan areas
- Living in low income communities

Research showed that the primary target audiences were at a higher risk of contracting an STD than the secondary target audience. However, the secondary target audience still shows a high instance of infection. The key messages focus first on the fact that anyone can contract an STD and second on the importance of getting tested.

There are several challenges faced by this campaign including: misconceptions about STDs, abstinence only education programs and dating habits. The opportunities include: close knit communities, the cost effectiveness of viral marketing and the ability of the Internet to distribute information quickly on multiple platforms.

In order to effectively reach and motivate the target audience to get tested, multiple new media tools will be employed, coupled with partnerships and events. The Web 2.0 tools being utilized include:
- YouTube videos
- e-cards
- Facebook application and fan page
- Twitter
- blog
- Additions to CDC Web site including:
  - Test Buddies friend network Web page
  - Testimonials Web page
  - The “SPOT” testing center map Web page
- Informational text messages
In conjunction with the Web 2.0 tools, the following traditional promotional tools will be used to ensure that the campaign is both informational and motivational:

- Launch a new element of the campaign each week of April beginning with April Fool’s Day
- Giveaways and Prize Drawings:
  - Test-a-Latte: partnership with vendors to give away free latte drink
  - Hit the SPOT Sweepstakes chance to win:
    - concert tickets,
    - cash prize, and
    - movie passes.
  - Test Buddies logo sticker upon signing up to be a Test Buddy
- STD Awareness Branding
  - Establish a color to represent STD Awareness
  - Logos for: STD Awareness, Test Buddies and Hit the SPOT
- Events with Mobile Testing Units:
  - College Campus Events: tagging day, partnership with Greek Life; and
  - Community Events: Partner with Planned Parenthood and local clinics.
- Partnerships with Greek Life, Planned Parenthood, local clinics and vendors to provide information and testing
- Involve news media in events by issuing news releases on a regular basis, pitching story ideas to young adult focused magazine publications and news shows and sending information to popular bloggers.

The combination of new media tools, partnerships and events listed above results in a comprehensive campaign that reaches every segment of both the primary and secondary target audience. The use of new media tools also provides a fast and effective method of evaluation given that all the tools automatically count either unique users or hits and will therefore show how many people are participating in the campaign. With the addition of a pop-up screen that asks how users heard about the CDC’s Web site, demographic information can also be collected. Finally, surveys will be used to evaluate the partners’ experience.

The campaign outlined above was kept within the $40,000 budget and plotted on a three-month timeline. The low cost and swift execution of this campaign makes it unique and effective. Just as an STD can spread quickly through a population, this campaign will work to rapidly spread information and motivate the target audience to get tested.
Situation Analysis

STD Awareness Month
The Center for Disease Control and Prevention (CDC), based in Atlanta, Ga., has designated the month of April as STD Awareness Month. Observed annually, STD Awareness Month seeks to raise awareness about the importance of getting tested and the prevalence of sexually transmitted diseases (STDs) among the most vulnerable demographic, 18-25 year-olds in the United States.

Why STD Awareness Month?
According to the CDC, one in four Americans has an STD, with approximately 19 million new infections occurring annually. Young adults, ages 18-25, account for more than half of all new STD infections in the United States. According to the Pew Research Center for People and the Press, this age group describes itself as more likely to have casual sex than the same age group 20 years ago. Furthermore, the same report stated that only 2 percent of this generation is concerned about general health. Therefore, a tailored campaign is necessary to target this age group through methods and technology the group uses on a daily basis.

Why Web 2.0?
The number of Internet users has increased by 74 percent from 2000 to 2007 in the United States and in 2008, 98 percent of American adult computer users were online. These trends show the pervasiveness of the Web. Thus, the use of Web 2.0 is vital to the success of STD Awareness Month as 75 percent of 18-25 year-olds have used a social networking site at least once and 52 percent of Facebook users are in this age group. Moreover, African-Americans and Hispanics/Latinos, primary target audiences, use social networking sites at a higher rate than White/Caucasians, making social media marketing essential in reaching this audience.

While STD Awareness Month is one way to reach out and raise awareness the overall goal is to increase STD testing all year long. STD Awareness Month provides an opportunity for the CDC to launch new interactive features with the newly redesigned HIVTest.org Web site. Furthermore, the 18-25 year-old demographic is technologically inclined, so informing them about the available resources on the Web site through the use of YouTube, social networking sites and blogs will initiate a word-of-mouth campaign about STD testing. This will in turn transform the campaign into an on-going grassroots effort.

Furthermore, a grassroots and word-of-mouth effort will engage the target demographic on an adult level, something this demographic is seeking to become. By encouraging them to seek out information, visit testing centers and talk about this issue with friends and partners, the campaign

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3 Harris Interactive, Nov. 17, 2008, Harris Poll.
7 The Pew Research Center for the People and The Press, loc. cit.
8 Thirty-five percent of YouTube users are 18-34 years old.
will reinforce the idea that they are mature enough and expected to make their own informed decision.

**Target Audience**
Since the 18-25 year-old demographic accounts for such a large number of new STD infections each year, it is imperative that they understand that STDs do not discriminate according to age, race, gender, geography or sexual preference. The proposed campaign will seek to stress this point to the entire demographic, while focusing messages to specific groups within this population that have been statistically shown to be at a higher risk. These higher risk communities include African-Americans and Hispanics/Latinos, with a particular concentration on African-American women and low-income communities.

**Challenges**
STD Awareness Month was created to combat the myths and fears surrounding STD contagion and testing. Since there are often no visible outward signs of an infection, sexually active young adults do not see STDs as a threat. There are many obstacles faced by the CDC in combating these misconceptions.

Current road blocks in the CDC’s campaign in educating young adults on the dangers of STDs include environmental issues such as poverty and discrimination, abstinence education programs and dating habits\(^9\). For the CDC’s campaign to be successful there has to be: an increase in young adults’ knowledge of the prevalence of STDs within their age group, a decrease in the stigma associated with testing and testing must be made affordable for all demographics.

