Re-branding Birth Control

The 2nd World Non-Profit & Social Marketing Conference

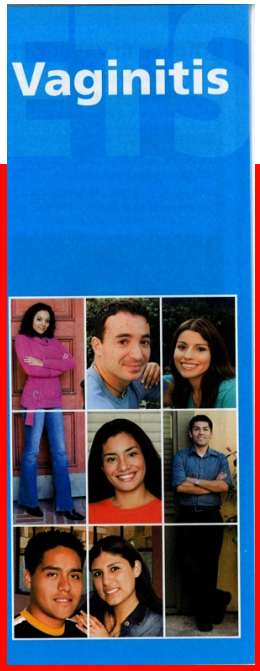
Lawrence Swiader,
The National Campaign to Prevent Teen and Unplanned Pregnancy

What the %$#& is going on out there?

We needed help. Call in the troops!

The National Campaign to Prevent Teen and Unplanned Pregnancy

Tone Fail.



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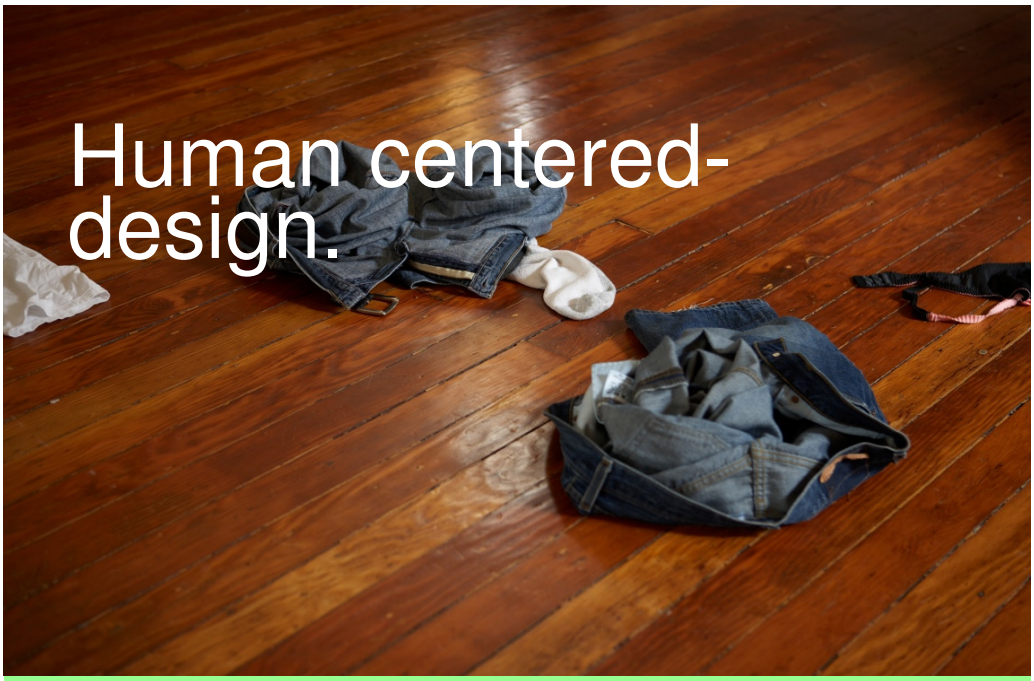

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A few insights

Education comes at the wrong time, in the wrong context.

(If it happens at all.)

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A few insights

In the heat of the moment, all bets are off.

