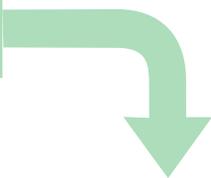


THE
CENTURY COUNCIL
FIGHTING DRUNK DRIVING & UNDERAGE DRINKING

2009 Campaign Planbook



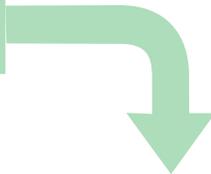
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Executive Summary



Since 1991, The Century Council has worked vigorously to reduce underage drinking and educate the nation about the dangerous consequences of alcohol abuse. Recently, they've decided to aim their message at one of their toughest markets yet: college-aged binge drinkers. Most college students accept drinking as a normal part of the college experience and are not open to instruction when it comes to their personal drinking habits.

Big Idea

To reach this market, Velocity Communications quickly discovered the need for a revolutionary approach to alcohol education and prevention. Our extensive research revealed that college students are largely apathetic or even resistant to negative messages that define exactly what they should not do. Fast-moving and independence-seeking, these students are ready and able to make healthy choices...if these choices are available. **EligoNow.com**, a social networking Ning website, creates non-alcoholic activities on college campuses and connects students with these choices. Taking the **Eligo Approach** is not about just saying no. It is about empowering students to say yes to healthier choices.

Theme: Eligo

Eligo, which is Latin for "I choose," fits into a stand-out creative campaign highlighting the idea **Now You Choose...** College-aged students are constantly told what to do and what not to do. Eligo, I choose, allows students to make the decisions that they are capable of making. Giving this age group that freedom will encourage them to make smart decisions.

Kicking It Off

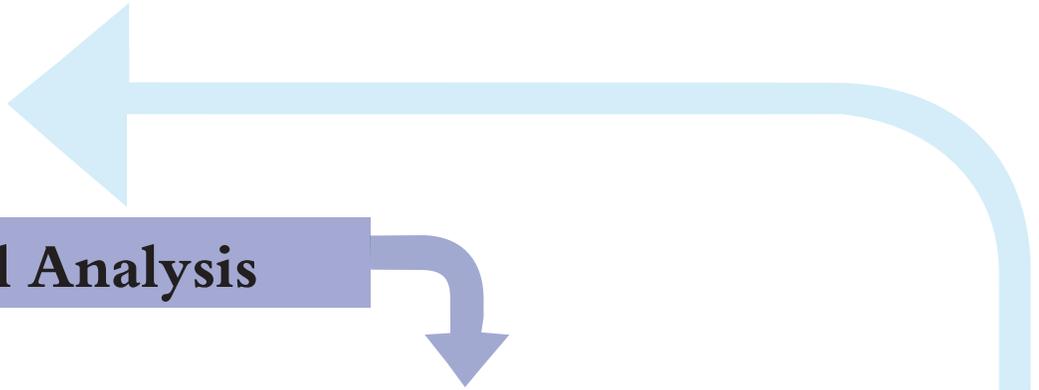
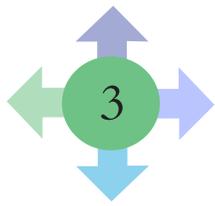
Colleges and universities will be introduced to the **Eligo Approach** through an attention-getting direct mail package, followed by phone contacts to cultivate their participation. Once a school decides to participate, **EligoNow** will provide extensive resources to administrators and students, culminating in a program that will change the way the college community thinks about alcohol education.

Awareness Campaign

The Eligo program supplies assets and support to make extensive use of on-campus media and promotion. The plan also includes the use of targeted cable television buys in participating college markets to deliver messages about making positive alcohol decisions. Nationally, public relations efforts introduce the **Eligo Approach**, a new and exciting way of reducing college alcohol consumption.

In Short

Facilitating choices for non-alcoholic activities on college campuses is the core of the **Eligo Approach**. **EligoNow.com** will facilitate these activities, whether planned by the school or from student ideas. **EligoNow** supplies colleges with extensive, ready-made plans, promotional resources, and guidance to help them reduce dangerous drinking on their campuses. The program is completely scalable and can compliment any existing programs that schools may have in place. **EligoNow** will make a difference, one campus at a time.



Situational Analysis

Internal Analysis

The Century Council is a national, nonprofit organization that actively works against drunk driving and underage drinking. Since its foundations in 1991, The Century Council has invested over \$175 million in research and resources related to alcohol abuse. Based on the principle that “all it takes is everyone,” The Century Council seeks to unite local, state, and national efforts in carrying out its campaigns. Through programs including “Not in our House,” “Alcohol 101 Plus,” and “Cops in Shops,” The Century Council engages parents, educators, law enforcement officials, and teenagers across the nation in its mission. Its goal is to create individuals, communities, and ultimately, a nation that can address dangerous alcohol consumption knowledgeably and aggressively.

Market Analysis

With the struggling US economy, many higher education institutions do not have the resources to implement effective, long-term programs that address alcohol-related problems. The initiation of such programs falls to college presidents and executive boards. However, these campus leaders are frequently unmotivated to implement alcohol education programs due to a lack of incentives in personal performance reviews. In addition, the results of alcohol programs are difficult to evaluate, so positive effects are significantly underestimated. Still, this market provides opportunities for The Century Council, which provides free resources that outline programs suited for a variety of campus sizes and budgets. Extensive and up-to-date research assures college administrations of the need to bring **EligoNow.com** to their campuses.

SWOT

Strengths

- Strong financial backing
- Recognizable Board Member companies
- Extensive research to back initiatives
- Established strategic partners
- Provides free resources to schools and communities

Weaknesses

- Lack of name recognition
- Message not delivered to underage drinkers
- Programs primarily target parents and law enforcement officials
- Limited dissemination of research

Opportunities

- Growing awareness of dangers of binge drinking
- Colleges and universities increasing budget for alcohol prevention
- Involved high school students seek involvement in non-alcoholic college activities
- Mass communication increasing on college campuses

Threats

- Over-exposure to message from similar organizations
- Unreceptive target audience
- Peer pressure strongest influence on behavior
- Preconceptions of alcohol education programs

Research



As we began our secondary research, we were motivated by several key questions about college students' diverse lifestyles and their resulting drinking habits. The answers and, more importantly, the additional questions we discovered as we investigated these issues laid the foundation for our three-part market segmentation and our strategy.

How can we define dangerous alcohol consumption?

Although any rate of alcohol consumption can put a person at risk for injury and/or judgment impairment, Velocity Communications chose to define dangerous alcohol consumption according to the Harvard School of Public Health College Alcohol Study's definition of binge drinking: 5+ successive drinks for men and 4+ for women. This definition is based on the number of drinkers that brings the average male or female's blood alcohol concentration to .08 gram percent or higher.

In its study, Harvard defined "frequent binge drinking" as bingeing on 3+ occasions in 2 successive weeks, a term which we also employed in our research.

Why do students choose to drink?

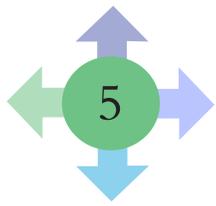
- 41% of teenagers report drinking to "have a good time." Other top reasons that students drink include to celebrate (30%), to get drunk (28%), to feel good (24%), and to de-stress/relax (21%).

When do binge drinkers form their dangerous drinking habits?

- 25.5% of high school students report consuming 5 or more drinks on one occasion at least once in the past month.
- Upon entering college, 50% all students are abstainers and less than 25% are binge drinkers. Within 6 weeks, only 30% are abstainers and 45% are binge drinkers.
- The rate of binge drinking across the next four years of college remains relatively stable at 44%. The rate of abstinence reduces to 19%.
- Half of all binge drinkers pick up the behavior while in college.

What are the characteristics of college students' binge drinking habits?

- 23% of drinkers consume alcohol 10+ times per month
- 29% of drinkers report being intoxicated 3+ times per month
- Nearly 1 in 3 college students' drinking habits qualify as alcohol abuse. 1 in 17 student drinkers can be diagnosed as alcohol dependent.
- Less than 25% of all binge drinkers think they have a problem with alcohol, and only 3% seek professional help.
- Every year, an estimated 30,000 college students receive medical treatment for overdosing on alcohol.



Research

How have schools handled alcohol prevention in the past? What types of alcohol education or prevention programs are available?