**Conclusion**
The campaign outlined herein takes into account the information that the target audience needs and the best tools to convey that information. The primary goal of the campaign is to engage the target audience via both informational and motivational tactics, and thus increase the chances that they will take action on this issue.

\(^9\) See [http://www.cdc.gov/std/stats07/toc.htm](http://www.cdc.gov/std/stats07/toc.htm) for more information.
Research

The following secondary research was compiled from news media, Internet resources and CDC reports. This background information has been incorporated throughout the proposal and helped formulate the campaign.

STDs in the U.S.

- The 18-25 year-old age group accounts for half of the new STDs reported each year in the U.S.\(^{10}\)
- Southern states and metropolitan areas appear to have higher infection rates\(^{11}\).
- The most commonly reported STDs are: Chlamydia, Gonorrhea, Herpes, HPV and Syphilis. Chlamydia is the most often reported out of the commonly seen STDs\(^{12}\).
- Increased rates of STDs may reflect increases in testing and screenings, as opposed to new infections\(^{13}\).
- STD disparities are a result of: health behaviors, sexual networks, genetic variation and environmental issues such as poverty, discrimination, social patterns and racial segregation\(^{14}\).
- Abstinence only sexual education programs fail to provide target audience with adequate knowledge about safe sex\(^{15}\).

Target Audience Demographics/Psychographics

- Several environmental factors may have impeded the target audience from getting tested, such as no healthcare insurance, inability to pay and lack of transportation to test facilities\(^{16}\).
- The following psychological factors often hinder efforts to inform, test and treat the target audience\(^{17}\):
  - significant lack of knowledge
  - concern about confidentiality
  - embarrassment about being tested
  - fear that parental consent is necessary
  - asymptomatic patients may be tested, but do not seek treatment because they do not feel sick
  - once treated, patients sometimes fail to consider possibility of re-infection
- Women will often get tested and treated but fail to inform their partner, putting them at risk of being re-infected\(^{18}\).
- African-Americans and Hispanics have seen the largest increases in STDs when compared to White/Caucasians in 2007\(^{19}\).

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\(^{10}\) See [http://www.cdc.gov/std/stats07/toc.htm](http://www.cdc.gov/std/stats07/toc.htm) for further information.

\(^{11}\) Ibid.

\(^{12}\) Ibid.

\(^{13}\) Ibid.

\(^{14}\) Ibid.


\(^{16}\) See [http://www.cdc.gov/std/stats07/toc.htm](http://www.cdc.gov/std/stats07/toc.htm) for further information.

\(^{17}\) Personal interview with Tom Mickey, STD Program Manager, Maricopa County Ariz. Public Health Clinical Services, February 27, 2009.

\(^{18}\) Ibid.
• African-American women are at the highest risk with increases in Chlamydia and Syphilis\textsuperscript{20}.
• Differences in dating habits among minorities put these groups at a greater risk of becoming infected\textsuperscript{21}.

**Web 2.0/Social Networking**

• Of the target demographic, 52 percent are Facebook users. Additionally, the 12-17 year-old demographic is rapidly growing and will soon be entering the target audience\textsuperscript{22}.
• Social networking site have been used by 75 percent of the target audience at least once. African-Americans and Hispanics, the campaign’s key demographics, use social networking sites at a higher rate than White/Caucasians, at 43 percent and 48 percent respectively\textsuperscript{23}.
• Twitter has been used by 19 percent of regular Internet users aged 18-25 years old\textsuperscript{24}.
• Adults with online social profiles more than quadrupled since 2005, from 8 to 35 percent\textsuperscript{25}.
• Thirty-five percent of YouTube users are 18-34 year-olds\textsuperscript{26}.
• Most Internet usage among 18-25 year-olds occurs at home for all ethnic and gender groups\textsuperscript{27}.

\textsuperscript{19} See http://www.cdc.gov/std/stats07/toc.htm for further information.
\textsuperscript{20} Ibid.
\textsuperscript{21} See http://www.cdc.gov/std/stats07/toc.htm for further information. See also Marianne White, “Teenage girls from poor areas begin sex earlier, study shows; Boys less affected, researchers find. Neighborhoods shape peer groups, which influence when girls become active,” The Gazette (Montreal) News (September 17, 2008): p. A5. And Sharon Jayson, “Report on teen risk find Hispanics lagging; Overall, young people are seeing a decline in unsafe behaviors,” USA Today, Life (June 5, 2008): p. 6D.
\textsuperscript{24} See http://www.pewinternet.org/PPF/r/276/report_display.asp for more information.
\textsuperscript{25} See http://www.pewinternet.org/PPF/r/272/report_display.asp for more information.
\textsuperscript{27} See http://www.infoplease.com/science/computers/where-teens-use-internet.html for more information.
Target Audience

Primary
18-25 year-old:
- African-Americans
- Hispanics/Latinos Americans
- Living in the Northeast

Secondary
18-25 year-old:
- White/Caucasians
- Living in large metropolitan areas
- Living in low income communities

According to research collected by the CDC, STDs disproportionately affect African-Americans, particularly African-American women, as compared to other groups. African-American communities saw a 24.6 percent increase of STDs in 2007. Furthermore, the entire African-American 18-25 year-old demographic was the only ethnic group to have seen an increase in Gonorrhea in 2007.

Latinos/Hispanics were also chosen as a primary target audience because STDs in this community increased by 10.5 percent in 2007. In addition, this demographic has the highest rate of Gonorrhea in the Northeastern U.S. As a region, the Northeast saw high rates of infection, especially for the African-American population, and therefore will be targeted.

There are several social and environmental factors associated with the groups listed above that increase their risk of infection over Whites/Caucasians. For example, young African-American women are less likely to ask an older male partner to use a condom. Additionally, African-Americans are less likely to have achieved a higher education or have the means to afford proper health care. These factors also affect the Latino/Hispanic population.

Key Messages

Primary Message
- STDs are very common. 1 out of every 4 Americans has an STD.*

Secondary Messages
- Don’t do it until you both have gone through it. Get Tested.
- You can’t tell by looking at someone if he or she has an STD.*
- Often, the only way to know if you have an STD is to get tested. *
- Do the right thing; do it right; and do it right away: Get Tested.

