



An **Alternative Rock** Anti-Tobacco
Social Marketing Campaign to **Reduce**
Teen Tobacco use in **Virginia, USA**

PRESENTED BY:

JEFF JORDAN, MA

PRESIDENT & FOUNDER

RESCUE SOCIAL CHANGE GROUP

USA



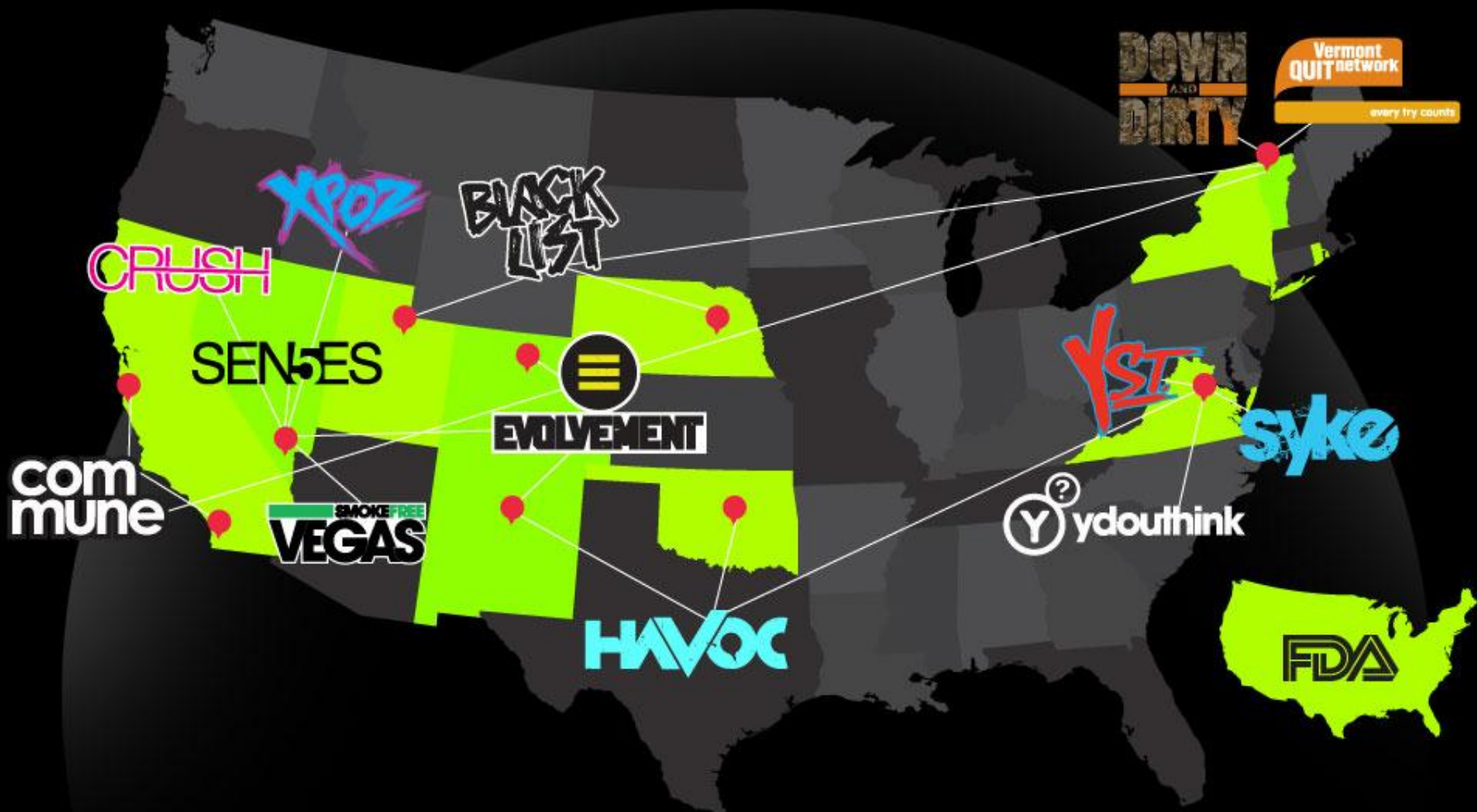
FACEBOOK.COM/RESCUESCG / @RESCUESCG

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RESCUE SOCIAL CHANGE GROUP

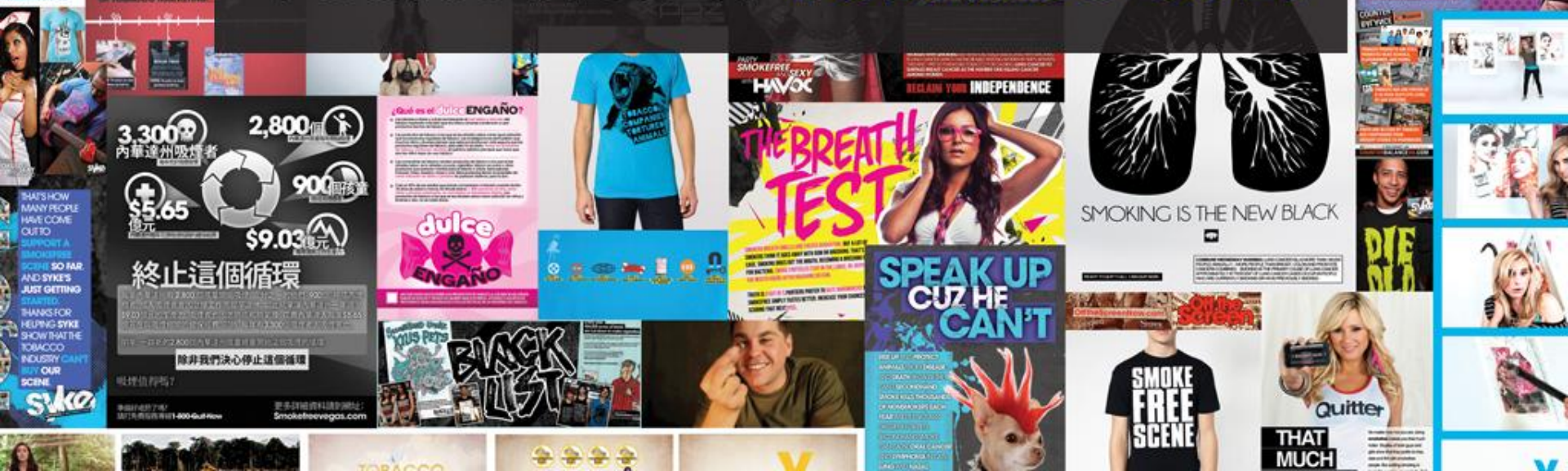
rescuescg⁺ OFFICES IN







OVER 12 YEARS EXPERIENCE
FIGHTING YOUTH AND
 YOUNG ADULT **TOBACCO** USE.







syke
sykeVA.com



**Smoking rate among teens
at rock shows in Virginia:**

37.6%

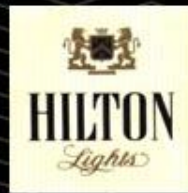
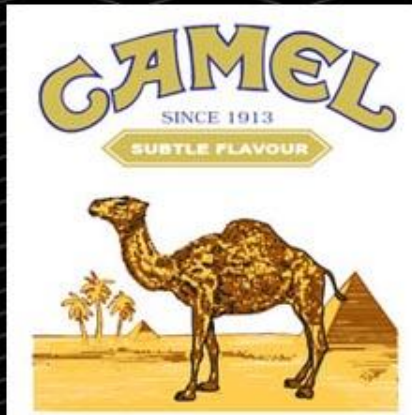


TOBACCO INDUSTRY MARKETING

**ROCK
YOUR OWN
ANTHEM**



TOBACCO BRANDS



Who you are
motivates behavior
more powerfully than
what you know.

WHAT DO YOU WANT TO **CHANGE?**

THINK OF YOUR **BEHAVIOR** AS AN
EQUATION FOR YOUR CUSTOMER...



THE **THREE** KEY INGREDIENTS OF **BEHAVIOR CHANGE**

**THE
RIGHT
MESSAGE**

+

**THE
RIGHT
SOURCE**

+

**THE
RIGHT
CHANNEL**

=

BEHAVIOR CHANGE

THE **IDENTITY** CYCLE



SEGMENTATION

The process of **classifying a market** into **distinct segments** that behave in similar ways or have similar needs

Race, ethnicity and
gender are **proxy**
measures of something
even **more meaningful.**



A FUNCTIONAL ANALYSIS FOR CULTURAL INTERVENTIONS



RSCG'S PROPRIETARY
RESEARCH PROCESS

6 STEP **QUANTITATIVE** & **QUALITATIVE** RESEARCH PROCESS

Qualative: ID-PROJECTION GROUPS™

Discuss pictures unknown other to reveal underlying cultural behavior associations.

Quantitative: IBASE SURVEY™

Tests the hypothesis formed with surveying that measures behavior prevalence and cultural affiliation.