- According to a nationwide survey, nearly all colleges and universities conduct some form of alcohol education. Most target special efforts toward first-year students, fraternities/sororities, and student athletes.
- Programs like the “A Matter of Degree” program seek to reduce student drinking by tightening alcohol policies on college campuses and in college communities. Supporters of such programs promote that they can produce results “despite resistance from invested stakeholders, such as students.” Dissenters argue that, although statistically successful, these programs do not give students enough responsibility in making safe drinking choices.
- Programs that use social norms marketing attempt to modify students’ drinking habits by exposing them to healthy drinking norms. In a study of colleges from 1993–2001, these programs led to no significant decrease in any measure of drinking, regardless of their length or intensity.
- Programs based on Miller’s Motivational Interviewing technique for alcohol treatment encourage students to take control of their drinking habits. Miller proposes that college leaders must nudge students closer to safe drinking habits, but should never directly tell them which choices they should make. Students who undergo Motivational Interviewing upon entering college are less likely to binge drink later in college.

How does involvement in student activities affect drinking habits?

- According to Harvard University’s College Alcohol Study, students who are more involved in “productive” college activities, especially alongside volunteer activities, are less likely to be binge drinkers.
- College athletes are more likely to engage in binge drinking than non-athletes and are more likely to think of binge drinking as normal behavior. In a survey of 14,000 students at 119 colleges and universities, 52.4% of athletes reported regular binge drinking, compared to 42.6% of non-athletes.
- College athletes are more likely to engage in drinking games than non-athletes.
- Sorority/fraternity affiliation is associated with binge drinking. Studies indicate that previous high-risk drinkers are more likely to become Greek. Also, previous non-drinkers who become Greek are more likely to become high-risk drinkers than their non-drinking peers.
- Students in sororities/fraternities without abstaining friends are 3 times more likely to become drinkers in college than non-Greeks or students with friends who discourage drinking.

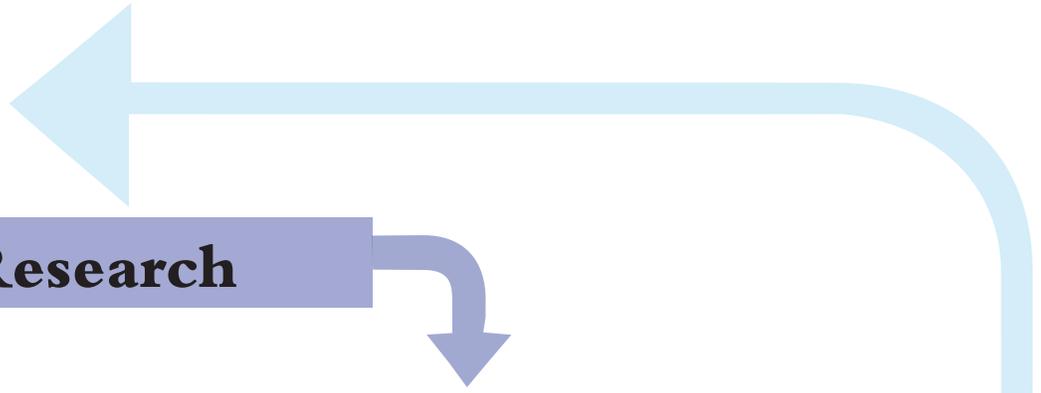
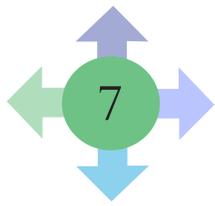
Research

Adding to Our Efforts

These organizations have similar missions in alcohol prevention and education.

Company	Target Market	Focus	Main Initiatives	Weaknesses
D.A.R.E. www.dare.com	Grade school-high school, particularly middle school	Gangs, violence prevention, drugs	D.A.R.E.+P.L.U.S. afterschool program, online site for kids, parent education	Stops in high school, focus very general
SADD www.sadd.org	Teenagers, especially in middle and high school	Underage drinking, drug use, teen violence, and teen suicide	Peer-to-peer education through local SADD chapters in schools	Primarily targets pre-college audience
MADD www.madd.org	Drunk drivers of any age, Victims of drunk driving	Stop drunk driving, support victims, prevent underage drinking	Law enforcement, limiting social and retail access to alcohol, hotline for drunk driving victims	Narrow focus on drunk driving
Outside the Classroom www.outsidetheclassroom.com	College and university students, particularly moderate-light drinkers	Promoting non-drinking activities in first 2-3 days of orientation	Selling tools and resources to both high schools and colleges	Unoriginal message, resources expensive
National Institute on Alcohol Abuse and Alcoholism (NIAAA) www.college drinkingprevention.gov	College students who have been identified as having alcohol-related problems	Intervention for students engaged in high-risk drinking	NIAAA Task Force conducting research, training health care providers on college campuses	Not aimed at the general student population





Primary Research

Methodology

We conducted survey research among students at Augustana College in Rock Island, Illinois. The research measured awareness and attitudes about alcohol consumption, as well as providing insight into how to modify dangerous drinking behavior.

Below are some of the highlights of this research. For the most part, the results validated the extensive secondary research we had already performed. More importantly, it led us to the conclusion that facilitating alternative activities to the stereotypical college parties would make a difference for many students.

We followed up with personal interviews with college administrators at three different campuses to determine the best ways to reach them and hear their thoughts **EligoNow**. We asked how our program might work with their existing programs and how we could best help them implement it.

We also conducted personal interviews with a variety of students throughout the development of the website and supporting promotional materials. We received very positive reactions to **EligoNow** during these sessions. We were asked a number of times how soon the program would be operational on our campus, and they were clearly excited to see it work. This reinforced that **EligoNow** will make an impact for facilitating safe activities.

Key Findings from Survey Research

- 63% have participated in an alcohol awareness program.
- AlcoholEdu and D.A.R.E. are the most common awareness programs.
- Group games, athletic activities, dances, movies, and outdoor activities are activities students would participate in if they knew about them.
- Email and work/school-related websites are the top-visited sites by students.
- 75% started routinely drinking at the age of 18 or older.
- 83% drink with others who are underage.
- Drunk driving is seen as one of the most dangerous risks from drinking.
- 75% of students consider networking websites among their favorite sites to visit.
- “It loosens people up and makes it easier to be more outgoing” is a popular reason to drink alcohol.



Target Market

Market Characteristics- College Students

Demographics

- Enrolled at accredited 2 year or 4 year college or university
- 18,839,000 students in US
- Generally ages 18-24
- Frequently work part-time, often on-campus
- Financially dependent on parents

Psychographics

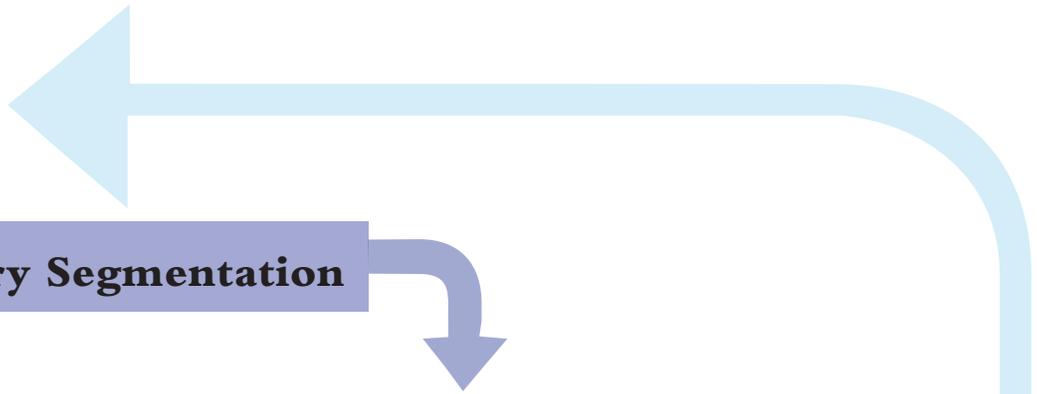
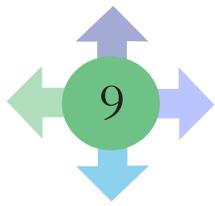
- Socially-inclined
- Open to new ideas and experiences
- Busy
- Expressive
- Technology-savvy



Market Segmentation

Our research led us to a segmentation of our target audience based on a combination of enrollment status and age. The majority of college students make lasting decisions regarding their drinking habits within the first 6 weeks of arriving on campus and throughout their first year, so we created a segment of college freshman. We divided the remaining students according to the legal drinking age: students younger than 21 and students older than 21. Our goal, to reduce binge drinking by leading students toward healthy alternatives, remains the same for all college students, regardless of age. Still, we wanted to allow our message to reflect a “zero tolerance” or “responsible drinking” approach for the “under 21” and “over 21” segments, respectively.

Since our research indicated an increase in student responsiveness to a more personalized approach, we also created a secondary segmentation based on social interest. We built upon The Century Council’s identification of athletes and Greeks as high-risk groups for binge drinking. We combined this with our own research on student involvement to identify three major activity groups: athletes, Greeks, and fine artists. Our expectation is to use **EligoNow.com** to present each of these distinct groups with choices catered to their unique interests. While we recognize that not all students will fall neatly into one of these categories of interest, we believe we can significantly reduce binge drinking by targeting these influential groups on college campuses.



