



**Adolescent Sun  
Protection:**  
An examination of the  
prevalence of  
UV exposure  
indicators among  
brand loyalty segments

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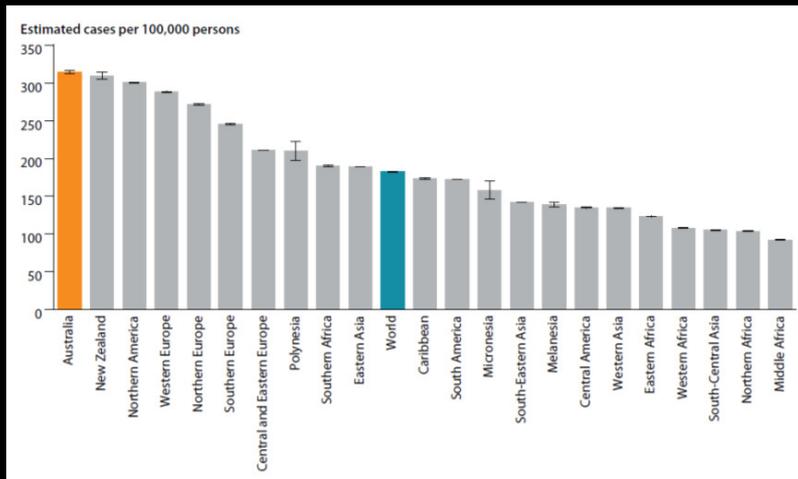
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The problem is  
**skin CANCER**



and the problem is  
**BIG**



Rate of **melanoma** in  
**Australia** compared  
to the rest of the  
**WORLD** ?

**x13**<sub>higher</sub>

Adolescents... are our target



Social Marketing

Segmentation... is key

Segment  
by age



Segment  
by gender



Brand loyalty...



Brand loyalty –

“regular purchase of a brand based on a continued awareness of it, and a favourable (price- and promotion-resistant) attitude towards it”

1. **New category users** –not previously used a product from this category
2. **Brand loyals**–regularly buy that brand
3. **Favourable brand switchers** –occasionally buy that brand and also buy other brands
4. **Other brand switchers** –buy a variety of other brands, but not that brand
5. **Other brand loyals** –regularly buy one other brand.

what is the **sun protection**  
brand?



This is Veronica...

the vigilant defender

Veronica is  
aware of  
the need

to sun protect...

and always does





## Meet Fred...

The forgetful attempter

Fred is  
committed

to

sun protect...

but often forgets





## Meet Reece...

the risk reducer

Reece likes  
to tan...  
and uses  
some sun  
protection  
to avoid  
burning





## Meet Chris...

the consciously lazy



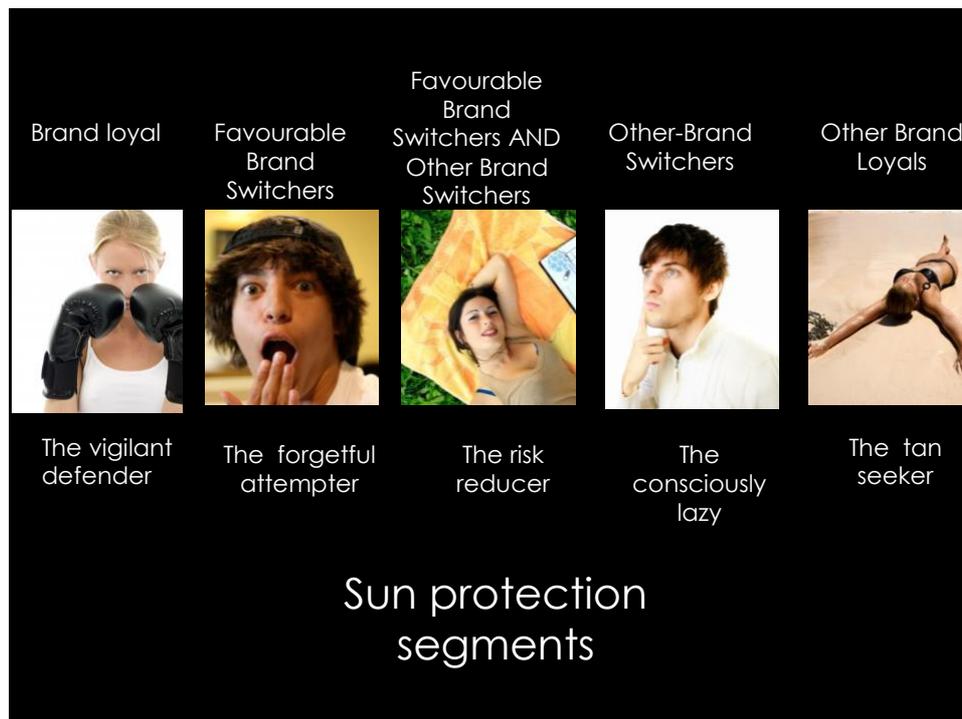
Chris doesn't  
wear sun  
protection  
because  
it's just  
a hassle