THE
**FUNCTIONAL
ANALYSIS^{FOR}
CULTURAL
INTERVENTIONS**

PEER CROWD IDENTIFICATION PROCESS



FACI





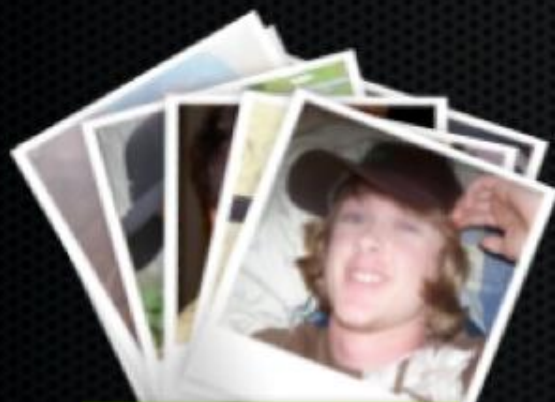
**FLASHY
HIP HOP**



**LATINO
HIP HOP**



**GANGSTER
HIP HOP**



SKATER

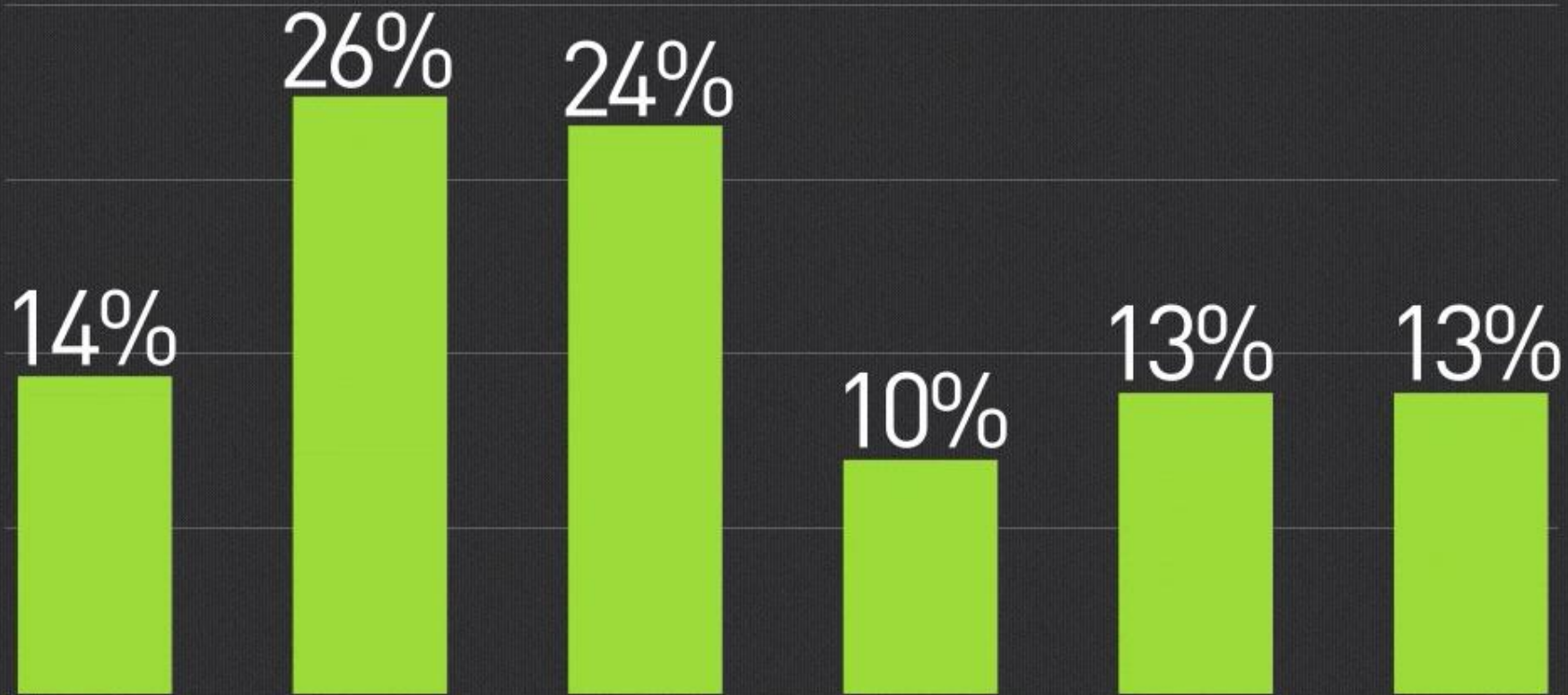


PREPPY



EMO

SIZE OF PEER CROWDS



FLASHY HIP-HOP



PREPPY



MAINSTREAM



HISPANIC HIP-HOP

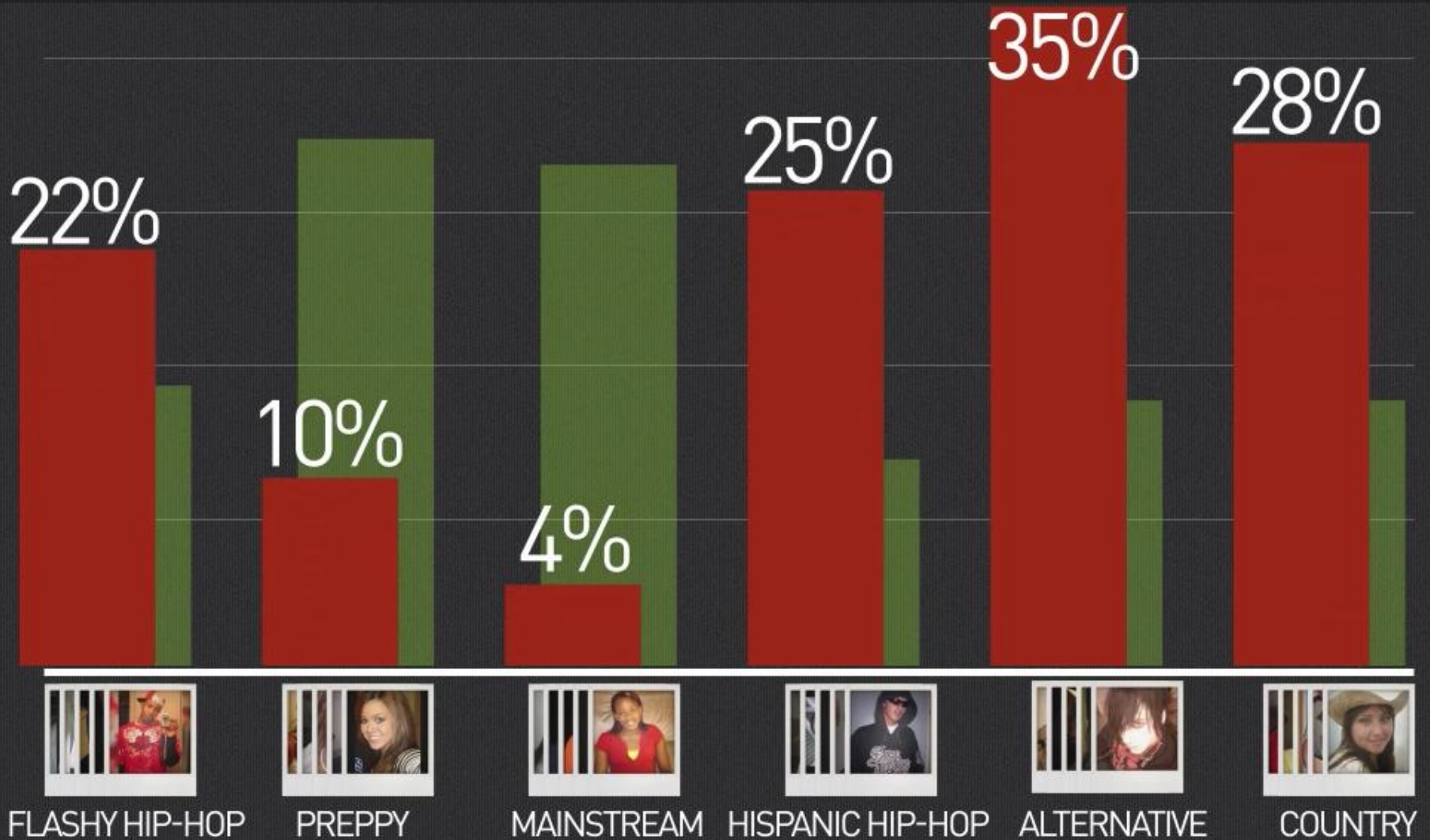


ALTERNATIVE



COUNTRY

TOBACCO USE PREVALENCE BY PEER CROWD

