

// No one can reach out to young people more effectively than other young people can... //

- Ralph S. Blackman, President & CEO of The Century Council

campaign

had enough campaign executive summary

The college binge drinking epidemic has proven to be one of the nation's most difficult challenges to address and control. The world's greatest communicators have invested years of time and over \$1 Billion in the fight against college alcohol abuse, but have made little impact on the alarmingly high binge drinking rates on America's collegiate population.

Pace University-New York's Beyond Advertising team has identified three binge drinking archetypes to account for the complex psyche of our target and 80% of all drinking occasions. Our campaign has tapped into a resource that resonates with all three archetypes and has yet to be effectively leveraged: the powerful influence of a friend.

The friend of a binge drinker has the ability to express frustrations, display emotions and speak up to make a difference by telling a friend when he or she has had enough. The **Had Enough** campaign empowers friends of binge drinkers to creatively express themselves while encouraging binge drinkers to recognize their limits and protect their relationships. Through an intimate portrayal of personal confessions, college students will relate to the pure emotion and raw frustration conveyed in our messages delivered by their friends who have "had enough."

Resources are limited, therefore we have developed a campus allocation strategy that considers critical factors contributing to a campus' binge drinking environment. We will allocate resources linked to the degree a campus is at risk. Our media, promotion and IMC initiatives are all tightly integrated. By bringing interactive Had Enough campaign elements directly to our target we encourage student involvement and minimize media waste. Featured events are streamed nationwide so students everywhere can be engaged in this important national conversation. Beyond Advertising also provides all colleges with an online support and distribution center, the Had Enough Campaign Portal. The Portal offers personalized opt-in packages for purchase that combine effective on-campus media to further enhance the campaign messages on a local level. This will extend the reach of the campaign.

The challenge is great, but through the words of a friend, a valuable message can be learned: the answers to our problems cannot be found at the bottom of a bottle.



table of contents

Executive Summary	1
What We Believe	2
Account Planning	3-8
Creative	9-15
Campaign Launch	16
Public Relations	17
Classification Model	18
IMC & Media	19-26
Campaign Portal	27-28
Flowchart and Budget	29
Measurements	30
Future Recommendations	31
Acknowledgements	32

what we believe: beyond advertising

{ A note to students from the people
who know them best – their peers }

classmate girlfriend roommate
dear neighbor best friend
boyfriend student

Binge drinking is not a simple numeric formula. It can't be measured in drinks or ounces and it doesn't mean the same thing to every person. Being in college is one of the best experiences, but sometimes the negative effects of drinking can take the fun out of it.

We can say this, because we are 28 students who are living the same life as you. We're at the bars, the football games and the parties too. We know what it feels like being around someone who has had too much to drink.

You see, the only real difference is that we have actually been handed the problem on a piece of paper and told to solve it. That's what made us recognize now what we had not seen before – a part of college culture that never seems to change. **A part that has led us to say that we have had enough.**

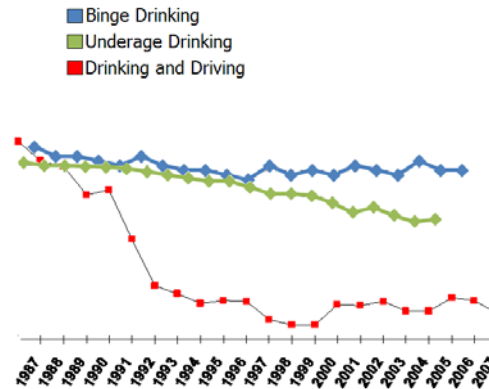
a note to the client

Beyond Advertising is privileged to work on this controversial and complex issue for The Century Council. The pivotal moment for our team, the "a-ha" moment, reached far beyond the buzz of media tools and electronic interactivity. In our efforts to create a campaign to change the drinking landscape, we have discovered the most powerful mover of audiences anywhere – the power of friends to influence each other.

a broader target definition is needed: campaign research

Alcohol Abuse Campaigns have not Connected with College Students

Over **\$1 billion** has been spent combating alcohol abuse since 1987 by an army of the world's leading ad agencies, non-profits and government agencies. Nonetheless, **drinking rates on college campuses have remained consistent**. Over 40% of college students are categorized as binge drinkers. Our research indicates that only 18% of students feel traditional marketing campaigns have influenced their attitudes toward alcohol.



College drinking rates remain relatively unchanged.²

The Untapped Resource: Friends of the Binge Drinker

Students are **239 times** more likely to see an alcohol advertisement than an anti-drinking PSA.¹ The Century Council must bring an innovative approach to combat the overexposure of pro-alcohol messages among college students, and because of this, we cannot limit our focus to the binge drinker.

Our analysis acknowledges the many complexities in the way American college students consume alcohol. There is, however, a beacon of hope – the presence and influence of the binge drinker's friends. Our research indicates that 66% of binge drinkers would listen to a friend when confronted about their behavior. The Century Council has a unique opportunity to foster a new dialogue by **empowering** friends to make a difference by speaking up when they have **had enough**. By including friends, we will broaden the target and surround the binge drinker with messages of self-control.

beyond advertising research

Our primary research is based on **7 focus groups**, **3 quantitative studies with 500 Pace University students**, **100 in-depth interviews with college students across the country** and **9 expert interviews**. We utilized secondary information from leading sources, such as Simmons and MRI. We have also evaluated the efforts of the world's leading agencies and non-profit organizations, including:



Our campaign will focus on 18-22 year olds attending **four-year, full-time, traditional colleges and universities**.

- These schools have the highest binge drinking rates.
- They are regarded as trendsetting campuses.
- Full-time students at four-year colleges account for 82% of the time spent on campus for all the colleges in the United States. Part-time students and students at community colleges are not as engaged in the on-campus drinking culture.
- Full-time, traditional students are more easily reached by traditional and place-based on-campus media.



¹ The Center on Alcohol, Marketing, and Youth (2007).

² Sociology Department, State University of New York, Potsdam, NY.

binge drinkers will respond to their friends: target market research

College students are concerned with how their friends see them – especially while drinking. Our research revealed that friends are willing to take the risk of confrontation to help a friend who has had too much to drink.

Definition of Binge Drinking: Target does not Define Binge Drinking with Numbers of Drinks or Ounces

- Most students do not realize when they are binge drinking – they associate it with a consequence.
- Our research identified hangovers, arguments and “blacking out” as the most common definitions of binge drinking.

Our Target has a Social Dependence on Drinking

- Every focus group respondent talked about **friends** when asked what factors could contribute to ruining a night out because of drinking.
- More than 2/3 of students reported feeling uncomfortable without a drink if their friends are drinking.

“I see people hesitating to stop their friends from drinking too much. We intervene when it’s too late.”