Primary/Secondary Segmentation

“The New Me” segment (first year college student, age 18-19)

- Exploratory
- Seeking independence
- Interested in defining self
- Attached to peer group
- Adjusting to classes, roommates, leaving home
- Sees drinking as exciting and mature
- Finds friends with similar drinking habits



“The Established Me” segment (non-first year college student, age 18-20)

- Has declared area of study
- Established in peer group
- Working at on-campus job
- Mobile- may have car on campus
- Confident
- Accepts underage drinking as normal part of college experience



“The Mature Me” segment (non-first year college student, age 21-24)

- Future-thinking
- Interested in long-term relationships
- Searches for jobs or internships
- Takes advantage of full college experience
- Social drinking imbedded in lifestyle
- Most likely to binge drink on holidays and special occasions



Greeks (member of fraternity or sorority)

- Very loyal to fellow Greeks
- Involved in campus life
- Has strong sense of community and “belongingness”
- Lives up to group reputation
- Attends social events organized by Greek system
- Drinking habits defined by peer attitudes

Athletes (member of competitive sport)

- Competitive
- Attuned to physical fitness
- Has strong sense of team and commitment
- Have “work hard, play hard” motto
- Attends required practices, games, work-outs
- More likely than non-athletes to view binge drinking as normative
- More likely to engage in drinking games

Fine artists (musician, dancer, or artist)

- Personally expressive
- Creative
- Self-motivated, disciplined
- Attends required practices and performances
- Interested in other people with similar talents and interests

Secondary Audiences



To successfully survive on college campuses, **EligoNow** must appeal to today's diverse populations of college students. However, Velocity Communications recognizes that accounting for the interests and lifestyles of college students is only one component of successfully launching our campaign. Before our primary audience can access **EligoNow**, we must influence college administrators and program directors to implement the program on their campuses.

Based on our research, we have identified four key voices that determine new programs and policies on college campuses: Administration, Athletic Coaches/Greek Organization Chairs, Leaders of Student Government, and Coordinators of Residential Life. These College Leaders are characteristically educated, organized, and very busy. Because of the large influx of proposals they receive and the limited amount of time and resources they have at their disposal, they are often hesitant to initiate new programs on their campuses. Our initial promotional materials must help them recognize **EligoNow** as a valuable program for their students.

Administration

- Includes college president, deans, board of trustees
- Highly educated: often have graduate or postgraduate degree
- Contact with community leaders and other colleges and universities
- Aware of college policies and budgets
- Motivated by personal and college program evaluations
- Limited contact with students

Athletic Coaches/Greek Organization Chairs

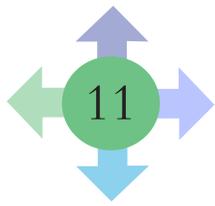
- Regular, close contact with high-risk drinkers
- High influence as role models for their teams/organizations
- Majority were involved in similar activities during own college experiences

Leaders of Student Government

- Composed of student leaders; overseen by college deans
- Allocate money to student groups on campus
- Address problems and make policies related to student life
- Plan campus-wide events

Coordinators of Residential Life

- Mix of student and adult leaders
- See the "real side" of students' social lives and drinking habits
- Set and enforce drinking policies in residential buildings
- Fund floor/hall activities for campus residents



Strategy

Positioning

Our research reveals that college students want to make choices. They are socially active and like to be involved. At Velocity Communications, we have designed the **Eligo Approach** with these characteristics in mind. Eligo, which is Latin for “I choose,” builds on students’ natural desire to make choices that are good for them and their future. Too often, alcohol awareness campaigns use negative messaging to tell students what they should not do. At Velocity Communications, we recognize that it is not enough for college students to “just say no” to alcohol. An effective alcohol awareness campaign should give students the opportunity to say yes to substance-free activities, which they have shown themselves ready and willing to do. Rather than positioning alcohol prevention as the work of law enforcement officials and college policy makers, the **Eligo Approach** empowers college students to make their own healthy choices.

The multi-faceted **Eligo Approach** culminates in **EligoNow.com**, a personalized social media website which connects students with substance-free social opportunities on their campus. We created **EligoNow.com** to feel like a cool and indispensable part of a college student’s social lifestyle. It offers students the choices they are looking to make through a medium which is current and accessible.

Strategic Partners

EligoNow will be partnering with Ning to create the **EligoNow** website. Through this partnership we will have cost-efficient access to technology specifically created for social networking. In exchange, we will place the Ning name and logo on the bottom of each page of **EligoNow.com** and on major campus advertisements. This will create product awareness for Ning with a main target audience: college students looking to network. The large volume of students who will be exposed to Ning on **EligoNow.com** will make this a beneficial partnership for both parties.

Internal Audience

An Eligo Team from The Century Council will be specially trained in the **EligoNow** program. They will become experts in binge drinking research, the implementation of the **Eligo Approach**, and the workings of **EligoApproach.com** and **EligoNow.com**. Training will be conducted through a series of seminars led by Velocity Communications. These sessions will be conducted prior to launching the **EligoNow** program, so the Eligo Team will be able to respond to questions and concerns from clients.

The Big Idea Overview

Once a school decides to participate in **EligoNow**, a custom version of the **EligoNow.com** social networking website is launched for them. Their students can join (membership is based on having a .edu email address from their school) and start their own non-alcohol based activities. For example, a student interested in playing chess can start a group for chess or could post a message in the forum looking for others interested in chess. Once they plan a chess event it can be posted to a calendar for all students to see and determine if they want to attend.

The schools can also plan their own events and post them to the site. They receive a book of recommended events, along with instructions for the planning and promotion of the events. They also have their own administrative website where they can get additional information and network with people from other campuses participating in the **EligoNow** program.

This plan revolves around facilitating choice and promoting the self-empowering message of **Now You Choose...** across college campuses. The website is the primary communication tool that will enable the creation of non-alcohol activities on campuses. We will also supply schools with resources to build awareness and to run the program. These will be covered in detail in the next sections.

Creative Strategy



Creative Introduction

College students are looking to make choices that promote their well-being. Unfortunately, when it comes to substance-free social outlets, colleges have failed to provide students with the choices they are inclined to make. To serve its target market, The Century Council must give students simple access to the social alternatives they want to pursue. Velocity Communication's **EligoNow** campaign makes non-alcoholic choices fit naturally with students' unique college lifestyles. The two-part **EligoNow** strategy addresses the separate interests of college students and administrators, yet holds choice as an overarching goal. The diverse components of the **EligoNow** campaign build on one another to give students a full sense of control over their alcohol decisions.

Creative Concept

Now You Choose...

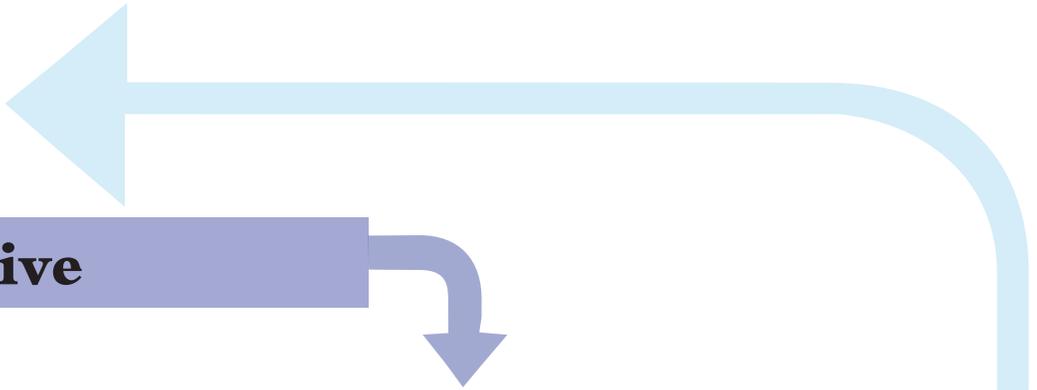
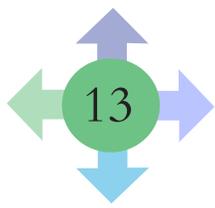
Our research shows that college students are willing and able to choose activities that don't involve alcohol. By making **Now You Choose...** the tagline for **EligoNow.com**, we encourage students to take advantage of the choices available to them. At the same time, we realize that college students value their independence and don't want to be instructed or commanded. The idea of "you" choosing and choosing "now" emphasizes each college student's role in shaping his or her own lifestyle. An open phrase like **Now You Choose...** empowers students to turn their decision not to drink into a healthy and fulfilling personal choice.