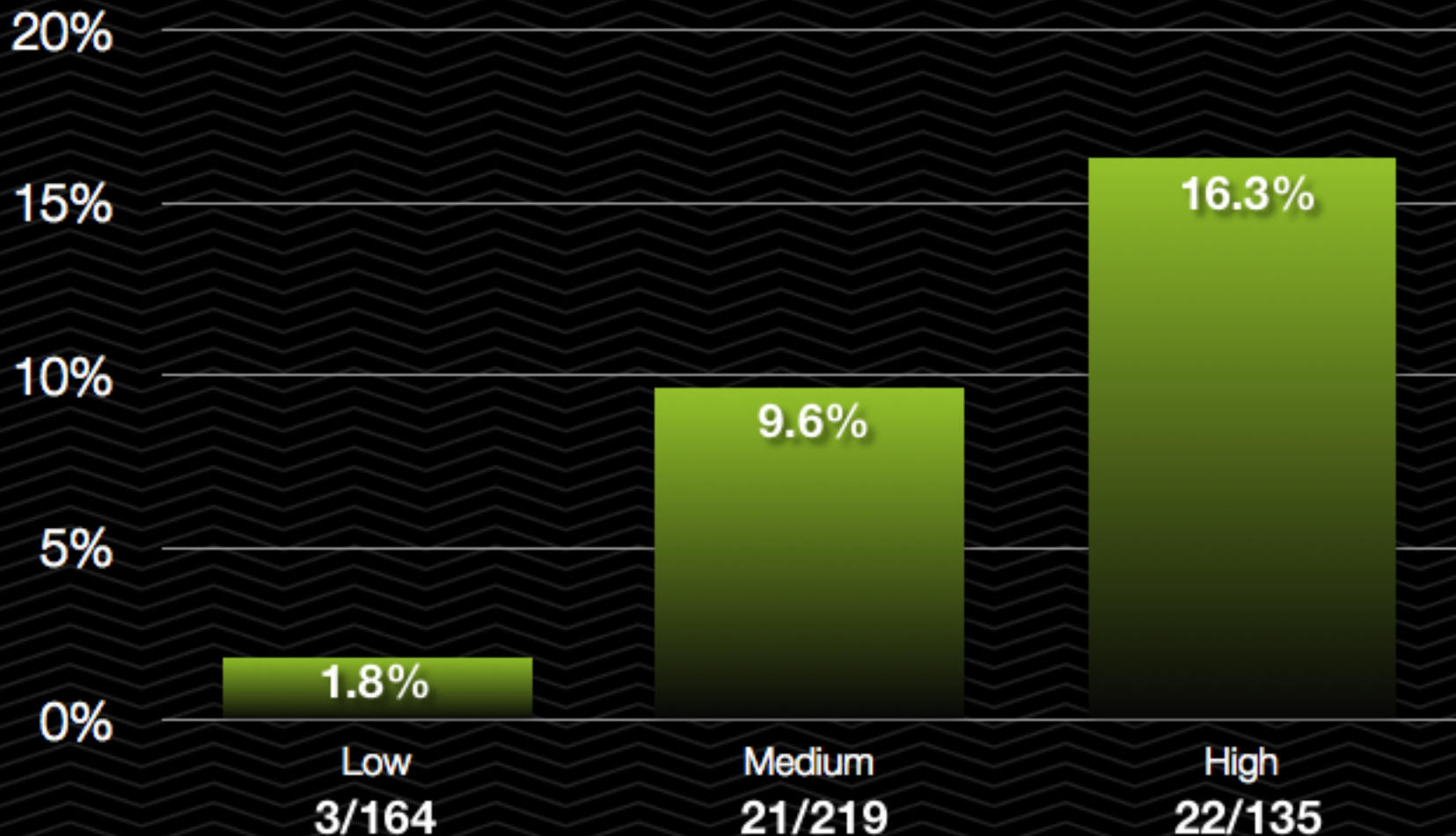


SOCIAL CONCERN & RISK BEHAVIORS



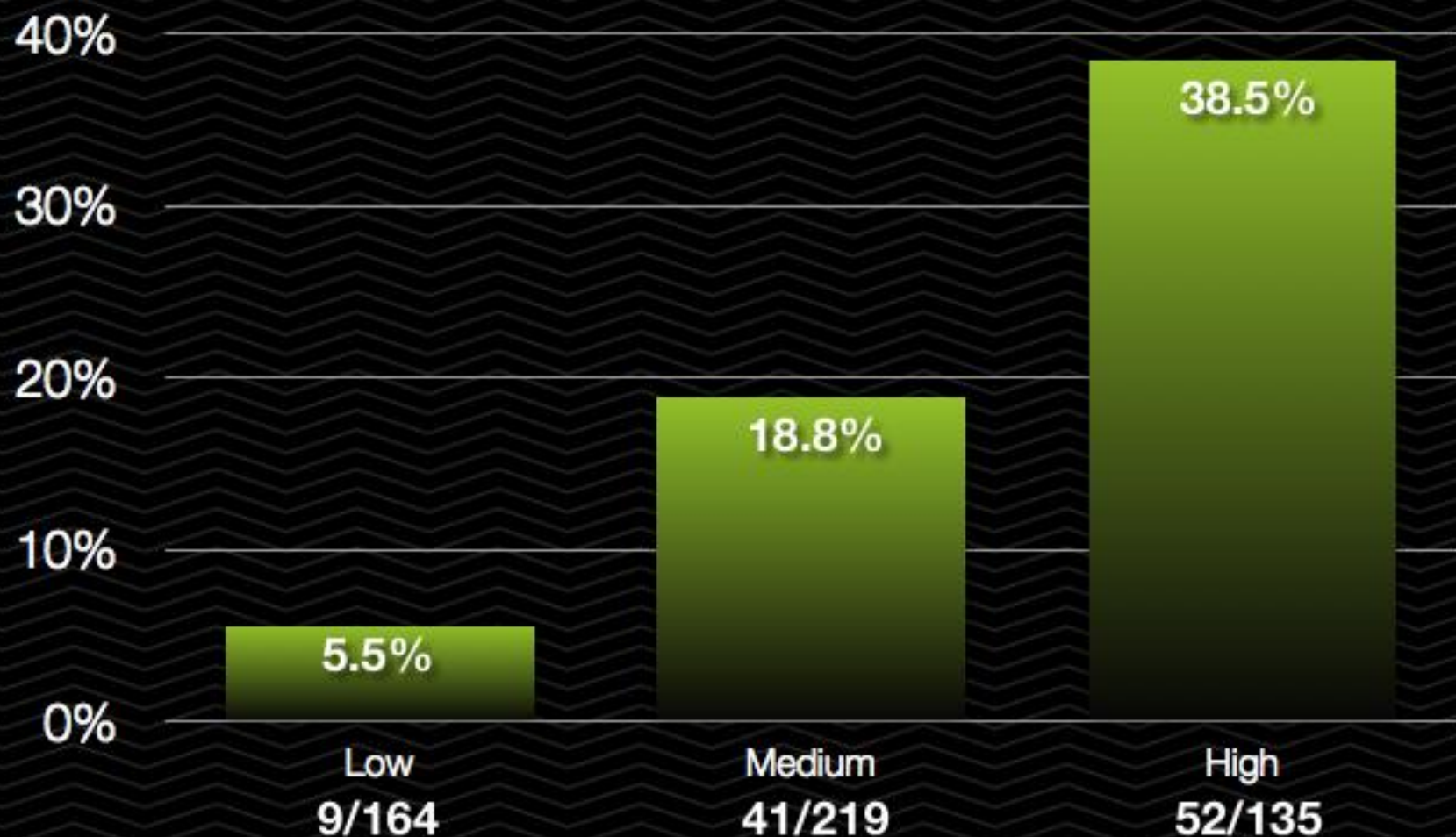
Social Concern and Risk Behaviors

San Diego HS Social Concern and Reported Smoking Behavior ($p < .001$)