-Kim, 21
Pace U senior

FRIENDS SET THE TONE, BUT DON’T YET SPEAK UP

I usually drink when I go out with my friends.

% Agree **85%**

During college, a situation involving a friend's drinking has caused me to harbor negative feelings.

At least once **51%**

Several times **18%**

“I don’t see how you couldn’t use friends as a primary target to reduce binge drinking. They are among the most influential people in the binge drinker’s life.”

-Joseph J. Palamar
Prevention Science Expert
NYU Child Study Center

SOCIAL JUDGMENTS AFFECT THE DRINKING CLIMATE

I have been in a situation that has made me view a friend negatively while drinking.

% Agree **73%**

I would stop drinking if a friend told me I had enough to drink.

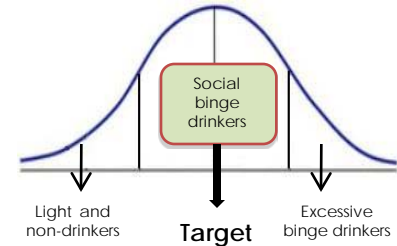
% Agree **66%**

I would tell a friend they’ve had enough to drink if I thought my advice was welcome.

% Agree **89%**

Our primary research indicates the friend of a binge drinker may also be drinking, but exercises better control. Drinkers’ peers need to be encouraged to be their impaired friends’ judgment.

our target segment



- Social binge drinkers represent the core of our target. They comprise more than 70% of binge drinkers and, unlike excessive binge drinkers, they are more likely to respond to marketing tactics.
- The power of targeting friends is revealed in The Ad Council’s Drunk Driving Prevention campaign, which empowered **68%** of Americans to **speak up** and prevent drunk driving.

“Most people who binge drink are in denial and are not capable of seeing their own behavior as harmful.”

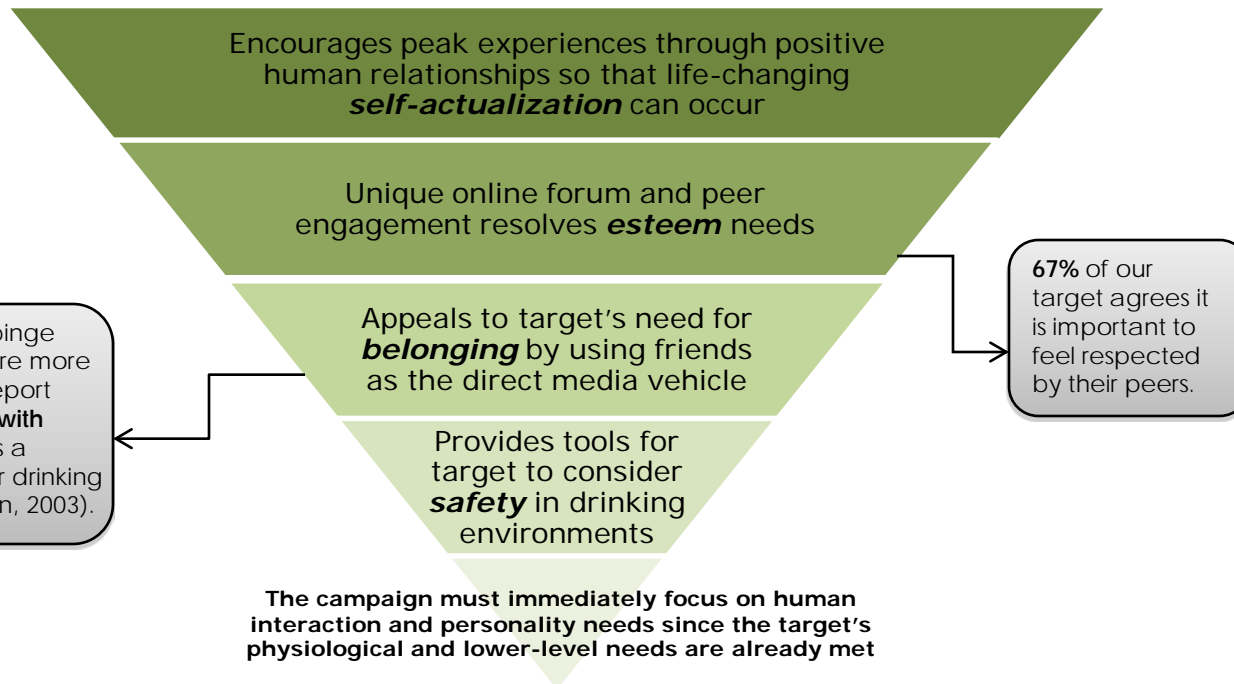
-Dolores Conroy
R.C.S.W.
Psychotherapist



students care more about image than health: psychological findings

Our research draws upon key findings in psychological literature, all pointing to the target's social needs. This research points to the need to surpass traditional public service marketing by providing students with the **empowerment to change a life** – as well as the subsequent tools to encourage safe alcohol choices.

Beyond Advertising's adaptation of Maslow's Need Satisfaction Hierarchy™



Cooley's theory of the "looking-glass self" reveals that a person's self-image is based on the perception of how others see them. Social pressures most often determine the amount of alcohol most college students drink per occasion. Our research indicates that 57% of the target believes that the amount of alcohol they consume is based on the number of drinks their friends consume.

key observations

- College students feel they are **invincible**, as explained by Witte's Defense Avoidance theory. Therefore fear campaigns cannot offset the target's feelings of invincibility.

- A recent survey of 15 scientific studies showed traditional social marketing messages with authoritative language can have an adverse affect on the audience (Pechmann and Slater, 2005).

- College binge drinkers regard self-actualization as well as social and academic achievement as important as their non-drinking peers.

Appealing to young adults' self-actualizing values could impact their consumption behavior (Shim & Maggs, 2005).

not all binge drinkers are alike: binge drinker archetypes

Through Research We Have Identified Three Major Drinking Archetypes

- In-depth interviews revealed that one's attitude toward drinking and experience with alcohol are the best predictors of drinking habits.
- To be relevant to students, the campaign must resonate with at least one of these three Binge Drinker Archetypes. We must leverage a key shared attribute to effectively connect with our target.
- Segmentation of the target based on attitudes and behavior identified the three dominant Binge Drinker Archetypes that account for more than 80% of binge drinking occasions.