Meet  
Taylor...  
the tan seeker



Taylor likes to  
tan...  
a lot!





## Aim

Test the relationship of social marketing segments with indicators of UV exposure



## Methods

In September 2009, 692 adolescents participated in a self-report survey about sun protection behaviours.

# QUESTIONS



The vigilant defender

I know I need to protect myself from the sun and I always do



The forgetful attempter

I try and use sun protection, but often forget



The risk reducer

I like to tan, but also use sunscreen so I don't go red or get wrinkles when I'm older



The consciously lazy

I don't usually use sunscreen because it just takes too long and is annoying to apply



The tan seeker

I like having a tan, so I avoid using sun protection



The unaffected

I have never really needed to protect myself from the sun

## PROPORTION

## GENDER Male-Female



The vigilant defender

15.0%

32% - 68%



The forgetful attempter

30.2%

38% - 62%



The risk reducer

30.9%

25% - 75%\*



The consciously lazy

10.0%

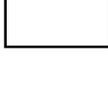
66% - 34%\*



The tan seeker

7.6%

28% - 72%\*



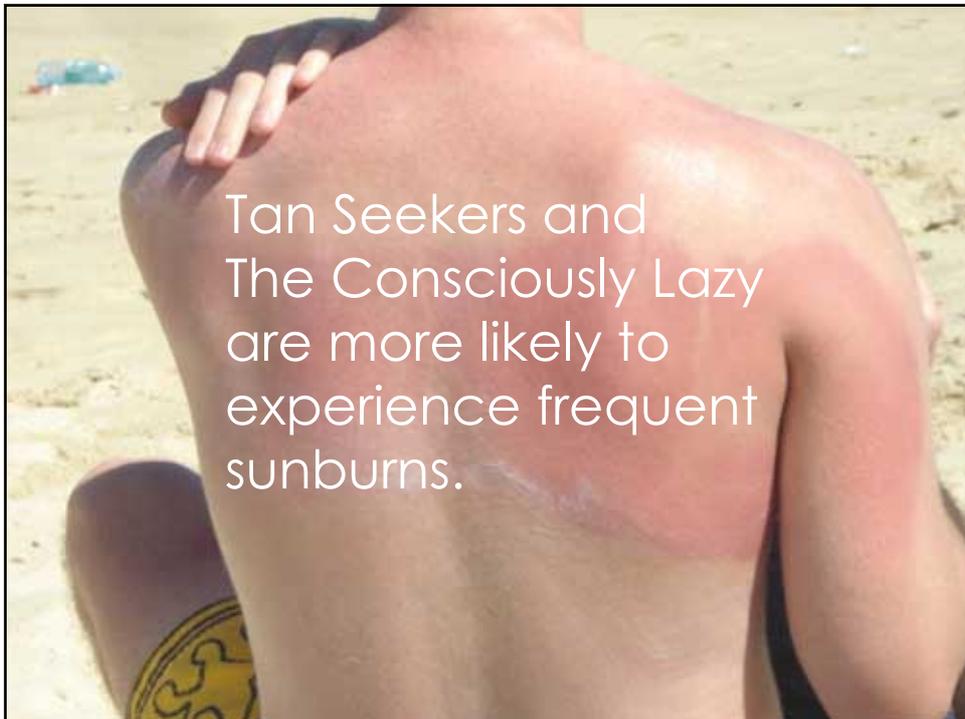