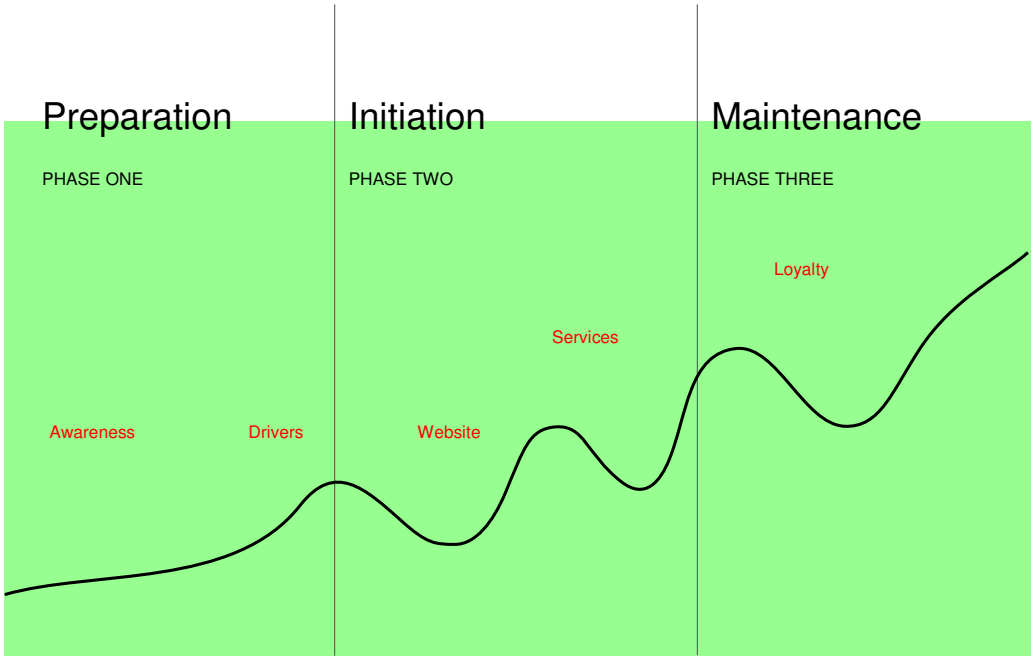
A few insights

Booty trumps Jesus.

A few insights

And then there's the total lack of feedback.

It had to be a system.



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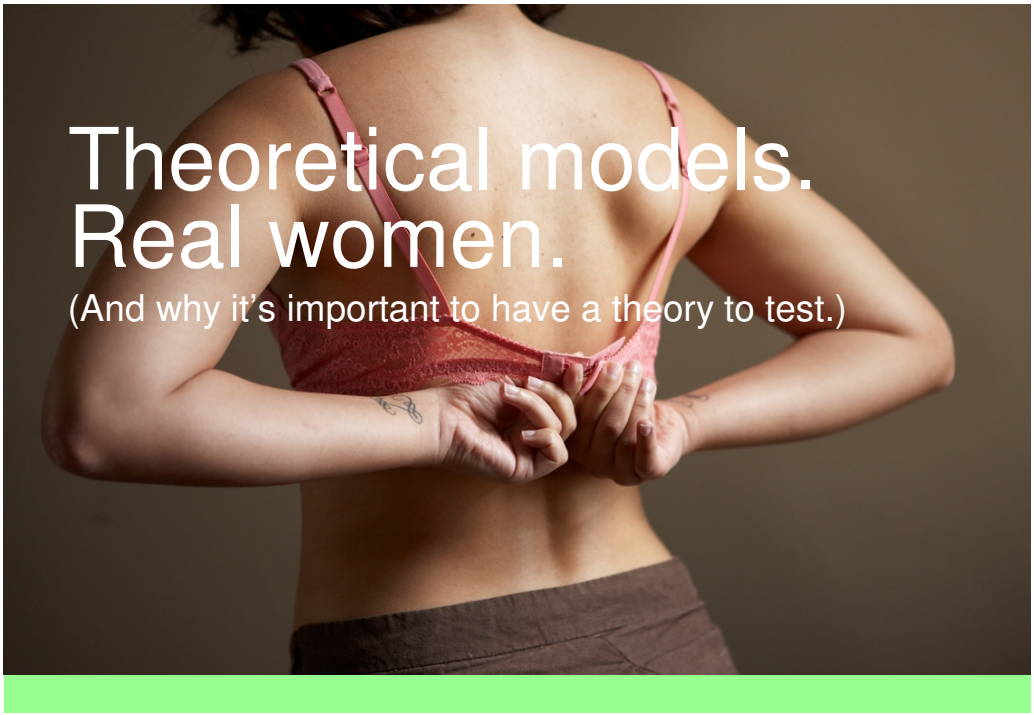