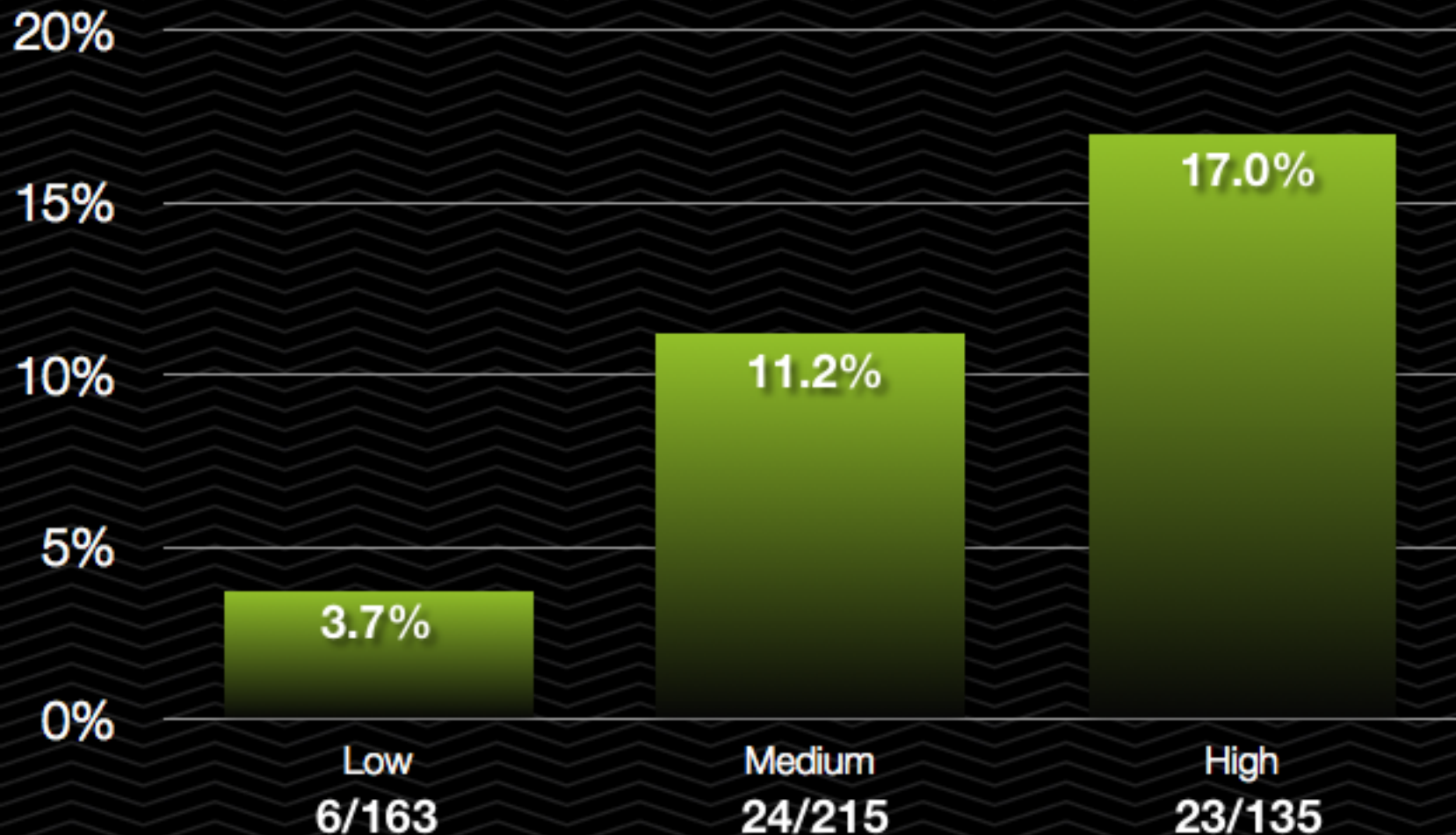
Social Concern and Risk Behaviors

San Diego HS Social Concern and Reported Binge Drinking ($p < .001$)



Social Concern and Risk Behaviors

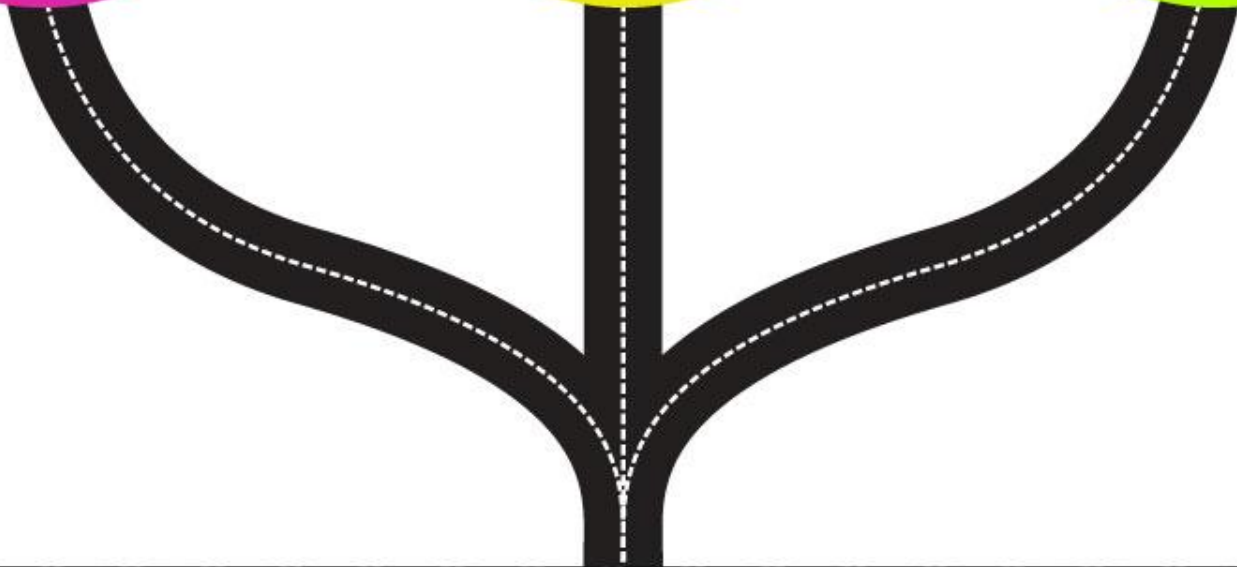
San Diego HS Social Concern and Reported Physical Fights ($p < .001$)



