Presentation Overview

- Project Background
- Research
- Creative Development
- Campaign Implementation
Why Healthy Relationships and Marriage?

• 40-50% of first marriages end in divorce

• Children living outside of two-parent families, on average, are less likely to do well in life

• U.S. DHHS charged the National Healthy Marriage Resource Center with conducting a public education campaign on healthy marriage and relationships for young adults

Funding for the NHMRC was provided by the U.S. Department of Health and Human Services, Administration for Children and Families, Grant: 90-FH-0001.

Research Approach

What do people actually think about marriage now?

• Broad discussion groups

• Qualitative

• Quantitative

Original research conducted by TRU Research, 2008.
Key Findings

• 82% of young adults expect to be married for life

• 75% of young adults would rather be alone than marry the wrong person

• 70% believe they have the skills to make a relationship last forever

Audiences

Young adults aged 18-30 sorted into 5 subgroups:

• Realists
• True Believers
• Not-Yet Set
• Romantics
• I Don’ts
Creative Development

Key themes/perceptions:

• Relationships and marriage take work
• Relationships and marriage have ups and downs
• Marriage makes two people “family”
• Soul mate myth
• Marriage education vs. counseling

Strategy

Serve Audience’s Information Seeking Behavior:

• Address Existing Perceptions

• Create Accessible Resource: TwoOfUs.org
  o Convenience: 24/7
  o Privacy
  o Proven tips and tools for building and maintaining healthy relationships

• Promote Resource and Foster Engagement
  o Community Section of Website
  o Social Network Options
Specific Marketing Goals

- Increase awareness
- Increase site visitors
- Encourage visitors to join the community
- Educate visitors about realistic relationship issues and ways to address challenges

Creative Elements

TwoOfUs.org

We believe in helping people build strong and healthy relationships. Join us on TwoOfUs.org to receive tips and resources today!

Em Tav likes this ad.
Like
Blended Approach to Launching the Dialogue

- Earned Media
- Broadcast
- Out-of-Home
- Digital
- Social Media
- Strategic Partnerships
- Organic

Earned Media

- Webinar with healthy marriage education program grantees
- Exclusive article in USA Today
- Multimedia news release
- Taped interview with program spokesperson
- Satellite radio tour
Earned Media Results

- Toolkits with creative disseminated to hundreds of grantees
- *USA Today* feature (2.3M circ.), plus print, broadcast, and online placements with combined circulations/site visitors of approx. 11M
- Radio Tour: (3 speakers; 15 stations—2 nationally syndicated)

Broadcast Media

- Radio PSAs
- National syndicated radio
- TV PSA
- Google TV
Broadcast Results

- Radio PSAs: 58 stations ran ads for free reaching 34.9M listeners
- TV PSAs: 258 airings in 10 markets reaching 9.5M viewers
- National Radio Ad Buy: 2 weeks, est. 490 stations; 3M impressions
- Google TV: 11.8M impressions

Out-of-Home

- Atlanta rail (MARTA)
- Chicago rail and buses
- Los Angeles buses
- NYC subway and buses
- Washington, DC subway kiosks, subway trains, and buses
Out-of-Home Results

Five major markets: Atlanta, Chicago, DC, Los Angeles, and NYC

- 1+ month purchased in each market; all ran longer
- More than 100M impressions

Digital Media

- Online Ad Network
- Interactive Quiz
- Pandora, AOL, I Heart Radio
- Hulu
- TargetSpot (Streaming Radio Network)
Digital Results

- Online Ad Network: 8.8M impressions delivered
- Pandora: High CTR on all 3 ads—26M impressions
- Target Spot: 6.6M impressions
- Hulu: Selected as a PSA; runs for up to 12 months for free

Social Media

- Facebook
- YouTube
- Sponsored Tweets
- Social Spark
Social Media Results

- Facebook: 262M impressions; Fan Page grew from < 40 people to >12,500 people
- YouTube: 7M impressions (47,000+ video views); halo effect for other program videos
- Celebrity and Long-Tail Tweeters: > 1,000 clicks

Strategic Partnerships

- Actor and author Hill Harper
- Clear Channel (Jingle Ball)
- Media Planet
- TLC Network
Organic

- Cross promotions with media partners’ social networking platforms and e-newsletters
- Posts on Facebook, Twitter from individual supporters
- Social media plug-ins added to TwoOfus.org

Cumulative Results

- Multi-channel, phased approach; reach > 450M impressions!
- Bonus ratio negotiated: for each $1 spent, $5.38 earned (or 538% ROI)
Discussion

Continue the conversation with:

Wendy Rueda:  wrueda@icfi.com
Christina Santos:  csantos@icfi.com

Download a copy of this presentation at:
www.icfi.com/asmc