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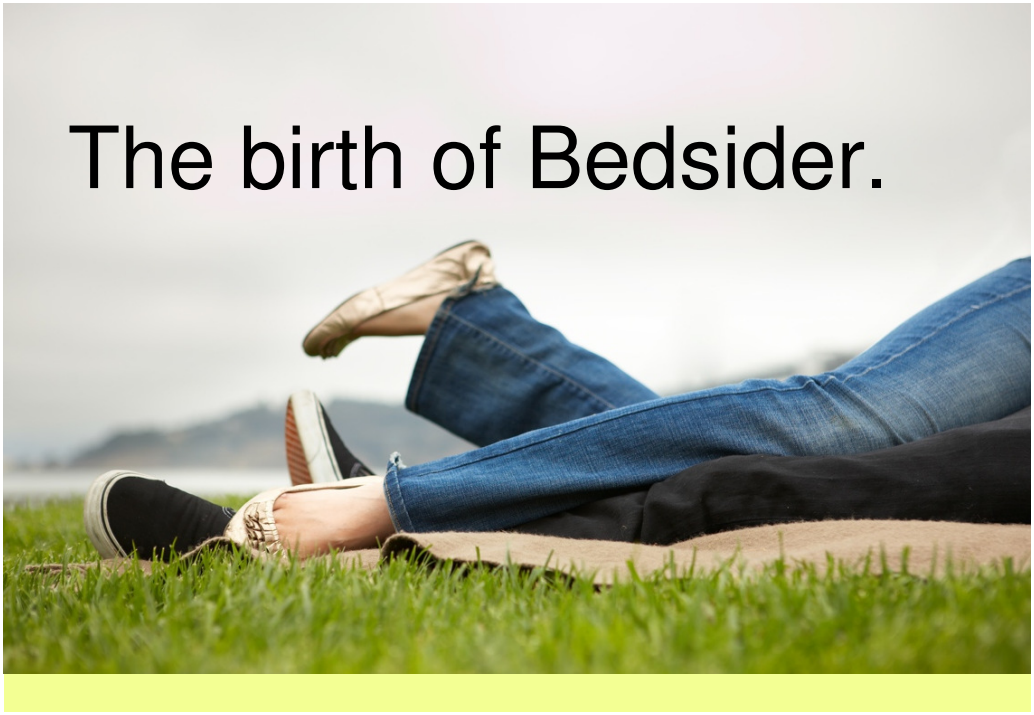
The birth of Bedsider.



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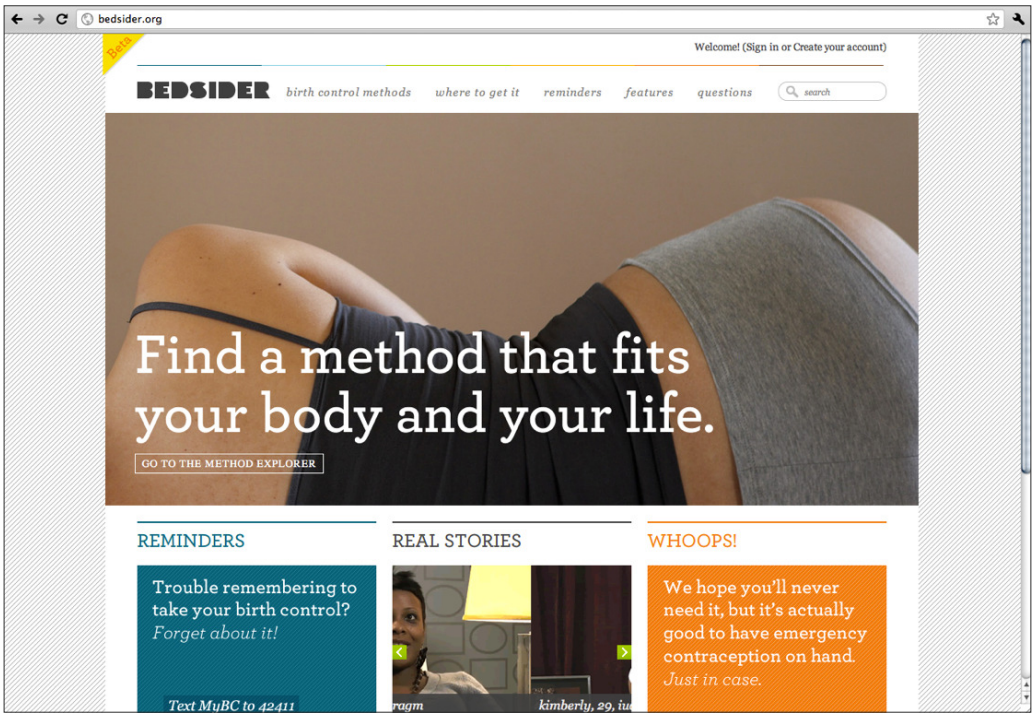