Tertiary Messages
- Love is fleeting, herpes lasts forever.
  - Know you and your partner’s status when starting a sexual relationship. *
- We know you’re going to do it, just do it smart.

*CDC message platforms help develop themes.

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29 See [http://www.ethnicmajority.com/demographics_home.htm](http://www.ethnicmajority.com/demographics_home.htm) for more information.
**Objectives**

**Primary**
1. Encourage target audience to become informed and proactive about STDs through using Web 2.0.
2. Increase target audiences’ use of the CDC’s Web page to locate available STD testing centers.

**Secondary**
3. Create word-of-mouth regarding STD Awareness Month.
4. Attract media’s attention for STD Awareness Month.

**Challenges and Opportunities**

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<td>✅ Web site usability for target audience</td>
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Strategies & Tactics

**Objective 1:**
Encourage target audience to become informed and proactive about STDs through using Web 2.0.

**Strategy 1:** Utilize YouTube to create word-of-mouth on the Internet about STDs.

**Rationale:** YouTube videos move over the Internet virally, being e-mailed, linked to and viewed anywhere from a few times to thousands of times. An example of the influence and speed with which online viral campaigns operate was seen in the “Don’t Vote” video that moved rapidly throughout the online environment and directed its viewers to a Google map to find out where to vote in their city.

**Tactic:** Create “viral” videos in English with Spanish subtitles about STDs and about getting tested that include a link to the CDC Web site. Use Twitter to post-links to new videos, utilizing “retweeting,” wherein users repost another user’s post helping to spread information, fostering word-of-mouth marketing amongst the Twitter population. Targeting popular bloggers, as well as updating STD blog will also direct traffic to the YouTube video.

**Strategy 2:** Use e-cards to spread information about STDs by word-of-mouth.

**Rationale:** E-mail is the new form of communication and e-cards have grown in popularity as a means of relaying everything from birthday greetings to Mother’s Day wishes. New services such as InSpot.org have popped up in major cities allowing persons who have tested positive for STDs to inform past or present partners through an anonymous e-card in order to avoid the awkwardness of sharing such highly personal information face-to-face. One example, “I got screwed while screwing, you might have too,” then directs recipients to get tested for STDs. Expanding on this idea, an e-card that is a salacious joke will grab the target audience’s attention, get them laughing, thinking and talking and then direct them to the CDC’s Web site where they can find more information and choose from a selection of cards to send their friends.

**Tactic:** Create a selection of viral e-cards in both English and Spanish that are available through the CDC Web site that generate a laugh while sending an important message about getting tested for STDs.

- “What happens in Vegas doesn’t always stay in Vegas. You might have taken home more than a good story.”
- “You don’t look like you have an STD.”
- “Love is fleeting. Herpes last forever. Are you sure love was all he/she gave you?”
- “You may have more in common with him/her than you’d like.”
- “Sleep tight, those bed bugs may bite.”

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30 The first “Don’t Vote” video was viewed 2,149,142 times; the second video released a month later was viewed 605,923 times.
Strategy 3: Take advantage of social networking sites to create awareness, spread knowledge and direct the target audience to the CDC Web site.

Rationale: Social networking sites have witnessed an explosion in popularity over the last few years with 14-24 year-olds being among the most dominant users. While MySpace has developed a reputation of being open to cyberbullying and sexual predators, Facebook allows users to be more selective in their privacy settings as to who can access their information. Facebook also includes a multitude of applications that people forward on to their friends such as quizzes, growing gardens or notes, like the popular “25 Things”. For this reason, creating an STD focused application could result in it spreading across Facebook and informing an ever-increasing number of people.

Tactic 1: Facebook application STD calculator to illustrate the “one in four people have an STD” concept.

- The STD calculator corresponds to a Facebook user’s network of friends and each of those friends’ networks, etc. to provide a realistic look at the potential of the “one out of four” number. In measuring how many people use the application it will demonstrate how STDs can spread through a population quickly.

Tactic 2: STD Awareness Month Facebook fan page in both English and Spanish

- A Facebook fan page would target the 52 percent of the 18-25 year-old demographic that host profiles on the site. Users will be able to become fans of STD Awareness Month, invite friends to become fans, post discussions regarding the campaign, as well as receive the latest updates. The fan page would also direct “fans” to key Web sites, including the Facebook STD calculator application.

Strategy 4: Utilize blogging to provide target audience with accurate information in a user-friendly format.

Rationale: Blogs are easy to create and maintain and are increasingly seen as a reliable outlet for news and information by users. As the target audience is the Web 2.0 generation, reaching out to them in this format will be another way to provide them with information through a medium they are comfortable using. Furthermore, they can also post comments and questions helping the CDC better understand its target audience through the interactions that take place on the blog.

Tactic 1: “Doing It” Blog – Create a blog using wordpress.com that answers questions, relays the latest news related to STDs and has guests, such as doctors, blog about health topics. Provide users with the option to have the blog translated into Spanish.

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Objective 2: 
Increase target audiences use of the CDC’s Web page to locate available STD testing centers.

Strategy 1: Create an opportunity for conversation between peers by providing a support system that encourages friends to discuss and help each other get tested for STDs.

Rationale: Peer influence is an important factor in behaviors for the 18-25 year-old demographic and can have either positive or negative impacts. A peer support system will decrease the fear often associated with visiting STD testing centers and provide support for young adults dealing with the fear of having an STD.

Tactic 1: Test Buddies – a friend network established for young adults to partner with a “buddy” and get tested together. This could be an application on both Facebook and the CDC Web site, as well as be promoted through college campus and Planned Parenthood events. Upon signing up for Test Buddies, both participants will receive a logo sticker for their participation.

Tactic 2: Test-imonials – a Web page within the CDC’s testing center information page that allows young adults who have visited STD testing centers to post messages anonymously about their experience therefore providing the target audience with information directly from their peer base. They can also submit questions to be answered by the experts on the “Doing It” blog.

Strategy 2: Reward those who get tested by providing opportunities to win prizes. This strategy has the dual benefit of making the test a positive experience, while also reinforcing good behavior.