The unaffected

6.4%

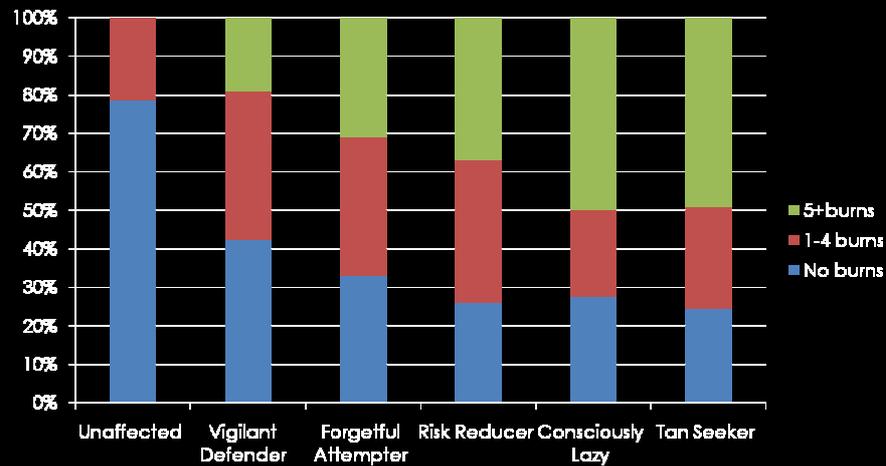
60% - 40%\*

# Results

The prevalence of indicators of UV exposure varies between brand loyalty segments.



*Relationship between social marketing segments & sunburn (n=622)*

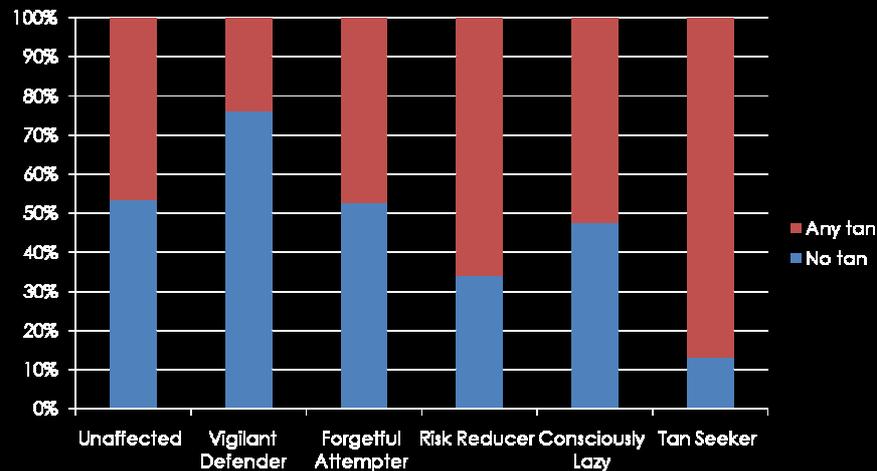


Tan Seekers more likely to have a current tan.

Vigilant Defenders are more likely to report having no current tan.



## Relationship between social marketing segments & tan (n=622)



## Conclusion

Segmentation allows marketers to identify the segment with the most negative behaviours and most in need of change.

Segmentation of the adolescent audience along brand loyalty lines provides a useful basis for targeting interventions aimed at reducing UV exposure among adolescents.

Segments allow researchers to categorise young adults on their **patterns** of sun protective behaviour.

Segments enable the development of 'risk profiles' based on skin colour and type variables with behavioural patterns and indicators of UV exposure.

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# References: Images

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