**KNOWLEDGE
CHANGE**

**POLICY
CHANGE**

**CULTURE
CHANGE**



The logo features a bright yellow circle centered on a dark gray background with a repeating zigzag pattern. Inside the circle, the letters 'S' and 'B' are rendered in a bold, black, sans-serif font. The 'S' and 'B' are positioned side-by-side, with the 'S' on the left and the 'B' on the right. Below the letters, the words 'SOCIAL' and 'BRANDING' are stacked vertically in a smaller, black, sans-serif font. A registered trademark symbol (®) is located at the end of the word 'BRANDING'.

S B

**SOCIAL
BRANDING®**



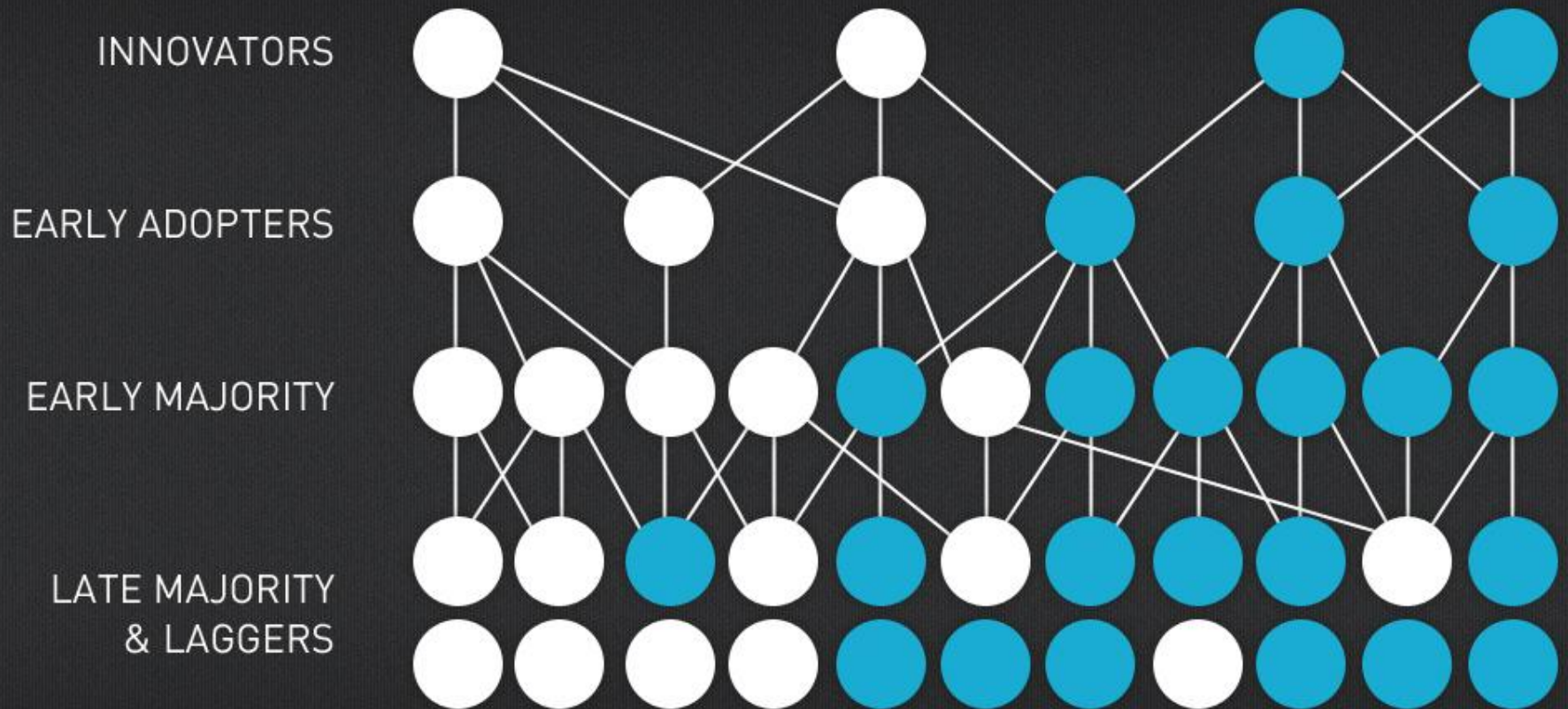
A **behavior change strategy** that utilizes certain **commercial marketing tactics** to change the **social image** associated with **certain behaviors** within **specific peer crowds**.