Archetype 1: New Environment Drinkers	Archetype 2: Stress Relief Drinkers	Archetype 3: Perpetual Party Drinkers
<i>New freshmen, transfer students and others seeking new social connections and drink to fit in</i>	<i>Students who drink to relieve stresses from relationships, school or work responsibilities</i>	<i>Students who embrace college drinking culture and celebrate it at every opportunity</i>
"They are more likely to change their routine and habits for others."	"They have established friendships and experience with alcohol."	"They love the feeling of alcohol and use it everywhere – parties, games, concerts, holidays – you name it."
I drink to calm down: 40% agree	74% agree	52% agree
I am uncomfortable in new situations: 64% agree	43% agree	51% agree
Drinking makes me more comfortable in social settings: 51% agree	42% agree	75% agree
Have been in a situation that has caused them to view a friend or a peer negatively as a result of their drinking behavior: 71% agree	75% agree	73% agree
Would listen and stop drinking if a friend told them they've had enough to drink: 64% agree	63% agree	60% agree

binge drinker archetypes share a common attribute: they are influenced by friends



Jamie Parsons

Year: Sophomore transfer
School: UCLA
Goal: To relax while meeting new people
Habit: Drinks to calm nerves, but doesn't know her limit
Friends Say: "Jamie says some pretty hurtful things when she is drunk."



Brian Flanagan

Year: Freshman
School: Ohio State U
Goal: To build new friendships
Habit: Alcohol intake depends on how much his new friends from debate team drink
Friends Say: "He drinks to fit in, but he's really standing out."



Tony DeSeio

Year: Junior
School: UT-Austin
Goal: To forget about work and relationship problems
Habit: Frequently goes to happy hour after his internship
Friends Say: "When he has a bad day, it's all about him. He just wants to go get drunk."



Adria Waters

Year: Senior
School: Pace University
Goal: To escape responsibilities
Habit: Puts off work 'till the last minute.
Friends Say: "Adria only drinks when she has personal problems."



Mark Alcott

Year: Junior
School: UNC-Chapel Hill
Goal: Simply to get intoxicated
Habit: Turns every event into an opportunity to "pregame"
Friends Say: "Mark can only have fun when he's drunk. And when he is, he's not being himself."



Stacey Bonilla

Year: Freshman
School: U of Arizona
Goal: To make the most of her college experience
Habit: Has no concern for how much she drinks at Greek parties
Friends Say: "She uses drinking as an excuse for all the arguments she doesn't remember."



Key Shared Attribute:
Friends have a powerful role in the way they drink.

93% of survey respondents can identify with at least one of the three Binge Drinker Archetypes.

creative strategy brief

Key Insight

Friends are the dominant force in the life of a binge drinker, but are an untapped resource in the fight to reduce dangerous drinking behavior on college campuses. Although students say they feel comfortable talking to their friends about drinking habits, they usually do not speak up out of fear that their advice will not be welcome. At the point of intoxication, only a friend has the level of consciousness that can save the binge drinker from alcohol abuse. Friends need to feel empowered to speak up and to take the place of the binge drinker's impaired judgment.

Key Message/Call to Action

Speak up and stop your friend from having too much to drink and possibly harming their reputation and relationships.

Support/Reason to Believe

The need for acceptance among friends is a vital part of college life; over 80% of college drinkers said they would reduce their alcohol consumption if confronted by a friend. By engaging like-minded friends, the message to the binge drinker becomes customized and personal. This campaign will spark an important conversation between peers. Friends will join the campaign's groundswell to fulfill their own esteem and self-actualization goals. Although the campaign does not outwardly address the dangerous physical consequences associated with binge drinking, the focus on social themes will create the largest reach in preventing dangerous drinking behavior.

Tone

Serious, emotional, practical, caring.

Our Organizing Idea

We will organize our executions around a YouTube-style video letter of students expressing their frustrations and concerns about the drinking habits of someone with whom they have a personal relationship. Through the use of carefully chosen characters for our campaign, we will reach a large variety of students by portraying their relevant characteristics. These confessions, from both participating students and our campaign's characters, will fuel a viral program and be uploaded and expanded onto our interactive website community (www.HadEnough.com). The campaign will allow students to see the damage binge drinking can cause to those closest to them, to their social image and to finally hear their friends' side of the night – a side they don't typically see.

Tagline

Be there for your friend. Speak up and tell them when they've had enough to drink. Go to www.HadEnough.com

unifying needs

Our campaign will encourage students on all ends of the spectrum to contribute to the **first national support forum** of its kind for college students addressing a wide range of binge drinking consequences.

creative execution

Our executions show students in common campus settings. Students will address the camera and as the spot unfolds, the narrative will move from one student to the next with each student completing the sentence of the former. Each of the three video spots will focus on one of the distinct archetypes. Friends of the binge drinker will convey variations of strong concern, anguish and disappointment; all will portray that they "have had enough." Throughout the video spots, music will play in the background, but will reach a crescendo at the very end to give it energy and intensity.



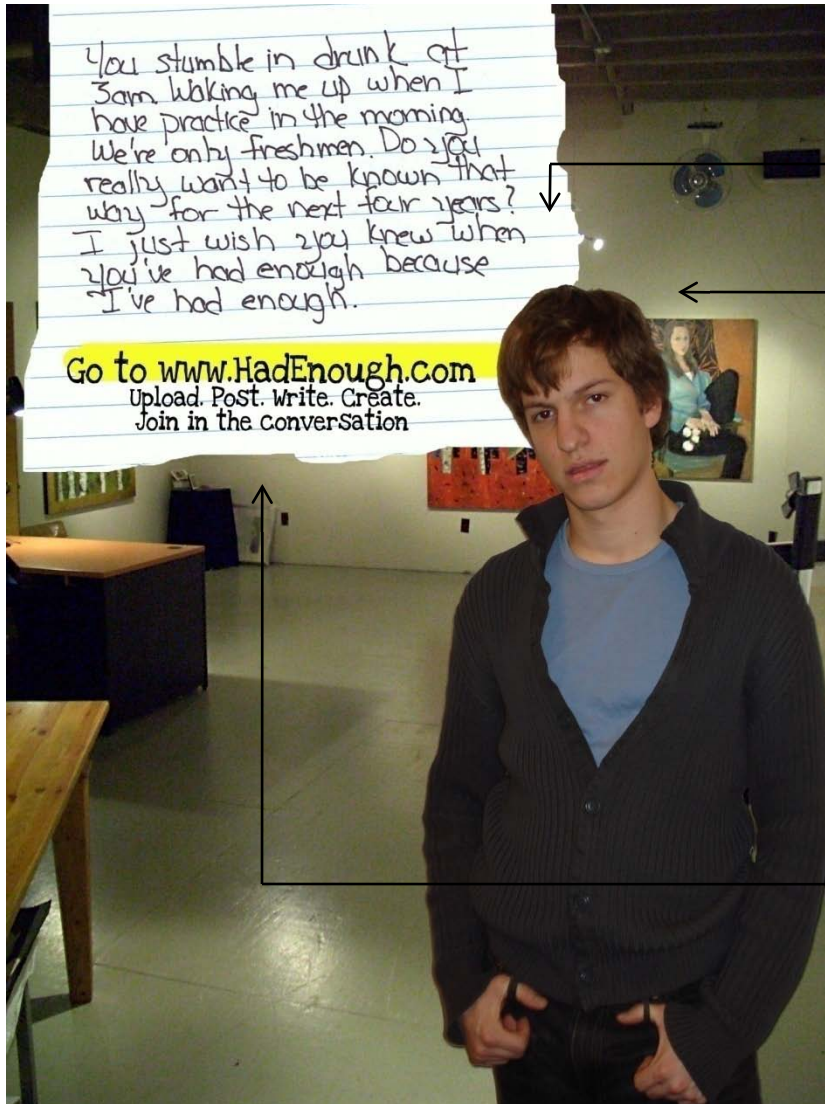
creative executions: print ad (new environment drinker)