Concept Testing

We gathered a small group of college students from our target audience in order to test the effectiveness of the **Eligo Approach**. Our careful selection ensured that the group was demographically diverse, including students from different racial, religious, and geographic backgrounds.

We presented a storyboard for the commercial and displayed a poster reading **EligoNow.com, Now You Choose...** We gauged their immediate reaction by asking them to brainstorm words that they associated with the commercial and its message. Almost every person included "choice" among their words. Other words that were mentioned more than once were "fun," "lead/leader," "independent," and "alternatives."

Three days later, we electronically surveyed the same group about what they remembered. The majority of students recalled that there was a website to visit. More than half correctly remembered the name of the website and the tagline **Now You Choose...**



Creative

Mandatory Creative Components

Through our research we established that launching the **Eligo Approach** on college campuses must occur in two distinct phases. Initially, we must present college administrators with straightforward, eye-catching materials that invite and challenge them to implement the **Eligo Approach** on their campus.

Only after a college chooses to adopt the **Eligo Approach** can we successfully release the second powerful wave of our campaign, which focuses on our primary audience. At this point, our creative executions will target students whose responses to the **Eligo Approach** will determine its success on their campus.

In an effort to reflect the distinct traits and motives of these markets, we have sectored our creative executions into two categories. Both parts center on choice; however, the mediums and messages we use to express this common thread differ according to the characteristics of each market. We believe that by targeting our message to our markets along the way, we can reach a stronger, more unified end result.

Administration Creative Execution Strategy

- Imitate language, layout, and images of restaurant menu. Goals: Immediately establish Choice as a key component of the **Eligo Approach**. Present information in format which is consistent, easy-to-read, and attention-grabbing.
- Facilitate communication between college leaders on different campuses. Goals: Strengthen program by providing support from outside sources.
- Maintain students' well-being as highest priority. Goals: Overcome administrations' reluctance to implement programs that are not recognized in college evaluations.

Student Creative Execution Strategy

- Emphasize choice as something personal and empowering. Goals: Push students to utilize **EligoNow.com** according to their unique social lifestyles.
- Connect smart drinking decisions with physical, social, and mental well-being. Goals: Counter negative messaging of past anti-drinking campaigns.
- Present social alternatives to drinking that are cool and easily accessible. Goal: Give students opportunities to make the healthy choices toward which they are naturally inclined.

Creative Execution Elements

- Present Choice as the key solution to binge drinking on college campuses.
- Include **EligoNow** logo and **Now You Choose...** creative concept.
- Fonts: **EligoNow.com**- combination of DIN and Bembo. **Now You Choose...** - DIN
- Colors: **EligoNow.com**- Navy Blue. Surrounding arrows: Deep Purple. Arrow of Choice- Teal.
- Use arrows in graphic design and organization of print and online materials.
- Commit to positivity; send messages which increase students' and college leaders' sense of empowerment.

Communication Plan

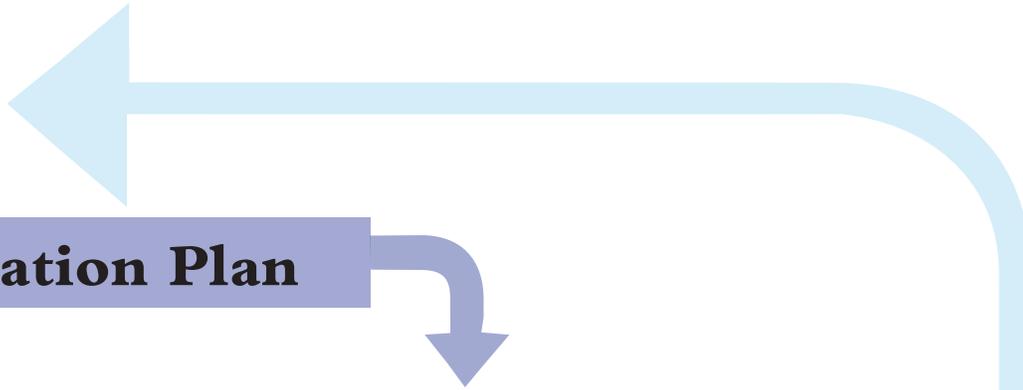
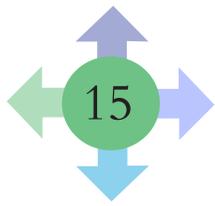
Direct Mail to Colleges and Universities

The **Menu of Choices** introduces **EligoNow** to college campuses. College administrators, residential life staff, and student activities coordinators receive this binder in late spring. The “menu” shows them how to roll out the **EligoNow** program, whether they are interested in trying out just one of the suggested programs or using much of the program. At the low level, it is simply as easy as saying yes to starting up their school’s private **EligoNow.com** website and we then provide the startup lit to help build awareness for using the site. At a more involved level, they can use the menu to select and run many of the suggested non-alcohol programs for their students. It has a theme of a restaurant menu and is divided into three sections:

- **“Dining with Eligo”** will introduce administrators to the **Eligo Approach** for reducing binge drinking on college campuses. It will teach them how to implement **EligoNow** on their campus.
- **“The Main Course”** will provide information about the administrator website, **EligoApproach.com**. (see page 17)
- **“The Ala Carte Menu”** lists 50 fun “menu items,” or social programs that colleges can execute on their campuses. These programs range from a movie on the football field to Bingo night to a Frisbee tournament, and all give students alternatives to drinking. Each entry will include a complete description of the event, a list of necessary supplies, an approximate budget, and several ways to adapt the program to smaller/bigger campuses. In essence, the menu plans events for colleges and explains how to implement them.



Throughout the **Menu of Choices**, administrators are encouraged to call the Eligo Team, send in the included registration card, or visit **EligoApproach.com** in order to bring the **Eligo Approach** to their campus.



Communication Plan

Phone Follow-up

About two weeks after the books are mailed to four key contacts on each campus, a phone team trained by Velocity Communications will start making calls to the recipients. They will verify that the “menu” mailing was received and ask some questions to gauge interest in the program. They will also be trained to sell the program and try to assess who on each campus will be the most likely person to drive the adoption of the program.

Through these calls a priority list for follow up contacts will be created and the staff of The Century Council will work with these people in starting up their programs. We would recommend that the first 50 that sign up will be prioritized to receive extra help so that we can use these as showcase schools for programs that are underway.

Eligo Starter Kit

The **Eligo Starter Kit** is sent to colleges that wish to implement the **Eligo Approach** on their campus. This kit includes:

- The **Eligo CD-Rom** with PDF files of brochures, newspaper stories, and posters that advertise for the social events listed in the Menu of Choices. Each of these documents can be customized with dates, times, and locations to fit particular campus events.

For example, there will be PDFs of posters pre-designed for each of the 50 events listed in the menu. Each poster would keep the feel of the campaign, feature the **EligoNow.com** logo, the **Now You Choose...** tag line, a sub theme for the event (a BINGO night poster would have bingo elements), and then there are fields that can be filled in with specifics for the school.

- **Eligo Academic Planners** for each student. These planners will not only include the usual calendar and information that most student planners include, but will also feature the **EligoNow.com** logo and log-in information for each student.

Every student needs a daily planner and planners deliver our message many times every day to our target audience. Each week will have a new **Now You Choose...** message and the website is listed on every page spread.

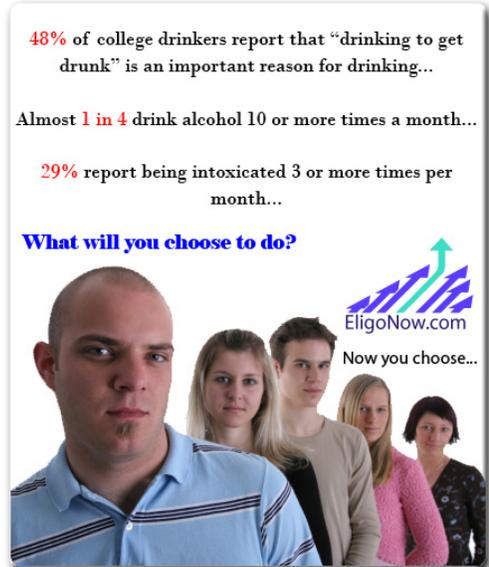


Creative Execution

- **Eligo Radio Spot** that can be played on campus radio stations. Pre-produced spots in both 15 and 30 second versions that deliver a positive choice message with the **Now You Choose...** tag and the **EligoNow.com** website address.

These could be used as stand-alone name awareness spots or in conjunction with announcements about upcoming **EligoNow** events. We anticipate that these would run at no charge on most college campuses as a public service.