THE **SOCIAL BRANDING**® PROCESS



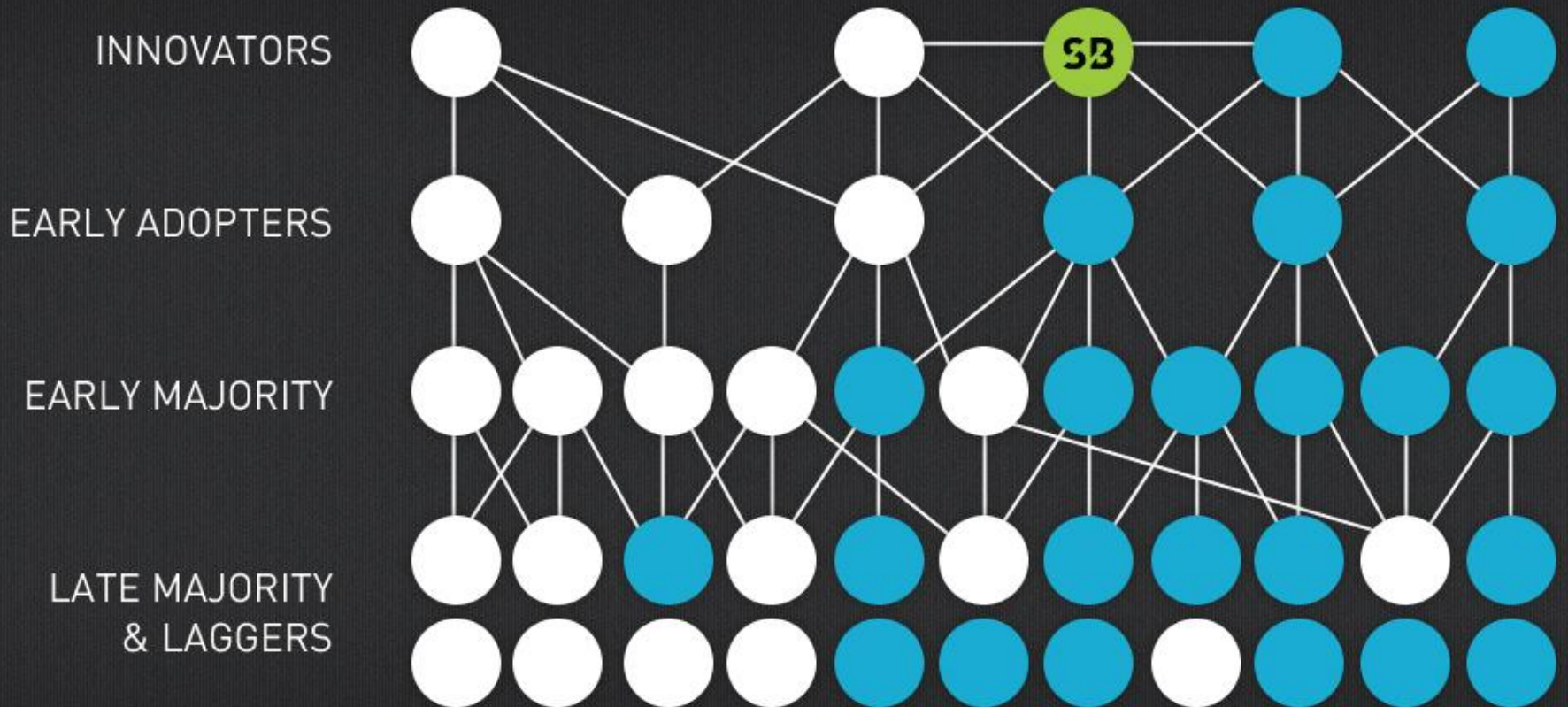
SOCIAL STRUCTURE PRIOR TO SOCIAL BRAND

USING ROGER'S INNOVATION ADOPTION CURVE





INTRODUCTION OF SOCIAL BRAND



SYNCO



SYNO



SYKEVA.COM

syke

SYKEVA

SYKEVA

SUPPORT A FREE SO

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SUPPORT

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SYKEVA.COM

SUPPORT A SMOKEFREE SCENE

SUPPORT A SMOKEFREE SCENE

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SYKEVA.COM

DR

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SYKEVA.COM

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SMOKEFREE SCENE SUPPORT A SMOKEFREE SCENE SUPPORT A SMOKEFREE SCENE SUPPORT A SMOKEFREE SCENE

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SYKEVA.COM syke SYKEVA.COM syke SYKEVA.COM

SMOKEFREE SCENE SUPPORT A SMOKEFREE SCENE

Big Tobacco Loves Me Big Tobacco Loves Me Big Tobacco Loves Me

Big Tobacco Loves Me Big Tobacco Loves Me Big Tobacco Loves Me

syke SYKEVA.COM SYKEVA.COM SYKEVA.COM

ER RESOURCE CONFORMIST NON-THINKING INTO

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syke
sykeVA.com



KEVA.COM

FREE SCENE

SUPPORT A

KEVA.COM | syke

SUPPORT A SMOKEFREE

RT A SMOKE

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SUPPORT A SMOKEFREE

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SUPPORTING A SMOKEFREE SCENE

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BORIS BEATS

SYKE
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syke PROGRAM OUTCOMES

2 YEAR EVALUATION

Reduction from 37.6% to 32.7%
40.5% show attendance

XPOZ
PRESENTS
**BOARD
BATTLE**
STREET
SATURDAY
11AM-5PM
REGISTER TO COMPETE AT XPOZLV.COM

XPOZ
BATTLE
DANCE



SUPPORTING THE
**SMOKEFREE
SCENE**





rescuescg⁺

DISCUSSION AND QUESTIONS

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VISIT US AT
RESCUESCG.COM