design rationale

Our print ads portray a friend expressing feelings about different situations that college students experience due to a friend's excessive drinking. Each situation described connects with one of the three archetypes identified for our campaign and communicates the necessary message to curb binge drinking habits. The hand-written notes correlate with the expressive appeal of creating Post Secret cards that are incorporated in our campaign. Students are accustomed to this form of self-expression.

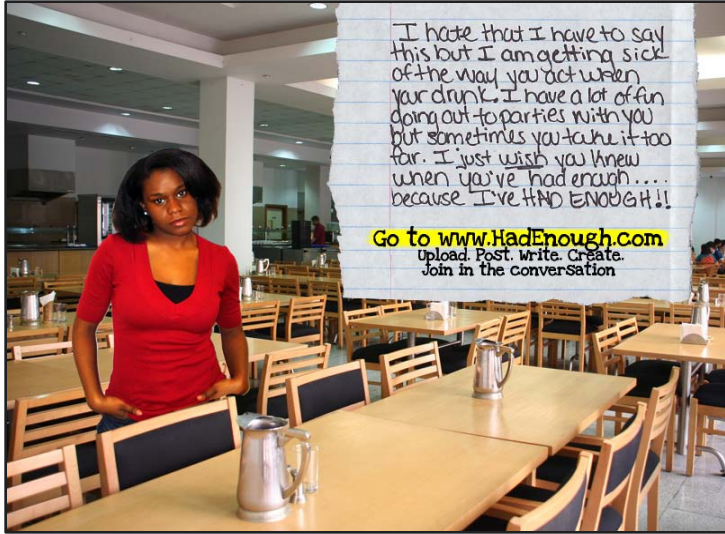
Our print ads will show the students from our video executions in campus environments that correspond to their personality and that are relevant to our target. We will use backgrounds such as cafeterias, sports venues, classrooms and outdoor common areas on campus to make the ads more relevant to the diverse schools in our target. The students in the ads will similarly portray varied ethnicities and reflect the personal styles and backgrounds of our target audience.

The website address (www.HadEnough.com) will be highlighted on each print ad to direct our target to the campaign website. Visitors to our website will be able to express their own feelings and help a friend who is affected by overconsumption of alcohol.

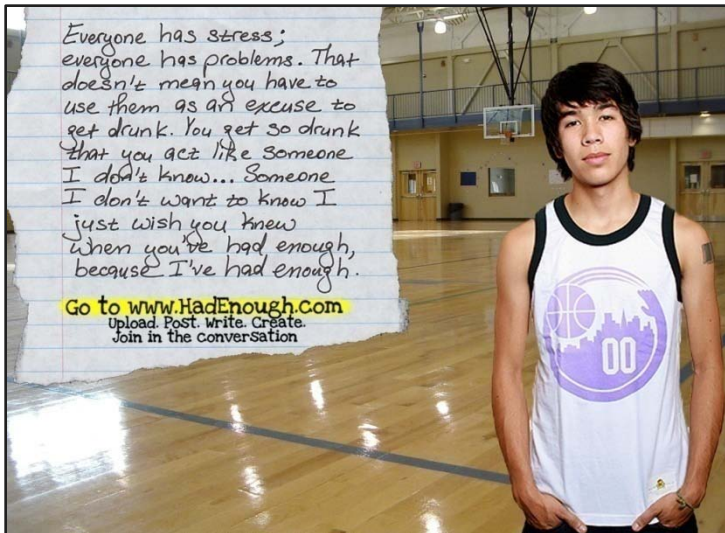


print ads and place-based
on campus media

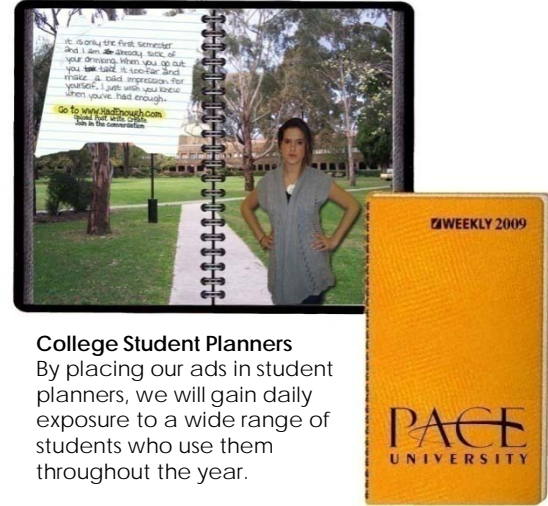
perpetual party drinker



stress-relief drinker



Our other creative executions will show students in different surroundings around campus that reflect student life. Our concepts can be changed to show other situations such as sporting events, frat houses, dorms, classrooms and many other places that would make our ads more targeted to specific types of students and different college environments.



College Student Planners

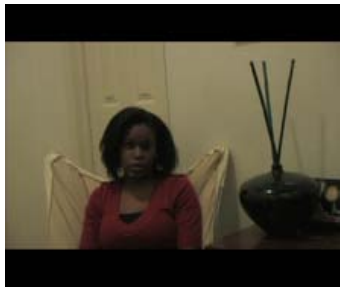
By placing our ads in student planners, we will gain daily exposure to a wide range of students who use them throughout the year.



Campus Elevator Wraps

Elevators with images of our print ads will captivate students' attention around campus. We will reach our target audience every day at high priority schools by advertising in high traffic areas where elevators are used frequently. The elevator wraps will be subsidized by colleges who wish to make a bigger investment in efforts to arrest binge drinking on campus.

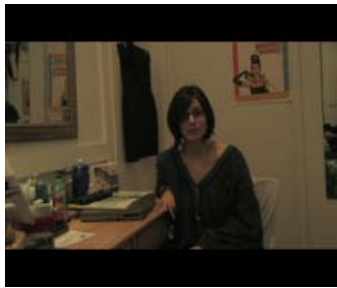
video one: perpetual party drinker :30



Dear boyfriend who's acting like a total jerk.