- **Eligo News Release** that can be printed in school newspapers or sent to local papers. This easy to customize news release can be sent by the school to local media including radio, newspapers, television or magazines to announce the adoption of the **EligoNow** program.
- **100 Eligo Posters** to be hung on their campus. These posters are designed to increase name recognition for the program on each campus. Simple design to create awareness and interest featuring the **Now You Choose...** tag line and the **EligoNow.com** website address.



Intern Support

Each participating school may apply for funding for two, 10 hour per week student internships to help run this program. The students could help with administrative aspects of the program such as monitoring the website for misuse (events with alcohol or unacceptable behaviors based on the school's policies) or coordinating events and activities. They might also be responsible for marketing and promotion of the **EligoNow** program including hanging posters, facilitating distribution of campus mailbox stuffers, and creating word-of-mouth advertising.

Applying for these internships would be through the **EligoNow.com** website and this has the benefit of driving traffic to the website.

Additional Support

In addition to the starter kit, trained staff at The Century Council will be able to assist the school as they start up the program. There is also an administrative website to help with questions and support.

Social Media

Website for Administration

EligoApproach.com is the administrator website that contains all the resources administrators will need to implement the **EligoNow** on their campus:

- Research findings related to binge drinking
- An extended version of the **Menu of Choices**. For each menu option listed on the print menu, administrators will find an extended entry online. Each entry will include a complete description of the event, a list of necessary supplies, an approximate budget, and several ways to adapt the program to smaller/bigger campuses. In essence, the menu plans events for colleges and explains how to implement them.
- Links to the PDF files located on the **Eligo CD-Rom**.
- A forum that allows administrators from different institutions to ask questions, share advice, and connect with other administrators who are taking the **Eligo Approach**.
- A link to the student website, **EligoNow.com**
- An updates section, which regularly gives administrators new, supplemental ideas to the original **Menu of Choices**.

The screenshot shows a web browser window with the URL www.eligoapproach/augustana.com. The page features a search bar labeled "Search By Activity" and a "Sign out" link. A yellow banner reads "Welcome Augustana College Administrator!". A sidebar on the left lists navigation options: Home, Extra Resources, Menu of Choices, Research, Forum, and EligoNow.com. The main content area contains a teal box with the following text:

EligoApproach.com contains all the resources you will need to implement the EligoNow on your campus

Extra Resources: Links to the most updated versions of the PDF files and radio spots

Menu of Choices: An extended version of the Menu of Choices

Research: Findings related to binge drinking

Blog: You can connect with other administrators who are taking the Eligo Approach to ask questions and share advice

EligoNow.com: Link to the student website

At the bottom left, there is a small graphic with the text: "About 11 percent of college student drinkers report that they have damaged property while under the influence of alcohol."

Social Media

EligoNow.com

EligoNow.com is a social-networking website designed for on-campus communication between college students. This website forms the foundation of the **Eligo Approach**. **EligoNow.com** gives students the chance to make good choices about drinking by connecting them with non-alcohol related social activities. Through a strategic partnership with Ning.com, The Century Council can create a social networking site with the following features:

- An open-access **landing page** that describes **EligoNow** activities at campuses around the nation and provides information related to binge drinking. Students and administrators are welcome to visit the landing page without a log-in to find facts about alcohol abuse, programs at other schools, and to explore the applications available with the program.
- A **log-in** which brings students to their campus's customized **EligoNow** network. This is available if a student is enrolled in a college participating in the **EligoNow** program. Students are able to create and personalize their profile page.
- An **event-creator button**, which allows students to post events to the master calendar. For instance, a student who likes to bake may create and post a baking event. In this way, the calendar includes both official campus activities, like sporting events or campus-wide entertainment, and events posted by students.

- There is a **personalized calendar** that displays social events happening on campus. Students are able to add their own events to the activity the calendar so that other students will be able to participate in the event. They can pick and choose their own events offered by the school or different clubs to put in their personal calendar.
- A **search feature**, which helps students to find activities that match their interests, as well as view their friends' calendars.
- A **forum** will be featured on the school's home page so that students are able to post messages about safe activities. For example, a student may wish to find a partner to play tennis with over the weekend, but may not want to post an event.

www.eligonow/augustana.com

Do you want to be just another stat?
Now you choose...

Ning Sign out

Welcome Erin Smith!
Augustana College

Create an Event

Search By Activity

April

Sun	Mon	Tues	Wed	Thur	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

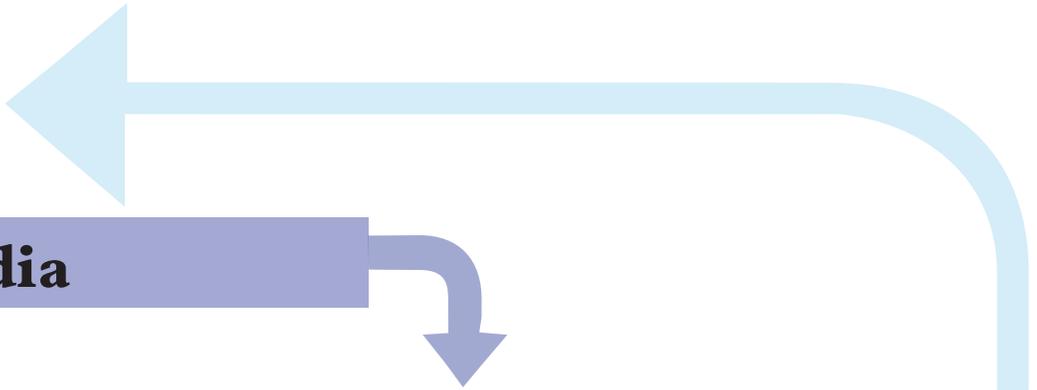
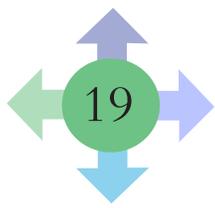
Comments

Hey!! who wants to play flag football on friday?
Mark Campbell

Capture the flag on sat. at 8pm!! Be there!!
Peter Lewin

Bowling Tonight!! 6pm meet at the CC
Jill Johnson

Ultimate frisbee, anyone interested???



Media

Strategy

Our media plan uses brief, straightforward messaging to give college students repeated contact with the **Eligo Approach**. Through our primary research, we identified on-campus media strategies as the most effective way to reach college students. Therefore, we have developed a cost-effective media plan which utilizes campuses' internal media. Once a college chooses to adopt **EligoNow**, its campus leaders gain immediate access to posters, advertisements, brochures, and radio spots that they can customize and immediately put to use on their campuses. By presenting colleges with these ready-made, time-and-cost-efficient media strategies, we believe we can increase the likelihood that college leaders will employ the strategies on their campuses.

At the core of the strategy, is the fact that most of these on-campus media touches are free or very low cost. The reach and frequency of this media plan is extensive. The tactics vary from materials we supply in the Starter Kit to public relations strategies.

Goals

- Reduce dangerous drinking on college campuses.
- Regularly expose students to brief, straightforward messages about **EligoNow.com** and the choices it offers.

Objectives

- Have 300 colleges and universities sign up to use the **Eligo Approach** in 12 months.
- Have 75% student awareness for **EligoNow.com** on participating school campuses by end of campaign.
- Have a 10% decrease of reported drinking incidents on all participating school campuses at end of the campaign.
- See 15% increase in positivity of responses to survey questions like “Drinking is a choice,” “I am responsible for my decisions,” and “There are things to do on my campus other than drink” in an end of campaign survey.
- Have 900 students apply for the Regional **EligoNow** Conferences.

Media Tactics

Campus Newspapers

Student newspapers are an inexpensive, well-read form of internal media communication on college campuses. Through **EligoApproach.com**, campus leaders can access two types of pre-designed newspaper advertisements:

- General advertisements that increase awareness of **EligoNow.com**.
- Specific advertisements that promote upcoming events on campus. Through **EligoApproach.com**, colleges will receive instructions for customizing these advertisements with the date, time, and location of their events.

The advertisements will be available in both black-and-white and color. They will be available in quarter and eighth page sizes, but we would design for other sizes upon request and make all of those ads available through the website. We anticipate that this promotion will run as public service or negotiated to be run by each school's administration in support of this program.

Media

Now You Choose... Commercial Series

The **Now you Choose...** commercial series reinforces the message of the **Eligo Approach** and builds name recognition for **EligoNow.com**. Commercials will air on Discovery, CNN, ESPN, and TNT.



[White college male is at a party where loud music is playing and is offered a beer. Male says nothing but motions no thanks and walks through a door]

Male: I choose



[The door walks onto a basketball court and a male throws a basketball to the first male.]