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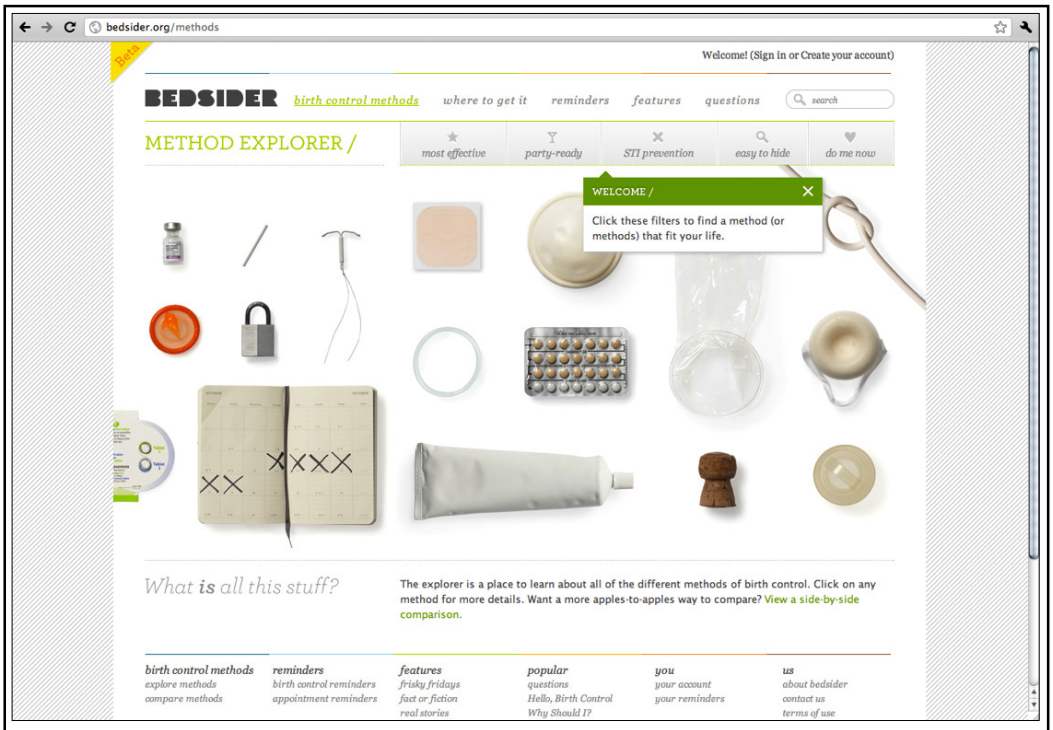

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Awareness isn't enough.

You've got to have the right tools.
And an agile approach.

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No room for error.

Stressing mobile networks that were not set up for fail-proof delivery.

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Best of all, it works.