Rationale: Audiences are often motivated by the opportunity to win prizes. The chance of winning is often enough to encourage people to take extra steps they may not otherwise have.

Tactic 1: Test-a-latte – attempt to establish a partnership with Starbucks, McDonalds, Dunkin Donuts, Caribou Coffee, and Coffee Bean and Tea Leaf to offer a discount on or a free latte drink upon providing proof of STD testing during the month of April. Proof can be provided through a ticket, which will be collected as a coupon by the retailer. The partnership will be beneficial as specialty coffee vendors have already secured the 35-44 year-old bracket, and may be looking to move into a younger market, such as our target demographic. Partnering with the CDC for such a worthy cause could also be beneficial for each of the participating corporation’s image in regards to social activism within the community.

Tactic 2: Hit the SPOT Sweepstakes – “If you’ve hit it, hit the SPOT.” Every 18-25 year-old that gets tested during the month of April at one of the CDC’s suggested testing centers, which will collectively be referred to as The SPOT (an acronym for “Smart People Often Test”), can enter themselves for a chance to win Visa/MasterCard gift cards, movie passes, or their choice from a selection of concert tickets to be drawn each week of April. Test participants can increase their chances of winning by encouraging friends to also get tested, each of whom can enter a referring friends name and e-mail address for an additional chance to win. Entry forms will be provided to participating clinics, which will then be sent to the CDC for the prize drawing.

A partnership is beneficial for both the CDC and theater owners given the CDC’s target audience falls within the largest percentage of frequent moviegoers, 12-24 year-olds. Partnering with large national radio stations to organize free tickets to a variety of national concert tours is

35 Research shows Starbucks attracts mainly the older demographic.
36 See http://www.mpaa.org/MovieAttendanceStudy.pdf for more information.
beneficial to the CDC because of young adults’ interests in music. This tactic also works to promote radio stations desire in maintaining young listeners and community involvement. Additionally, several radio stations have nightly sexual health programs that would benefit from a partnership with an STD Awareness campaign.

**Tactic 3:** Testimonials – Every individual who posts a message about their STD testing experience on the CDC Web site in either English or Spanish is entered for a chance to win a free box of STD Awareness branded condoms. Winners will be chosen at random and notified via an e-mail address they are required to enter upon posting. E-mails will be kept confidential.

**Strategy 3:** Make it quick and easy to find a testing center location.

**Rationale:** In a fast paced world, saving time is essential. By providing the audience with a fast, reliable and easy way to locate a testing center, the campaign will increase the likelihood of a person getting tested. Using a Google map-type application, the person can easily see where the testing center is located and click on it to map directions.

**Tactic:** Map “The SPOT” – provide a direct link on the CDC’s Web site to an STD testing center map that works like Google maps providing directions to the closest testing center based on an entered address or zip code.

**Objective 3:**

Create word-of-mouth regarding STD Awareness Month.

**Strategy 1:** Launch the STD Awareness Month campaign garnering media and public attention, which will in turn direct traffic to the CDC Web site.

**Rationale:** A great way to get public talking is by shocking them or making them laugh. Saturday Night Live’s “D*% @& in a Box” digital short has received just under 9 million hits in its 11 month circulation on YouTube. Not only was this comedy skit shocking to the public but it was humorous as well. People who didn’t find humor in it might still have been drawn to the site just to see what all the fuss was about.

**Tactics:**

- An April Fool’s Day launch of viral e-cards, will be a large Internet event centered around the shock value of “punking” friends. Key media bloggers will be informed of the event to track its progress and impact on the campaign’s key demographic. Each card will have a link to the CDC Web site, drawing hits to the site and attention to other elements of the campaign. Media contacts will also be included in the April Fool’s launch.
- Viral YouTube videos – 18-25 year-olds constitute 35 percent of YouTube users. YouTube video links are easily shared and embedded, allowing users to become a part of the campaign by spreading the word.
- Giveaways and prize drawings will attract users to the CDC Web site through incentives and promote users to bring in more hits by offering more opportunities to win if the user signs up other people.
- Text messages in English and Spanish will reach any segment of the key demographic that may not otherwise be receiving information online. Users can sign-up by sending a text message to a particular number. This number will be provided on all Web sites, e-

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mail blasts and printed promotional materials. Media can also sign up to receive updates on the campaign.

✔ Every Thursday of the campaign (since April 1 launch falls on a Thursday) will unveil a new element of the campaign, resulting in consistent media coverage throughout the month.

**Strategy 2:** Establish STD Awareness Month branding.

**Rationale:** Establishing a brand identity for a cause or movement is a clear way to make its mission and message recognizable across a wide range of platforms. The (RED) campaign is an example of this type of branding and has achieved global recognition through its use of the color red in supporting the Global Fund in its fight against HIV/AIDS.

**Tactic 1:** STD Awareness “color” to be used on the CDC’s Web site and promotional materials.

✔ Colors have a history of lending instant visibility to causes - from support for the troops (yellow) to environmental awareness (green). In establishing blue as the identifying color of STD Awareness the CDC can brand its cause and increase its visibility.

**Tactic 2:** STD Awareness symbol that is used as a brand logo for all promotional materials. This symbol will also be available to download on the CDC’s Web site.

**Tactic 3:** Campus events during April in which the CDC partners with Health Services and Greek organizations on college campuses to spread the word about STD infection, prevention and testing.

✔ This tactic plays directly into young adults’ awareness of branding, logos and causes.

✔ E-mail blasts at all participating colleges notifying students about STD Awareness Month information and campus activities.

✔ Wear STD Awareness Month “color” day on campus.

✔ Visually display the spread of disease through tagging. A certain number of people will be tagged in the morning and are instructed to tag three people they care about or have dated throughout the day with a sticker.

✔ Partner with Greek organizations nationwide to promote STD Awareness Month throughout college campuses with “Greeks get checked out. So should you!” event. Distribute pins to all participating chapters with the “Hit the SPOT” logo. Chapter members will host “Hit the SPOT” information tables on campus and work to promote the importance of STD testing. This partnership is beneficial to Greek chapters and the CDC since fraternities and sororities strive to participate in charitable and service work within their communities and are often recognized as campus leaders.