Dear friend who just doesn't know when to stop.



Dear roommate who's drinking is getting out of control.



I hate that I have to say this.



But I am getting sick of the way you act when you're drunk.



I have a lot of fun going out to parties with you.



But sometimes you take it too far.



Do you think I like taking care of you when you drink too much?



Or leaving early to take you home?



I'm tired of making excuses for you.



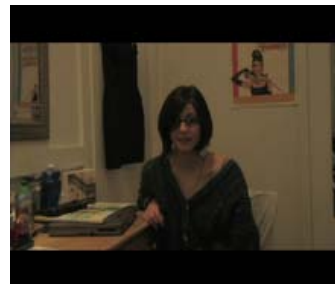
I just wish you knew when you've had enough to drink.



Because I've had enough!



Because I've had enough!



Because I've had enough!



VO: Be there for your friend. Speak up and tell them when they've had enough to drink. Go to www.HadEnough.com

video two: new environment drinker :30



Dear girlfriend who doesn't know when to stop drinking.



Dear friend who says mean things to me when she's drunk.



Dear friend who isn't really acting like a friend at all.



It is only the first semester and I am already sick of your drinking.



You stumble in drunk at 3 am.



Waking me up, when I have practice in the morning!



When you go out you drink a lot and you take it too far.



We're only freshmen.



Do you want to be known this way for the next four years?



I just wish you knew when you've had enough.



Because I've had enough!



Because I've had enough!



Because I've had enough!



VO: Be there for your friend. Speak up and tell them when they've had enough to drink. Go to www.HadEnough.com

creative executions: banner ads

Banner ads will be placed on various websites directing users to the campaign website.

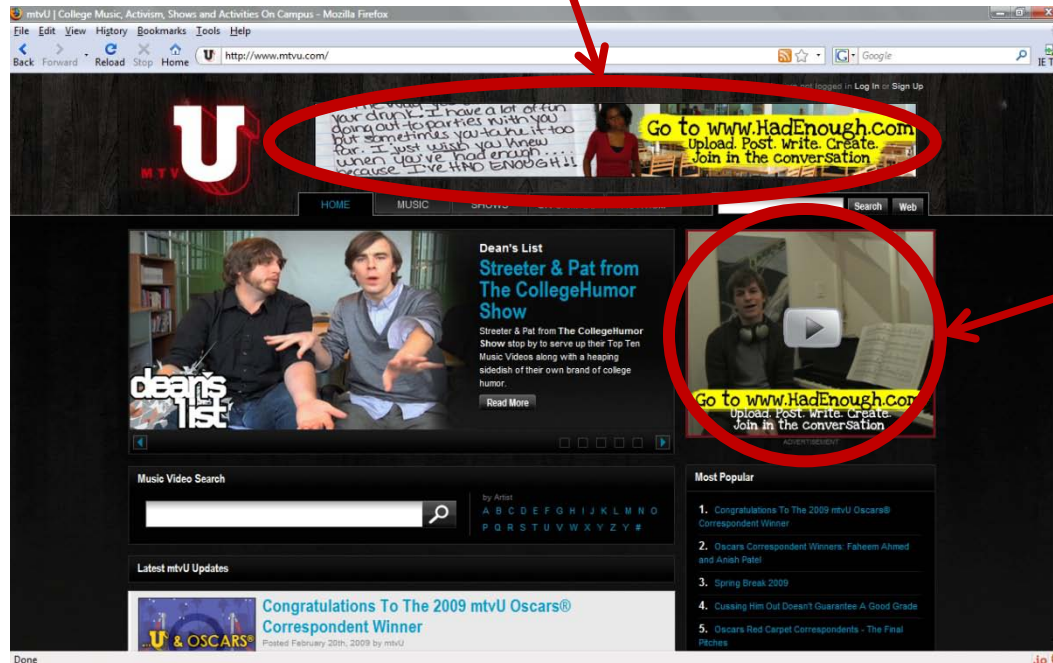
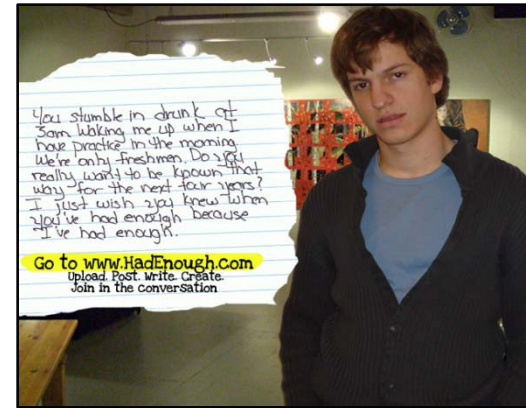
Horizontal Banner Ads

Users will be directed to HadEnough.com by clicking on the animated horizontal banner advertisement.



Rotating Flash Ad

Different ads featuring the three drinker archetypes will be presented in a loop utilizing Macromedia flash.