Together: We choose

[Both students walk through the gym door and the scenery changes to a stage with 8 other students dancing. All students walk through the auditorium door and the scenery changes to a flag football game]



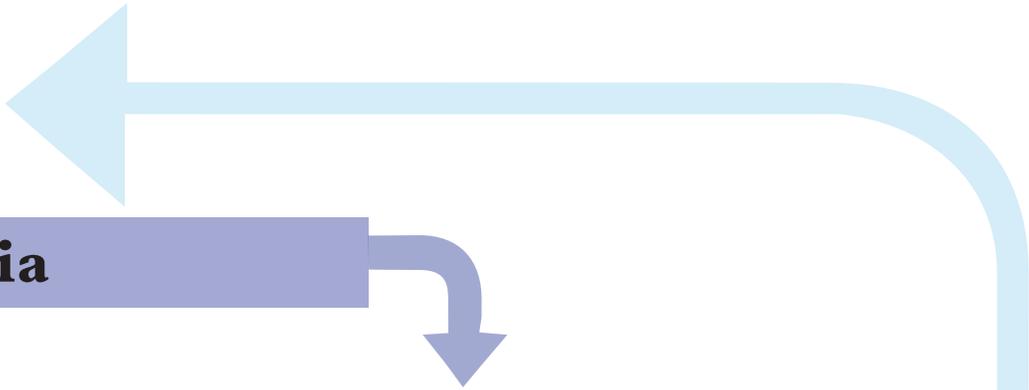
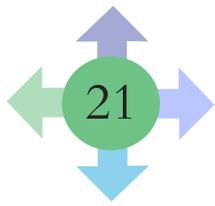
All students: We choose



Narrator: College students have the power to choose an alternative to binge drinking. **www.EligoNow.com** creates a powerful social network on college campuses for students to share their interests throughout campus. Students form groups to create a healthy alternative to binge drinking.



All students: **EligoNow.com. Now You Choose...**



Media

Campus Radio

Campus radio announcements that promote **EligoNow.com** and advertise upcoming campus events are an easy, cost-free method for reaching students who prefer auditory, rather than visual, messaging. Campus radio announcements will be 10-15 seconds long. To increase name recognition for **EligoNow.com**, leaders of college radio programs would be advised to air these spots at least once per half hour program throughout the school year (August-May).

Campus TV

Over the past five years, the amount of time college students spend watching television has been steadily rising. To reach this growing audience, College Leaders' Eligo starter kit will include a pre-recorded 15 second television spot to be aired on colleges' television stations (some have their own and many others have an access channel through their cable provider). College television stations will be encouraged to run the spot at least once per hour throughout the school year. This spot could also be shown before on-campus movies.

Local Cable Television Placement

In markets where a college has signed on to the **EligoNow** program, we plan to place television ads on networks that are watched regularly by college students. Some of the top networks would include Discovery, ESPN, TNT, and CNN. We feel this media will directly compliment the on-campus strategies and give credibility to the messages being delivered daily to students through the other strategies.

Each market buy will be negotiated separately, focusing on reaching our target audience of 18-24 year-olds. In some large metropolitan markets, where the percentage of college students is low in comparison to the total of 18-24 year-olds, we may run shorter schedules or opt not to spend the budget there. Until we know what markets we will buy, we cannot be more specific than this.

Non-Traditional Media

Campus-wide Direct Mailings (Mailbox Stuffers)

On-campus mailings allow colleges' to reach all students on their campuses in one effort. All information regarding direct mail distribution, as well as the mailings themselves, will be included in College Leaders' Eligo starter kits. The number of mailers a college receives will be determined by the size of its student population. Mailings will be designed to go out during the first week of the school year, after 30 days, and again after 60 days. Campuses will also be encouraged to use direct mail to promote on-campus events throughout the year.

The campus mailer will be 1/3 of an 8.5x11 sheet of paper.



Media

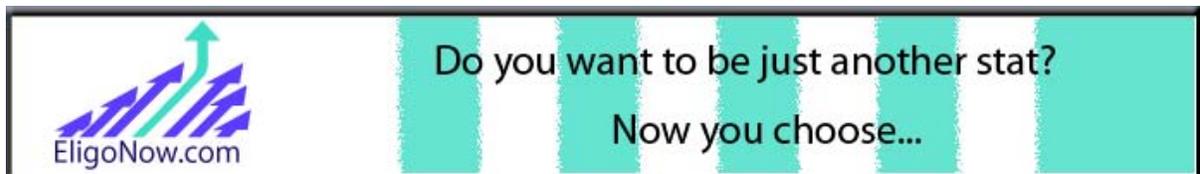


EligoNow.com Banner Advertisements

EligoNow.com would feature a series of scrolling banner ads that provide straightforward, non-accusatory facts about the dangers of binge drinking and underage alcohol consumption. The simple, fact-based advertisements would run along the top and right-hand side of **EligoNow.com**. The facts would change every 2 weeks throughout the school year. **EligoNow.com** would have:

- leaderboard ads: dimensions of 728W x 90H
- tall skyscraper ads : dimensions 160W x 600H
- short skyscraper ads: dimensions 160W x 300H

These banner ads are also included in the Starter Kit as well as on **EligoApproach.com** so that schools can run them on their own sites to create awareness and direct students to choose safe activities.



Cinema Advertisements

In 2007, the World Advertising Research Center identified cinema as the second-fastest sector of media (after the Internet). To account for this expanding interest in cinema, the Eligo starter kit includes a DVD with a 15 movie preview promoting **EligoNow.com** and healthy alternatives to binge drinking. Colleges will be encouraged to show the spot several minutes prior to the start of all movies on their campuses. The spot is also appropriate for airing on college television stations (see traditional media).

Facebook Advertising

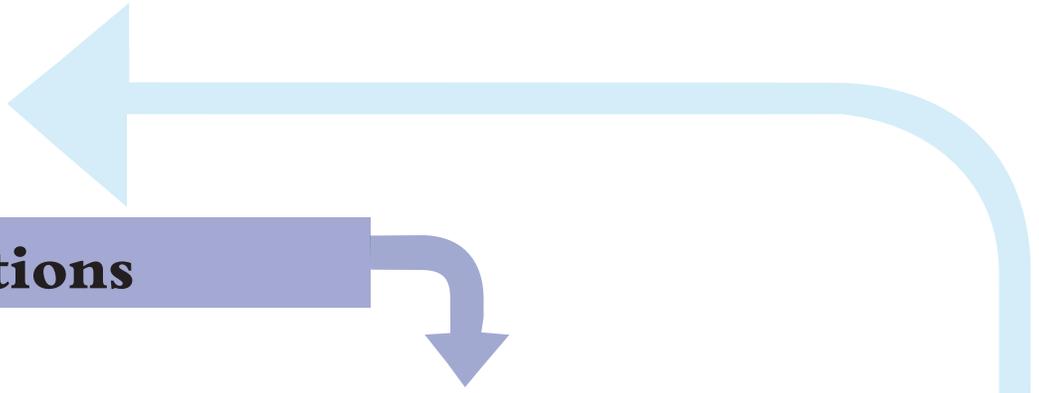
We will purchase Facebook advertising, with a target of 40 million ads. We are specifically targeting people with .edu email addresses at participating colleges with messages about **Now You Choose...** and **EligoNow.com**. We will also run Facebook ads targeting students with other .edu email addresses to deliver our positive choice messages and maybe create a grass-roots movement to have their school adopt the **EligoNow** program.

Public Relations Overview

Velocity Communications has created news press releases, radio spots, and video news releases to promote the Eligo Approach within and outside of the immediate campus community. In these promotions, the **Eligo Approach** is introduced as a revolutionary way to reduce binge drinking. We highlight the enormity of the college drinking issue and explain why anti-drinking campaigns have failed in the past. We then show how colleges are using the Eligo Approach to better suit alcohol prevention to the lives of college students.

Public Relations – Local

We plan to work with each school as they adopt the program on their local media effort. We can either work with their public relations staff, supplying them with pre-written releases to help them along, or we will send the news releases on their behalf if they prefer.



Promotions

Public Relations – National

One week after the initial mailing of the “menu” goes out to introduce the Eligo Approach our national public relations effort will be launched. The news release will feature the new solution to an old problem and discuss the concept of NowYou Choose... in affecting the behavior of college students.

In the first wave we will prioritize national media outlets including newspapers, television and radio. In addition we will target publications that focus on higher education such as the Chronicle of Higher Education and Inside Higher Ed (online). This effort is timed to develop awareness with our target audience that have received our mailing.

In our second wave we will release a produced news piece for television and make it available through AP. We will send a news release blast to all newspapers and television stations throughout the nation. We will have additional materials produced for the media and available on The Century Council’s website.