**Tactic 4:** Community event to reach low-income and non-college going portion of audience.

✔ Partner with health educators from Planned Parenthood, as well as local clinics and pharmacies to include STD Awareness Month promotions and messages. By partnering with Planned Parenthood, the CDC will be able to provide the target audience with important knowledge through face-to-face interaction with trained educators and direct the target audience to the CDC Web site. Furthermore, this will allow Planned Parenthood to inform more people about its organization and services. Providing education is one of the missions of the organization, therefore this would align with Planned Parenthood and the CDC’s goals. Local clinics will be able to extend their knowledge.

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38 See [http://www.joined.com/Home.aspx#2](http://www.joined.com/Home.aspx#2) for more information.

39 See [http://www.plannedparenthood.org/about-us/who-we-are/vision-4837.htm](http://www.plannedparenthood.org/about-us/who-we-are/vision-4837.htm) for more information.
community outreach programs through this partnership, thereby decreasing the incidence of disease in their area.

**Objective 4:**

**Attract media’s attention for STD Awareness Month.**

**Strategy 1:** Include media in launch event.

**Rationale:** Media attention results in an increased knowledge and interest by the public. Through proper placement in media used by the target audiences, as well as placement in areas in which the target audience is most affected, the Northeastern U.S. for example, traffic to the CDC’s Web site will increase and more young adults will get tested.

**Tactic 1:** Create media list for events that includes national and local media outlets that reach target audience.

**Tactic 2:** News Releases

- Issue a “teaser” news release making the media aware that STD Awareness Month is coming up in April.
- Write news releases for each event during STD Awareness Month; send to media as events happen (i.e. Midnight April 1-when e-cards are released).

**Tactic 3:** Create a media page on the CDC Web site with archived press releases and contact information for reporters working on stories.

**Tactic 4:** Pitch story ideas to:

- Major news outlets in regions where the 18-25 year-old target audience is most affected by STDs. These areas include regions of the country with high African-American and Latino/Hispanic populations, as well as the Northeastern U.S. Potential stories could include information about testing centers and what is involved in STD testing, statistics and facts about diseases and the STD Awareness Month campaign.
- Pitch story ideas to young adult focused English and Spanish magazine publications and news shows.
**Tactic Mock-Ups**

**Objective 1, Strategy 1, Tactic: YouTube Video Storyboard (see pages 17-27)**

**Objective 1, Strategy 2, Tactic: Viral E-Cards**

---

**Did she give you more than a good story?**

No one looks like they have an STD.

---

**Sleep tight**

Those bed bugs may bite.

1 in 4 Americans have a STD.

Who have you been sharing your bed with?

---

**love is fleeting**

you could be playing with a loaded gun

---

**Have you been screwed?**

1 in 4 Americans have an STD.

Don’t be a statistic.
Objective 3, Strategy 2, Tactic 2: STD Awareness symbol for branding

Objective 2, Strategy 2, Tact 2: Hit the SPOT Logo

Objective 2, Strategy 1, Tact 1: Test Buddies Logo
“Junk in a Box”

A parody
Man singing: “Girl you know we’ve been together a long, long time”
“And now I’m ready…to lay it on the line”
“A gift real special, so take off the top. Take a look inside…”
“It’s my junk in a box. A girl like you needs something real…”
Woman singing: “Like a one in four shot at an infected part? I’m wise enough to spot this tale your spinnin’”
“I need to be sure before the fun”
“Somethin’ to show you’ve got a clean gun”
Man singing: “To all you fellas out there with ladies to impress…it’s easy to do, just follow these steps”
“One, cut a hole in a box. Two, put your junk in that box”
“Three, show the STD Test. And that’s the way we do it.”
Promotions

Promo 1: Online Promotion

✔ Facebook Banner/Advertisements
  ▸ Advertisements promoting STD Awareness Month Facebook Fan Page and STD calculator widget.
  ▸ Fan Page will provide members with the latest information and tools available from the CDC including blogs, videos and e-cards.

✔ Twitter Account
  ▸ Create Twitter account for STD Awareness and post information about events, sweepstakes, prize giveaways, “Doing It” blog and direct tweeters to CDC Web site.
  ▸ Send tweeters out by text message.

✔ “Doing It” Blog
  ▸ Post information about: events, YouTube videos, sweepstakes and prize giveaways.
  ▸ Answer questions posted on CDC Web site.
  ▸ Blog about health topics related to STDs.

✔ Popular Bloggers
  ▸ Send information to popular health bloggers about STD Awareness Month.
  ▸ Link back to popular blogs to draw traffic to “Doing It” blog.

Promo 2: Sweepstakes and Prize Giveaways

✔ Test-a-latte – partnership with Starbucks, McDonalds, Dunkin Donuts, Caribou Coffee, and Coffee Bean and Tea Leaf to offer a discount on or a free latte drink upon providing proof of STD testing during the month of April.
  ▸ Proof can be provided through a ticket collected as a coupon by the retailer.

✔ Hit the SPOT Sweepstakes – chance to win Visa/MasterCard gift cards, movie passes, or their choice from a selection of concert tickets to be drawn each week of April.
  ▸ Test participants can increase their chances of winning by encouraging friends to also get tested, each of whom can enter a referring friends name and e-mail address for an additional chance to win.

✔ Test-imonials – chance to win a free box of STD Awareness branded condoms
  ▸ Test participants who posts a message about their STD testing experience on the CDC Web site are entered for a chance to win.
Promo 3:

**Informational Materials for Partners**

- STD Awareness brochure
  - Explains purpose of STD Awareness Month
  - Quick facts on STDs
  - Tips on sexual safety
  - Provides Web site information for finding testing centers and more information
- Calendar of STD Awareness Month events
- Posters for retailers to place in stores during month of April

Promo 4:

**Interact with Media**

- Send out news releases each Thursday of event to key media.
- Invite local media to attend College Campus Events and Community Events.
- Send out news release about progress of campaign halfway through month and at end of month.
- Post all news releases to PR NewsWire Service.
- Pitch story ideas to major news outlets, magazines and news shows.