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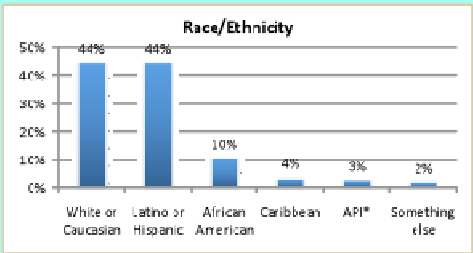
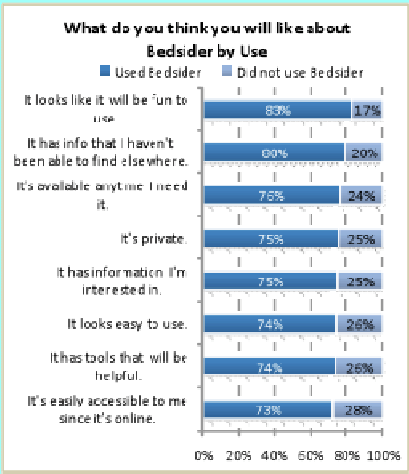
Results.





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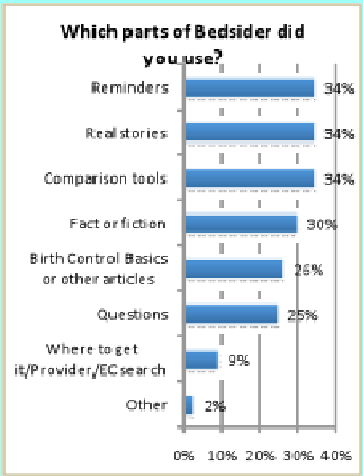
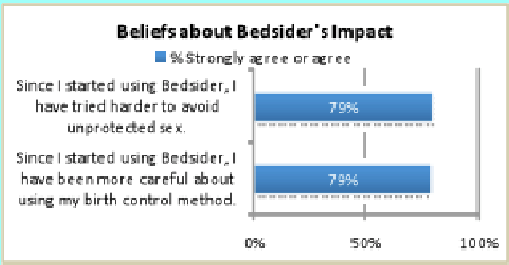
Results.





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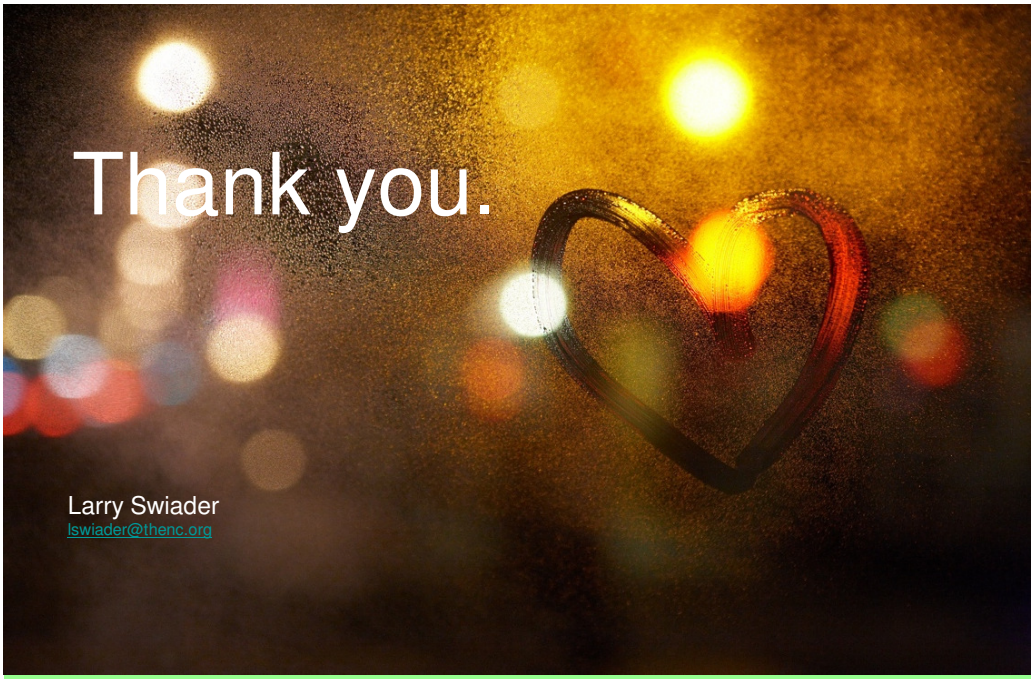
So what's next?