Promotions

EligoNow.com updates and add-ons

After the website has been launched, students will be able to personalize their **EligoNow.com** homepage with updates. These updates will be made every other month within the first year to introduce new ways to communicate with friends, post activities, and create an intranet through the college.

EligoNow.com Forum

Students will be able to post stories to communicate with their friends or to start discussions on fun activities or the dangers of drinking. The forum option will be introduced one month after the launch of the site.

Eligo Regional Conferences

Students who are actively using **EligoNow.com** on their campus can apply to attend one of the 6 Eligo Regional conferences. 100 students will be invited to each conference, and the conferences will take place in November. Information about the conferences will be posted on **EligoNow.com** and extensively advertised on campuses. The conferences will feature presentations from inspirational speakers and community leaders, leadership training, and opportunities for student leaders to meet students like themselves.

Eligo National Conference

Like the Eligo Regional Conferences, a select group of students (approximately 200) will be selected to participate in the Eligo National Conference, which lasts for Thursday-Saturday in mid-April. These students will have attended one of the 6 Eligo Regional Conferences. The national conference will feature a celebrity who has overcome a drinking-related issue and can speak to students about the importance of being a role model when in a leadership position.

We plan to have a current-in-the-news national speaker for the this conference and have set aside budget to help pay travel and other expenses.



Promotions

T-shirts

EligoNow.com t-shirts will be given to participating schools to distribute to students as prizes or incentives. They will have the **EligoNow.com** logo and tag line, as well as an open square that says “I choose...”. Students will be able to write in an activity in which they are involved, which appeals to students’ desire for self-expression. The t-shirt will be high quality, tag-less, 100% cotton, graphic tees.

To go along with the “**Now You Choose...**” creative concept, students will also be given the opportunity to chose their own t-shirt designs. On the **EligoNow.com** website students will be able to create their own design using pre-selected sets of graphics approved by The Century Council. These t-shirts can then be sold at cost plus \$2. This way the t-shirt cost will remain low enough for students to be interested in them, but also to generate profits to support Eligo our conferences and scholarships in the future.

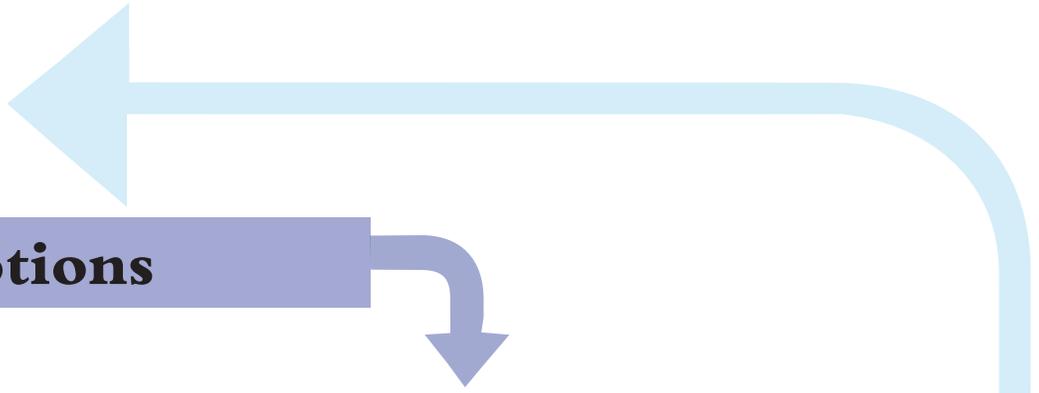
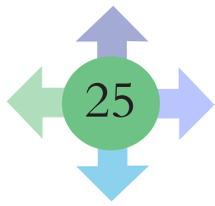


Students will also be given the chance to enter their own t-shirt designs into a competition. The Century Council will review the entries and choose the top 20 designs. Each winning student designer will receive 500 t-shirts with their design for their school’s **EligoNow** program. Each winner will also be sent a framed t-shirt with their design in it, 10 shirts for personal use, and their design will go up on the **EligoNow.com** website in the t-shirt design hall of fame.

Pizza Box Ads



A pizza box promotional tool would provide additional name recognition and create a direct touch with our target audience. For this promotional tool, we will use the same deliverable that has been designed for the mailboxes and textbook inserts. Colleges and universities will contact their local pizza places, and ask to have their promotional “slip” included on the deliveries and pick-ups using an address related to the college or university. This is another cost effective way to expose college students to the **EligoNow** logo in hopes that, in combination with other sightings, the target audience will further investigate the **EligoNow** website.



Promotions

Textbook Inserts

With students buying textbooks at least twice a year, this becomes a cost-effective way to promote **EligoNow.com**. These are supplied to the school in the Starter Kit.

Eligo Internship

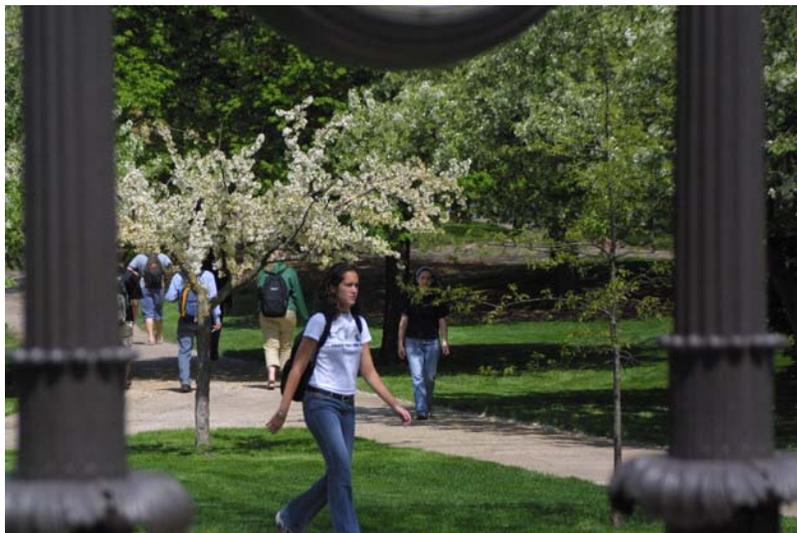
Since college students are very interested in finding jobs and gaining internship experience, describing internship opportunities with The Century Council on **EligoNow.com** will encourage students to use and explore the website. This is also where students will be directed to apply for one of two internships to help run **EligoNow** on their campus.

Commercial Competition

Students on college campuses where the **EligoNow.com** website is being used can choose to participate in a nation wide commercial competition sponsored by **EligoNow**. The competition would require students to create a fun, interesting, and creative commercial about being safe and responsible in an alcohol-related situation. As incentive for this competition, a scholarship sponsored by the The Century Council would be offered to the winners. The requirements for the scholarship is that the group must have five members including a director, writer, editor, lead actor, and supporting actor.

Promotion for the contest would include some of the Facebook ads, promotion by our **EligoNow** colleges, a link on the **EligoNow.com** website, as well as emails to all the students who are using **EligoNow.com**.