Promo 5:

**College Campus Events**

- “Greeks get checked out. So should you!” events for participating Greek chapters nationwide.
  - Pin with Hit the SPOT logo for participating fraternities and sororities.
  - STD Awareness brochures
  - Test Buddies sign-up
  - Mobile STD testing units
    - Participants who get tested at mobile unit get a pin
    - Blood tests and stat tests available with results in 20-30 minutes, blood tests may take 24-48 hours for results.\(^{40}\)

Promo 6:

**Community Events**

- Provide participating partners with the following:
  - STD Awareness brochures
  - Test Buddies sign-up
- For partners with a Mobile STD testing units provide with:
  - Participants who get tested at mobile unit get Hit the SPOT pin
  - Blood tests and stat tests available with results in 20-30 minutes, blood tests may take 24-48 hours for results.\(^{41}\)

---

\(^{40}\) Personal interview with Tom Mickey, STD Program Manager, Maricopa County Ariz. Public Health Clinical Services. February 27, 2009.
Promo 7:

Weekly launch of new campaign element

✔ April 1 – viral e-cards release; begin Test-a-latte and concert give-away (drawing for concerts will occur each week)

✔ April 8 – YouTube video release; Visa/MasterCard gift card giveaway

✔ April 15 – “Greeks get checked out. So should you!” campus events Thursday, Friday and Saturday, prize drawing for movie passes.

✔ April 22 – community event Thursday, Friday and Saturday; Visa/MasterCard gift card giveaway.

✔ April 29 – YouTube video release, final drawing for Visa/MasterCard gift card and movie passes.

41 Ibid.
Evaluations

Target Audiences:
Social networking profiles, such as those on Facebook, often include the age, sex and ethnicity of its users. Through tracking the number of “hits” or users of a site and breaking down the results based on the information included in the profiles, a comprehensive analysis of the campaign’s success in reaching the target audience can be performed.

Objective 1:
Encourage target audience to become informed and proactive about STDs through using Web 2.0.

Strategy 1: Utilize YouTube to create word-of-mouth on the Internet about STDs.
Evaluation: The YouTube viral video’s success will be evaluated based upon the number of unique hits obtained. To track the amount of hits the CDC Web site obtains in connection with the viral videos, a special window will pop up on the CDC’s Web site asking users to indicate how they heard about the site. The success of the Twitter account will be evaluated by tracking the amount of times a “tweet” is “retweeted” or passed on by other users. Counting the number of comments left on blogger posts about the STD Awareness Campaign, as well as collecting information about the number of times those blog posts are referenced elsewhere on the Internet will be a measure of the blogs success.

Strategy 2: Use e-cards to spread information about STDs by word-of-mouth.
Evaluation: Users will be required to provide an e-mail address for both the sender and recipient in order to send an e-card. Therefore, this tactic will be evaluated based on the number of unique e-mail addresses collected, as well as number of e-cards sent.

Strategy 3: Take advantage of social networking sites to create awareness, spread knowledge and direct the target audience to the CDC Web site.
Evaluation: As mentioned in the tactical description, the STD calculator Facebook application would be evaluated based upon how many unique profiles utilize the application. The STD Awareness Month Facebook fan page’s success would be gauged on how many unique fans are gained. Additionally, the CDC Web site will include a special pop-up window that asks users to indicate how they were directed to the site. Based on the answers, the success of the fan page in directing users to the CDC site can be evaluated.

Strategy 4: Utilize blogging to provide target audience with accurate information in a user-friendly format.
Evaluation: The success of the blog depends upon the number of users viewing the blog on a regular basis. There are many blogging tools that track the number of unique users to a site, as well as the length of the visit and where the IP address is located. These tools will be utilized in order to determine the success of the blog. In addition, the blog will be evaluated based upon how many times posts are referenced on other sites. This will be measured through a web crawler tool.
Objective 2:

Increase target audiences use of the CDC’s Web page to locate available STD testing centers.

Strategy 1: Create an opportunity for conversation between peers by providing a support system that encourages friends to discuss and help each other get tested for STDs.

Evaluation: There are several methods available to measure the success of the Test Buddies tactic. The Facebook and CDC Web site applications will be measured as in previous tactics, through the number of hits by unique users. The programs promoted on college campuses and through Planned Parenthood events will be evaluated based upon the number of partners or buddies that sign-up to be tested. The Test-imonials tactic will be judged in the same manner as the Facebook and CDC Web site applications.

Strategy 2: Reward those who get tested by providing opportunities to win prizes. This strategy has the dual benefit of making the test a positive experience, while also reinforcing good behavior.

Tactic 1: Test-a-latte

Evaluation: Each coupon will either have a unique code to track which ones are handed out and by whom. These codes will also be used to track at what locations they are redeemed. This tracking will display the success of the testing aspect of the tactic, as well as which locations drew the most traffic for future campaign promotions.

Tactic 2: Hit the SPOT Sweepstakes – “If you’ve hit it, hit the SPOT.”

Evaluation: In order to be entered into the drawing, those being tested must fill out a short entry form. The information from the card (including sex, ethnicity and age) will show how effective the campaign was at motivating the target demographic. The entry form will include a section for referring a friend, as well as a section to write the name of any individual that referred them.

Tactic 3: Test-imonials

Evaluation: Those who wish to be entered into the drawing will be required to provide basic demographic information, including age, sex and ethnicity. This will allow the campaign to track how successfully the Test-imonial tactic targeted the key demographics.

Strategy 3: Make it quick and easy to find a testing center location.

Tactic: Map “The SPOT” – provide a direct link on the CDC’s Web site to an STD testing center map that works like Google maps providing directions to the closest testing center based on an entered address or zip code.

Evaluation: As with the majority of the online tactics, the map widget’s success will be measured by the number of hits by unique users. The zip codes will also be tracked and cross-referenced with areas targeted by the campaign.
Objective 3:
Create word-of-mouth regarding STD Awareness Month.

Strategy 142: Launch the STD Awareness Month campaign garnering media and public attention, which will in turn direct traffic to the CDC Web site.