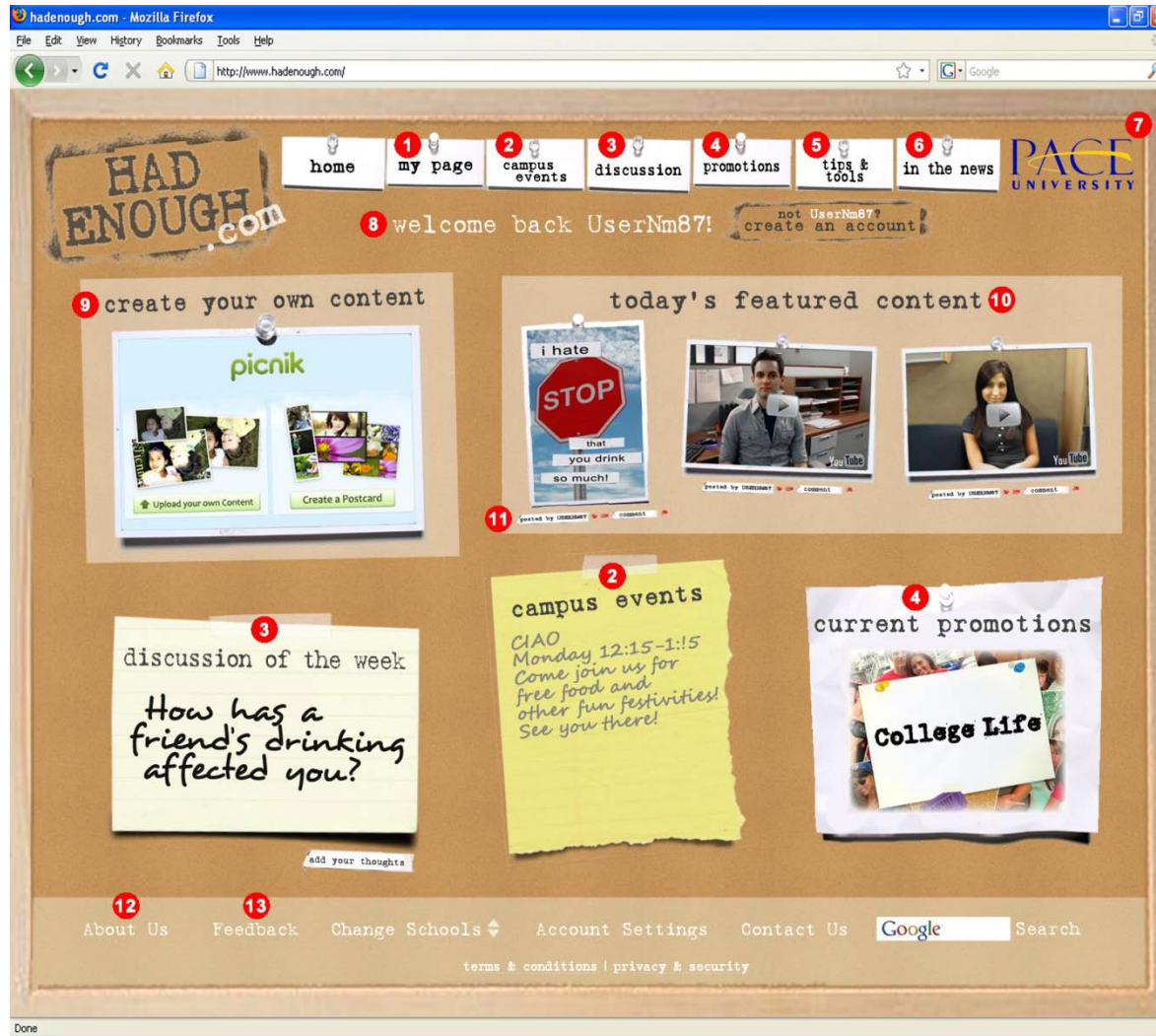


Video Advertisement

These are an interactive way to grab viewers' attention and spark interest in HadEnough.com. Clicking on the video takes them directly to the site.



website: overview



(11) Videos and postcards can be commented on, shared with friends and saved as a favorite post. Inappropriate content can be “flagged.” This signals site administrators that content may be offensive and should be reviewed for removal. In addition to the existing built-in screening and filtering system, this added level of user-moderation will insure that users are protected.

(12) ‘About Us’ gives the user information about the campaign and about The Century Council. The page also showcases commercials and advertisements that were used in the campaign, as well as information about how to help in the fight against binge drinking.

(1) ‘My Page’ is where the user’s favorite videos, postcards and their own uploads are featured. This page has a platform which allows users to post new content, as well as keep in touch and exchange conversation with other users.

(2) ‘Campus Events’ has activities featured by various organizations around campus to give students alcohol-free options for fun activities and includes photos and user comments about past events.

(3) The ‘Discussion’ page has a discussion board which features thought provoking discussions of the week’s questions, encourages open conversation between students and gives them a place to connect on a personal level.

(4) ‘Current Promotions’ is a rotating feature of campaign promotions taking place on each campus. Clicking the photo takes you to the promotions and partnerships page.

(5) ‘Tips & Tools’ contains information about binge drinking and its dangers as well as: (a) helpful tips on how to talk to friends about drinking; (b) information and links to help lines and crisis centers; and (c) information about their school’s counseling center’s services.

(6) ‘In the News’ contains news articles relating to binge drinking and provides students with information about binge drinking and real world examples of its dangers.

(7) Each school has a **personalized homepage** that features unique users and information geared towards that school.

(8) Users will be **anonymous** in order to minimize conflict and encourage open conversations. Students can register with their school email or select their school from a menu to view content that is specifically catered to their campus.

(9) ‘Create your own Content’ utilizes Picnik which allows users to upload and edit their own creations or create new content instantly, making use of existing Picnik components such as photo editing features and adding text and graphics.

(10) ‘Today’s Featured Content’ from users will be displayed on the main page of the website.

(13) ‘Feedback’ provides technical support for the site and its features. Users are provided with an email widget in this area of the site to send in their questions or comments about the site and the campaign.

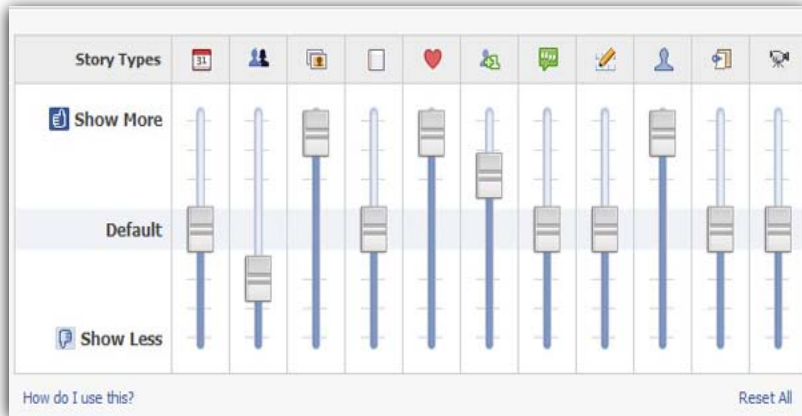
website: continued

Security

To provide the highest level of security for users, we are implementing a multi-level security system.

First, users will be able to “flag” content they find offensive or that violates posting policies. Flagging signals to the administrator that the post may be offensive and the user who posted the content should be monitored. If a user’s posts are flagged multiple times, the user will lose HadEnough.com posting privileges. Secondly, we will utilize pre-existing filtering features, used by sites such as YouTube, to screen all video posts uploaded to our site. Lastly, we will have a layer of keyword blocking which automatically screens all posts and comments for inappropriate language.

We will also be implementing a customization and filtering feature similar to that of Facebook (see image below). When members create their user page, they will be able to select security preferences by adjusting the scale coinciding with various features (i.e., more videos or less postcards). This creates a higher level of control for the user, allowing them to customize what will and will not be seen on their user page. Additionally, these settings allow specific users to be blocked from viewing their posts.



flag button

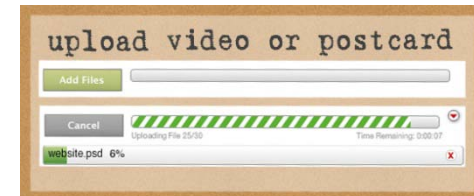
Viewing HadEnough.com

Registered users have the ability to post content. Unregistered visitors, who may not want to create an account, will still be able to browse HadEnough.com. Unregistered users will be prompted to create a log-in and contribute to the site.



