Through our research CHI learned that the final communication plan having a brand ambassador would have been helpful, and lent authenticity. Creating content that resonated with the audience and that provided health-related information could not be achieved without valuable feedback.

Impressions and click-through rates from digital and social advertisements and campaign landing page site traffic were monitored. While Instagram was rated as the second most used social media platform, Facebook and Instagram were the most used channels, and Snapchat and YouTube were reportedly used by younger adults. YouTubers who engage in healthy lifestyles, healthy activities and the personal reasons for avoiding excessive consumption of alcohol.

Two phases of focus groups were conducted to understand the ways in which young adults are consuming alcohol and to assess social marketing campaigns that provide alcohol consumption-related information. This was done in order to help develop evidence-based messages and identify the goals and strategies needed for social marketing campaigns.

COUNTRY CONTEXTS

The focus group participants are a nationally representative sample that depicts healthy lifestyle, health-related activities, and the personal reasons for avoiding excessive consumption of alcohol.

KEYWORDS

Social marketing, social networking, alcohol use, excessive alcohol consumption, young adults, binge drinking, New Hampshire Department of Health and Human Services.

PREVIEW BACKGROUND

In 2018, JSI conducted a media landscape assessment in August to understand the opportunity for harm-reduction campaigns in the New Hampshire (NH) market. A total of 82 radio stations were surveyed, representing 96% of the state’s audience on adult listening. 36% of stations included alcohol content in their programming, which is in line with the national average. However, overall programming was not consistent, with health-focused content being the most common.

Facebook and Instagram were the most used social media platforms; their use increased from 52% in 2017 to 64% in 2018. Facebook, Instagram, and Snapchat are the most popular among young adults. While Snapchat is the most popular social media platform for 18-24 year-olds, Instagram is the most popular among 25-34 year-olds.

The campaign, “Binge-Free 603: What’s Your Reason?” utilizes positive messages espousing values consistent with this group and the guiding theoretical framework. The campaign message is intended to appeal to this population more.

This campaign could be tailored to appeal to this population more. Testing the final campaign message – it may not resonate with them. Testing the final campaign message – it may not resonate with them. Testing the final campaign message – it may not resonate with them. Testing the final campaign message – it may not resonate with them.

COUNTRY CONTEXTS

The focus group participants are a nationally representative sample that depicts healthy lifestyle, health-related activities, and the personal reasons for avoiding excessive consumption of alcohol.

MARKET DESCRIPTION

Young adult males (18-24) are the most engaged on social media, with a high level of interest in Facebook and Instagram. In 2018, Facebook and Instagram were the most used channels, and Snapchat and YouTube were reportedly used by younger adults. Younger adults are more likely to use social media than older adults.

MARKET DESCRIPTION

Young adult males (18-24) are the most engaged on social media, with a high level of interest in Facebook and Instagram. In 2018, Facebook and Instagram were the most used channels, and Snapchat and YouTube were reportedly used by younger adults. Younger adults are more likely to use social media than older adults.

MARKET DESCRIPTION

Young adult males (18-24) are the most engaged on social media, with a high level of interest in Facebook and Instagram. In 2018, Facebook and Instagram were the most used channels, and Snapchat and YouTube were reportedly used by younger adults. Younger adults are more likely to use social media than older adults.

MARKET DESCRIPTION

Young adult males (18-24) are the most engaged on social media, with a high level of interest in Facebook and Instagram. In 2018, Facebook and Instagram were the most used channels, and Snapchat and YouTube were reportedly used by younger adults. Younger adults are more likely to use social media than older adults.