Tactics:

✔ Text messages will reach any segment of the key demographic that may not otherwise be receiving information online. Users can sign-up by sending a text message to a particular number. This number will be provided on all Web sites, e-mail blasts and printed promotional materials. Media can also sign up to receive updates on the campaign.

Evaluation: The text-messaging tactic will be evaluated based on the number of cell phone numbers collected and maintained throughout the length of the campaign.

Strategy 2: Establish STD Awareness Month branding.

Tactic 3: Campus events during April in which the CDC partners with Health Services and Greek organizations on college campuses to spread the word about STD infection, prevention and testing.

Evaluation: Participating college campuses will be asked to fill out a survey regarding their experience during STD Awareness Month. This tactic will be evaluated based on survey responses and attendance at events.

Tactic 4: Community event to reach low-income and non-college going portion of audience.

Evaluation: The success of this tactic depends on the number of partnerships obtained with Planned Parenthood, pharmacies and clinics. Therefore, the number of partnerships with other organizations and attendance at events must be tracked. Additionally, a survey should be distributed to staff of partnered clinics to determine whether these organizations felt the partnership was mutually beneficial.

Objective 4:
Attract media’s attention for STD Awareness Month.

Strategy 1: Include media in launch event.

Evaluation: Objective 4 will be evaluated based on the number of assisted clips collected regarding articles about STD Awareness Month.

42 Please note, other tactics included here were addressed by previous evaluations.
<table>
<thead>
<tr>
<th>#</th>
<th>Task Name</th>
<th>Duration</th>
<th>Start</th>
<th>Finish</th>
<th>Predecessors</th>
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<tr>
<td>37</td>
<td>Google Testing Center Widget</td>
<td>43 days</td>
<td>Mon 2/1/10</td>
<td>Wed 3/11/10</td>
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<td>38</td>
<td>Create Google widget to locate testing centers</td>
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<td>Mon 2/1/10</td>
<td>Fri 2/5/10</td>
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<td>Launch Google map testing center widget</td>
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<td>62 days</td>
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<td>Winner of YouTube contest announced</td>
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<td>Video contest winner released on YouTube</td>
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<td>44</td>
<td>&quot;Doin' It&quot; blog</td>
<td>37 days</td>
<td>Mon 2/15/10</td>
<td>Sat 4/26/10</td>
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<td>Design &amp; set up &quot;Doin' It&quot; blog</td>
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<td>Mon 2/15/10</td>
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<td>Arrange 4-5 advanced posts written by health professionals</td>
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<td>&quot;Doin' It&quot; blog goes online; first post</td>
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<tr>
<td>48</td>
<td>&quot;Doin' It&quot; blog post</td>
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<td>49</td>
<td>&quot;Doin' It&quot; blog post</td>
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<td>Sat 4/10/10</td>
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<td>50</td>
<td>&quot;Doin' It&quot; blog post</td>
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<td>Sat 4/24/10</td>
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<td>Facebook</td>
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<td>Create Facebook STD calculator application</td>
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<td>Wed 3/11/10</td>
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<td>Launch Facebook fan page</td>
<td>1 day</td>
<td>Wed 3/11/10</td>
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<td>30 days</td>
<td>Thu 4/1/10</td>
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<td>Launch Facebook STD calculator application</td>
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<td>Sat 4/3/10</td>
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<td>57</td>
<td>Launch Test Buddies fan page</td>
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<td>Sat 4/3/10</td>
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<td>58</td>
<td>&quot;Junk in a Box&quot; parody video</td>
<td>36 days</td>
<td>Mon 2/22/10</td>
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<td>59</td>
<td>Film &amp; edit &quot;Junk in a Box&quot; parody video</td>
<td>5 days</td>
<td>Mon 2/22/10</td>
<td>Fri 2/26/10</td>
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<td>60</td>
<td>Release &quot;Junk in a Box&quot; parody video on YouTube</td>
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<td>College Campus Events</td>
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<td>62</td>
<td>Information &amp; applications sent to national Greek organizations regarding STD Awareness Month</td>
<td>1 day</td>
<td>Mon 2/22/10</td>
<td>Sat 4/7/10</td>
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<td>Thu 4/1/10</td>
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<td>Distribute campus events materials</td>
<td>1 day</td>
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<td>65</td>
<td>College tagging day</td>
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<td>Twitter &amp; Text Messaging</td>
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<td>Wed 3/31/10</td>
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<td>68</td>
<td>Launch Twitter account and sync with text message updates</td>
<td>1 day</td>
<td>Wed 3/31/10</td>
<td>Wed 3/31/10</td>
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<td>69</td>
<td>Conclusion</td>
<td>5 days</td>
<td>Mon 4/26/10</td>
<td>Fri 4/30/10</td>
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<tr>
<td>70</td>
<td>Send out &amp; collect surveys from partner organizations</td>
<td>5 days</td>
<td>Mon 4/26/10</td>
<td>Fri 4/30/10</td>
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<tr>
<td>71</td>
<td>Download and begin compiling statistics from Web site, blog and Facebook</td>
<td>1 day</td>
<td>Fri 4/30/10</td>
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<td>72</td>
<td>Send thank you letters to all partners</td>
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<td>Fri 4/30/10</td>
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## Budget

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<th>Objectives</th>
<th>Per Item</th>
<th>Total</th>
<th>Sponsored</th>
<th>Actual</th>
<th>Details/Sponsored Labor</th>
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<tbody>
<tr>
<td><strong>Objective 1:</strong> Encourage target audience to become informed and proactive about STDs through using Web 2.0.</td>
<td></td>
<td></td>
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<tr>
<td><strong>Strategy 1:</strong> Utilize YouTube to create word-of-mouth on the Internet about STDs.</td>
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<td></td>
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<td><strong>Tactic(s)</strong></td>
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<td>YouTube videos (2)</td>
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<td>$3,000.00</td>
<td>$3,000.00</td>
<td>Student contest produces one video, other video will be professionally created</td>
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<td><strong>Tactic(s)</strong></td>
<td>Per Item</td>
<td>Total</td>
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<td>Details/Sponsored Labor</td>
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<td><strong>Strategy 3:</strong> Take advantage of social networking sites to create awareness, spread knowledge and direct the target audience to the CDC Web site.</td>
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<tr>
<td><strong>Tactic(s)</strong></td>
<td>Per Item</td>
<td>Total</td>
<td>Sponsored</td>
<td>Actual</td>
<td>Details/Sponsored Labor</td>
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<td><strong>Tactic(s)</strong></td>
<td>Per Item</td>
<td>Total</td>
<td>Sponsored</td>
<td>Actual</td>
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<td>$35.00</td>
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</table>