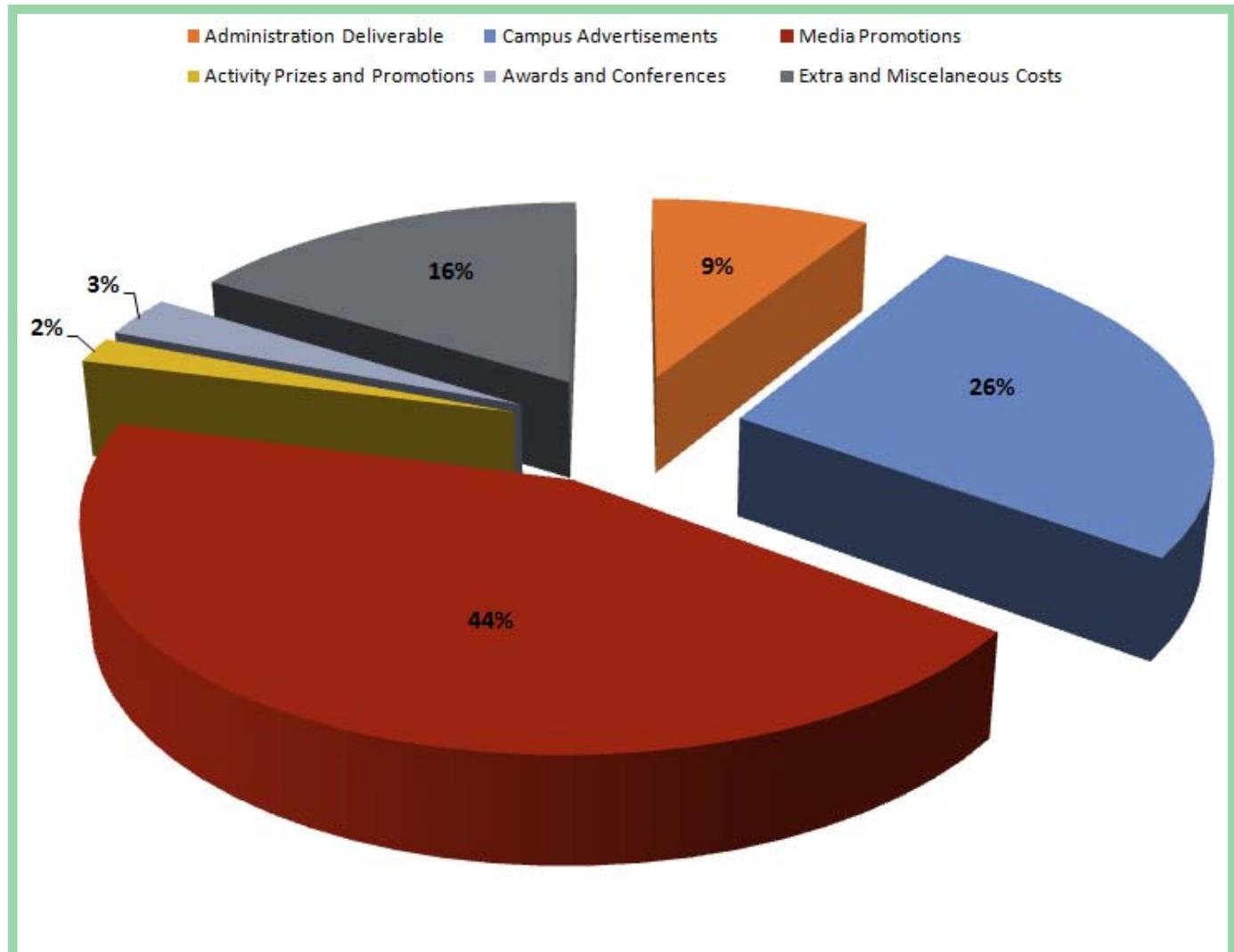
A microsite will be created for this competition, where students can find the rules and where entries will be posted. Site visitors will be able to comment on the videos and rate them on a 1 to 5 scale. The final winner will be selected by The Century Council staff and each student on the team will receive a \$5000 scholarship.



Budget

Budget					
	<u>Base Price</u>		<u>Quantity</u>		<u>Total Cost</u>
Administration Deliverable:					
Menu	\$7.00		10,000		\$70,000
College Intern Cost	\$1,200		600		\$720,000
Campus Advertisements:					
Promotional T-Shirts	\$3.50		200,000		\$700,000
Mailbox Stuffer / Textbook Inserts	\$0.012		10,000,000		\$120,000
Campus Awareness Poster	\$0.15		3,000		\$450
Academic Planner	\$3.00		500,000		\$1,500,000
Pizza Box Advertisement	\$0.15		200,000		\$30,000
Media Promotions:					
Website Launch					\$100,000
Television Commercial	\$20,000		150		\$3,000,000
Facebook Advertising	\$0.02		40,000,000		\$800,000
Scholarship					\$25,000
Local Press Releases					
Campus Newspaper Ad					
Campus Press Releases					
Campus Radio Ads					
College/University Website Ad					
EligoNow.com Ad					
Activity Prizes and Promotions:					
USB Storage Device	\$3.00		30,000		\$90,000
Travel Mug	\$2.50		30,000		\$75,000
Awards and Conferences:					
Regional Conferences	\$25,000		6		\$150,000
National Conference	\$100,000		1		\$100,000
Celebrity Flight and Accommodations			1		\$15,000
Extra and Miscellaneous Costs					
Evaluation Costs					\$200,000
Contingency Costs					\$1,000,000
Creative Costs					\$100,000
Public Relations Cost					\$20,000
Postage Cost					\$130,000
Total Cost					\$8,945,450

Budget



Budget Notes

We have brought the budget in at an amount less than was targeted by The Century Council. We have creatively used free and low cost on-campus media to achieve effective reach to our target audience. We have also allowed a substantial amount for contingency as this innovative plan may provide opportunities for promotion as the plan unfolds.

Promotions Timeline

Timeline

May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.
-----	------	------	------	-------	------	------	------	------	------	------	------

Administration Deliverable	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.
Menu	Yellow											
College Intern Cost			Orange									

Campus Advertisements	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.
Promotional T-Shirts			Light Green	Light Green								
Mailbox Stuffer / Textbook Inserts			Bright Green	Bright Green	Bright Green	Bright Green						
Campus Awareness Poster			Medium Green	Medium Green								
Academic Planner			Dark Green	Dark Green	Dark Green	Dark Green	Dark Green	Dark Green	Dark Green	Dark Green	Dark Green	Dark Green
Pizza Box Advertisement			Dark Green	Dark Green	Dark Green	Dark Green	Dark Green	Dark Green	Dark Green	Dark Green	Dark Green	Dark Green
T-shirt Contest Winner Chosen									Dark Green	Dark Green		

Media Promotions	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.
Website Launch			Pink									
Television Commercial			Pink									
Facebook Advertising			Pink									
Local Press Releases			Red									
Campus Newspaper Ad			Purple									
Campus Press Releases			Cyan									
Campus Radio Ads			Light Blue									
College/University Website Ad			Blue									
EligoNow.com Ad			Dark Blue									
Website Banners			Dark Blue									

Activity Prizes and Promotions	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.
USB Storage Device			Light Red	Light Red								
Travel Mug			Red	Red								

Awards and Conferences	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.
Regional Conferences										Purple	Purple	Purple
National Conference											Purple	Purple



Campaign Summary & Evaluation



Conclusion

Velocity Communications has extensively researched and thoroughly examined the target market that The Century Council has geared their objectives toward. We feel that the marketing campaign we have presented effectively addresses this target market and its situation by gearing action towards social media, utilizing cost-effective campus promotions, and engaging in deliverables that directly reach our target market. We have also included the vital secondary audience as a key part in this campaign. Our secondary audience, the administration, holds the key to a successful marketing campaign. Velocity Communications has effectively balanced the campaign in order for both administrator and students to gain familiarity and excitement about the ability to choose non-alcohol related activities.

The Century Council has prided itself with the ability to make a direct impact on lowering the risks of binge drinking. Schools that implement a portion, or the entire **EligoNow** program, will achieve the reduction of binge drinking among the target audience of 18-24 year-olds. Velocity Communications will help The Century Council achieve their goals in reducing dangerous drinking on college campuses, and regularly exposing students to alternatives that are available beyond drinking. The marketing campaign, as presented by Velocity Communications, effectively and efficiently reaches these goals.

This 12 month campaign is simply a start to a long-term strategy to reduce dangerous drinking on campuses across the United States. To ensure the success of the program, The Century Council needs to be aware that this is a long-term commitment to support **Eligo Approach** and **EligoNow.com**. The commitment to future years will include bringing in more schools as they see the success of campuses that are already using the program. That is what makes this plan special; it is not simply a one year plan, but a long term solution.

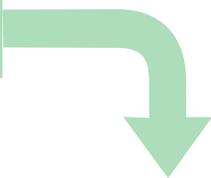
Evaluation

- Assess the number of schools that have signed up at the end of the 12 month campaign to determine if we have 300 colleges and universities sign up to use the **Eligo Approach**.
- We will send surveys to students at the participating schools to determine if we have achieved 75% student awareness for **EligoNow.com**. We will also test to see if we achieve a 15% increase in positivity of responses to survey questions like “Drinking is a choice,” “I am responsible for my decisions,” and “There are things to do on my campus other than drink.”
- Request statistics from participating schools about reported drinking incidents since the implementation of the **EligoNow** campaign.
- Evaluate the number of applicants and attendants at the Regional and National **EligoNow** Conferences.



EligoNow.com Now You Choose...

Meet the Team



Velocity Communications

Executive Director	Michelle Neptune
Executive Assistants	Colleen LeMaire, Kelly Morgan
Research	Drew Bogen, Chris Hedlin, Kim Hedlin, Ana Mullin, Michelle Neptune, Andy Senger, Tiffany Stott
Promotions	Drew Bogren, Pat Caragher, Chris Hedlin, Kim Hedlin, Ana Mullin, Michelle Neptune, Andy Senger, Tiffany Stott
Creative Director	Ana Mullin
Creative	Drew Bogren, Kelly Morgan, Michelle Neptune, Jake Seguino, Tiffany Stott
Sketch Artist	Amy Herzel
Lead Writers	Chris Hedlin, Kim Hedlin
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