Mobile Site

A mobile version of HadEnough.com will be accessible through Internet-capable cell phones. Users will be able to upload photos, videos and comments directly from their phones. They can receive customized text messages or emails informing them as to when their favorite users have uploaded new content or if someone has commented on one of their posts.



integrated marketing communications campaign rollout

College Life

Launch Event

Beyond Advertising will collaborate with MTV to produce a live television event centered around their new show College Life. This reality series is filmed and produced entirely by students and offers a raw and unedited glimpse of college life, including a look at the party scene of a traditional college. After the season finale, a one-hour special will air featuring cast members conversing in a talk show format and addressing the consequences of binge drinking on their social and academic lives. MTV will use this as an opportunity to combat negative press surrounding the controversial nature of the show.

The event will take place at the beginning of August to introduce students to the campaign before the beginning of the semester. During the episodes preceding the College Life season finale, teaser spots will air prompting viewers to log on to HadEnough.com and submit video questions concerning the cast's struggle with binge drinking. These questions will be answered by the cast of the show. The special will conclude with a brief look at the Had Enough campaign and its interactive features, inspiring viewers to visit our website and share their stories.



Our two national media buys will generate highly-interactive buzz around the campaign with a guaranteed live exposure of **7.4 million** targeted viewers.

MTV's primetime shows generate an additional average of **1.8 million** streams the day after they are broadcasted, allowing a unique opportunity to connect with viewers already engaged online.

press conference



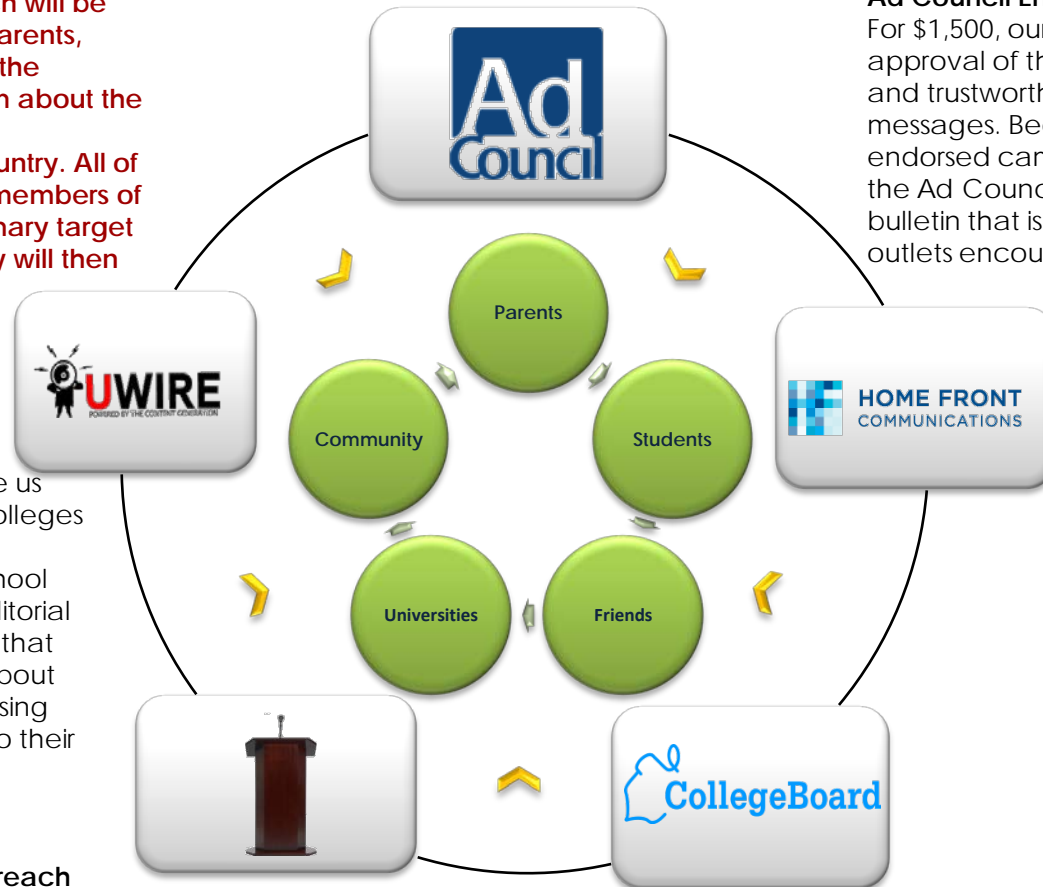
We will hold a press conference

at the American College Personnel Association's Annual Convention. We have chosen this event, because it will be held in the spring before our campaign launch in order to give schools adequate time to plan campaign promotions and budgets. Guests invited to the conference will include partnering organizations, press outlets and representatives from the following organizations:

- National Association for College Admission Counseling
- Mothers Against Drunk Driving
- National Association of College and University Attorneys
- National Collegiate Athletic Association
- Substance Abuse and Mental Health Services Administration
- Students Against Destructive Decisions
- National Association of Independent Colleges and Universities
- US Department of Health and Human Services
- National Association of Deans and Directors of Schools of Social Work
- American Association of University Professors

integrated marketing communications public relations outreach

Our public relations outreach will be targeted toward students, parents, educators and members of the community to educate them about the campaign initiatives being implemented across the country. All of our PR tactics will speak to members of the community and our primary target in different ways so that they will then speak to each other.



University PR Services

For \$500, U-Wire will give us exposure to over 800 colleges and universities. By complementing our school newspaper ads with editorial content, we will ensure that students are learning about our campaign and passing the information along to their peers.

National PR Outreach

National press outreach will extend our message to broad-reaching print and broadcast outlets such as The New York Times, USA Today and popular television shows such as The Today Show and Good Morning America.

Ad Council Endorsed Campaign

For \$1,500, our campaign will gain the approval of the nation's most prestigious and trustworthy source of public service messages. Becoming an Ad Council endorsed campaign puts Had Enough on the Ad Council website and in its media bulletin that is sent to over 30,000 media outlets encouraging support.

Home Front Media Tour

For \$40,000, Home Front will deliver our message to local and national media outlets around the country with an estimated potential reach of 16 million people. We will work with Home Front Communications to coordinate local radio and television station interviews around the country using a campaign spokesperson from The Century Council.