**Objective 2:** Increase target audience use of the CDC's Web page to locate available STD testing centers.

**Strategy 1:** Create an opportunity for conversation between peers by providing a support system that encourages friends to discuss and help each other get tested for STDs.

| **Tactic(s)** | Per Item | Total | Sponsored | Actual | Details/Sponsored Labor |
| Test Buddies Web page on CDC Web site (5 hours) | $65.00 | $325.00 | $0.00 | $325.00 | Web site Designer (Freelance)* |
| Test Buddies logo sticker sent to participants (100,000 items) | $0.02 | $1,700.00 | $0.00 | $1,700.00 | 1" Round Vinyl Logo Stickers |
| Test-imonials Web page on CDC Web site (5 hours) | $65.00 | $325.00 | $0.00 | $325.00 | Web site Designer (Freelance)* |
| **Strategy Subtotal:** | $130.02 | $2,350.00 | $0.00 | $2,350.00 | |

**Strategy 2:** Reward those who get tested by providing opportunities to win prizes.

| **Tactic(s)** | Per Item | Total | Sponsored | Actual | Details/Sponsored Labor |
| Test-a-latte: partnership with vendor | $0.00 | $0.00 | $0.00 | $0.00 | Internal Labor |
| Test-a-latte: tickets sent to testing sites to hand-out (500,000) | $300.00 | $300.00 | $0.00 | $300.00 | Custom Roll Tickets |
| **Hit the SPOT Sweepstakes:** | | | | | |
| Entry forms for prize drawings ($25/box of 250; 5,000 forms or 20 boxes) | $25.00 | $500.00 | $0.00 | $500.00 | Half page customized forms |
| Visa/MasterCard gift cards (3) | $100.00 | $300.00 | $0.00 | $300.00 | |
| Movie passes (4) | $10.00 | $40.00 | $40.00 | $0.00 | AMC Theaters |
| Concert tickets (2/wk for 5wks: 10 tickets) | $40.00 | $400.00 | $400.00 | $0.00 | Radio Stations |
| **Strategy Subtotal:** | $130.02 | $2,350.00 | $0.00 | $2,350.00 | |

**Objective 2 Totals:** $3,335.00 $7,265.00 $4,070.00 $3,195.00

*Hiring a freelancer will eliminate the mark-up of a company, reducing the overall cost of the campaign.*
<table>
<thead>
<tr>
<th>Testimonials: STD Awareness branded condom giveaway (2 boxes/wk for 5 wks: 10 boxes-50 per box)</th>
<th>$0.56</th>
<th>$280.00</th>
<th>$0.00</th>
<th>$280.00</th>
<th>Minimum order is 500</th>
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<td><strong>$1,820.00</strong></td>
<td><strong>$440.00</strong></td>
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<td><strong>Strategy 3:</strong> Make it quick and easy to find a testing center location.</td>
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<tr>
<td>Tactic(s)</td>
<td>Map &quot;The Spot&quot;: link to Google-like map that returns testing centers near entered zip code or address (2 hours)</td>
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<td>$130.00</td>
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<td><strong>$130.00</strong></td>
<td><strong>$0.00</strong></td>
<td><strong>$130.00</strong></td>
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<tr>
<td><strong>Objective 2 Subtotals:</strong></td>
<td><strong>$670.58</strong></td>
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<td><strong>$440.00</strong></td>
<td><strong>$3,860.00</strong></td>
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<tr>
<td><strong>Objective 3:</strong> Create word-of-mouth regarding STD Awareness Month.</td>
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<tr>
<td>Strategy 1: Launch the STD Awareness Month campaign garnering media and public attention, which will in turn direct traffic to the CDC Web site.</td>
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<td>Tactic(s): April Fool’s Day launch of viral e-cards</td>
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<td>Internal Labor</td>
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<td>Text-messages that repeat Twitter updates</td>
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<td>Internal Labor</td>
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<td><strong>Strategy Subtotal:</strong></td>
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<td><strong>Strategy 2:</strong> Establish STD Awareness Month branding.</td>
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<td>$31,734.75</td>
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<td>Internal Labor</td>
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<td>Promotional materials (see Promo 3 below)</td>
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<td>Internal Labor</td>
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<td><strong>$0.00</strong></td>
<td><strong>$31,734.75</strong></td>
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<td><strong>Objective 4:</strong> Attract media’s attention for STD Awareness Month.</td>
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<td>Strategy 1: Include media in launch event.</td>
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<td>Tactic(s) Create media list</td>
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## Budget

### Promotions

<table>
<thead>
<tr>
<th>Promo</th>
<th>Details/Sponsored Labor</th>
<th>Per Item Cost</th>
<th>Total Projected</th>
<th>Sponsored Credit</th>
<th>Actual Projected</th>
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<td>Promo 1:</td>
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<td>Online Promotion</td>
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<td>Facebook Banner/Ads (15/daily budget)</td>
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<td>Pitch other popular bloggers</td>
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<td>Sweepstakes and Prize Giveaways</td>
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<td>See Objective 2 above</td>
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<td><strong>Promo Subtotal:</strong></td>
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<td>Promo 3:</td>
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<td>Information Materials for Partners</td>
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<td>Interact with media</td>
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<td>Send out news releases</td>
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<tr>
<td>Invite local media to College Campus Events and Community Events</td>
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<td>College Campus Events</td>
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<td>Pins for participating Greek Life Chapters (see Obj. 3 Strategy 2)</td>
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<td>Pins for participating partners (see Obj. 3 Strategy 2)</td>
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</table>

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