Re-branding Birth Control

The 2nd World Non-Profit & Social Marketing Conference

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The National Campaign to Prevent Teen and Unplanned Pregnancy

What the %$#@ is going on out there?
We needed help. Call in the troops!

Tone Fail.
Sex isn’t science.
A few insights

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

(If it happens at all.)
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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PHASE ONE
- Awareness

PHASE TWO
- Drivers
- Website
- Services
- Loyalty

PHASE THREE

Theoretical models. Real women. (And why it’s important to have a theory to test.)
The birth of Bedsider.
Prototyping tone and rebranding birth control.
Awareness isn’t enough.
You’ve got to have the right tools.
And an agile approach.
No room for error.
Stressing mobile networks that were not set up for fail-proof delivery.

Best of all, it works.
Results.

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Which parts of Bedside did you use?

Beliefs about Bedside's Impact

Since I started using Bedside, I have tried harder to avoid unprotected sex.
Since I started using Bedside, I have been more careful about using my birth control method.

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So what’s next?

Thank you.

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