Recruitment and Recognition

The College Board will work with The Century Council to recruit student ambassadors for the RepNation program. We will also use this partnership to honor schools that have taken significant steps to promote the campaign on their campuses.

scarce resources require an allocation strategy: campus classification model

There are more than 2,500* colleges/universities but all are not equal in terms of risk ratings and opportunity for over-consumption. We will allocate resources based on our **campus classification model** which produces a rating for each of the four-year U.S. colleges and universities based on the following factors (in order of weighted priority):

Rank	Factor	Rationale	Source of Weighting
1	Greek Life and Sports	Greeks are “leaders on campus” and their chapters are valuable partners. Greek culture is a huge determinant of heavy drinking and goes hand-in-hand with active sports programs at most large universities. 74% of fraternity leaders and 55% of sorority leaders report binge drinking.	Ratings assigned are based on student population , which predicts the size of a Greek program. The presence of a “drinking culture” found at larger campuses is influenced by Greek life.
2	Party Scene	Our model considers the density of alcohol availability and use on an individual basis. While students at rural schools drink more, the availability of alcohol is generally greater on urban campuses. Of course, exceptions do exist.	Ratings assigned are based on MyPlan LLC’s national survey of 11,376 students on questions about the frequency of alcohol use on individual campuses.
3	Housing	Century Council research has shown residential schools have higher drinking rates than commuter schools. On campus place-based media will be more effective at residential schools with traditional campus environments.	Ratings assigned are based on the proportion of students living on campus as reported by the The College Board.
4	Safety	Although the campaign focuses on social relationships, it must address crime and safety in order to combat dangerous over-consumption of alcohol. Over 50% of violence on campuses is alcohol-related.	Ratings are based on MyPlan LLC’s national survey of 11,376 students’ perception of personal safety on campus.

Sample Schools Under Risk Indexing Model Application



Tier 1- High Priority Schools (400 Schools)

- West Virginia University
- Arizona State University

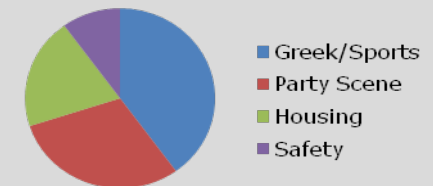
Tier 2- Moderate Priority Schools (1,000 Schools)

- Louisiana Tech University
- Pace University (NY)

Tier 3- Lowest Priority Schools (1,229 Schools)

- Trinity University (TX)
- University of Wyoming

Indexing Weights



The Risk Indexing Model does not include gender or ethnicity factors because:

- Although men drink more, female binge drinking is on the rise. In primary research, females were slightly more receptive to a friend’s intervention.
- Caucasians binge drink more than any other group and are enrolled in higher proportions at target universities. The top 20 Tier 1 schools have an average Caucasian enrollment of 74%.

*According to the National Center for Education Statistics there are 2,629 four year colleges and universities

total communications strategy budget and schedule

Reaching The On-The-Go Student

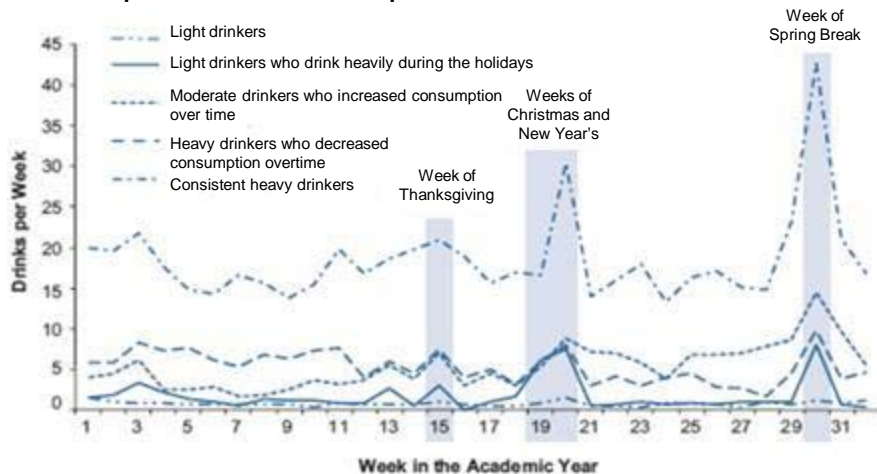
Beyond Advertising will use a national integrated marketing communications approach to reach our audience at the on-campus community level across the country. Our strategy allows us to emphasize "high risk" and "moderate risk" schools while still maintaining coverage at all other schools where the risk level is lower.



Integrated Marketing Strategy

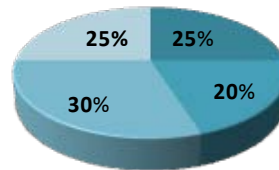
Beyond Advertising's IMC initiatives are designed to enhance the overall creative and media strategy. Our programs create maximum awareness of our campaign among college students, while also involving school administration. We will be targeting freshmen during the first six weeks of school and partnering with established companies, such as RepNation, to communicate with students. Our creative and comprehensive programs ensure that colleges across the country will be able to easily implement our ideas and quickly benefit from incorporating the Had Enough campaign on their campuses.

On-Campus Alcohol Consumption Over the Academic Year



Media Spending

- Campus-Based Outdoor
- Traditional On-Campus Media
- Interactive Media
- IMC



Target and Budget

18 – 22 year old college students
\$10 million

Our research indicates that students at traditional four-year campuses are most likely to engage in binge drinking. Beyond Advertising's communications strategy will weight these students more heavily than students at other colleges, yet still maintain a national focus.

The Right People

MyPlan LLC's national survey of 11,376 students has identified the top 400 party schools in the country. Beyond Advertising will employ on-campus media at these schools to reach roughly eight million students who are most at risk to over-consume alcohol.

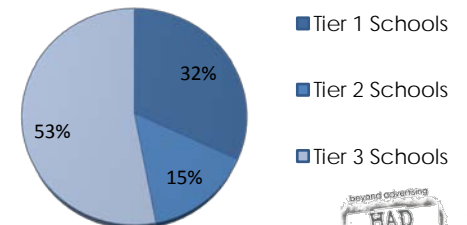
The Right Place

We will allocate \$3 million to reach our target online, where they are spending a majority of their time. \$2.5 million will bring our message to the Top 400 "at risk" campuses using campus-based outdoor media. The final \$2 million will extend our campaign message through traditional media with an emphasis on college-specific media.

The Right Time

Binge drinking is a persistent problem throughout the year, however, there are specific times of the year when binge drinking increases, such as holidays and school breaks. We will use a pulsing strategy to ensure that our message reaches students at times when they will be drinking most often and are at the highest risk for over-consumption.

Budget Breakdown By Tier



total communications strategy

lifestyle and media integration

We created a 360 degree communications plan that integrates paid media components with direct marketing, promotions, events and public relations. Every element is intended to touch college students throughout their daily routine and fuel viral communication.



media placements



integrated marketing communications events and promotions

HadEnough.com

+ **College Life** + 

The Voice of "Had Enough"

MTV will be airing an hour long special during the tour featuring student interviews, expo coverage and on-air campaign promotions. The special will be re-run on MTVU and streamed on HadEnough.com.

VIP Passes

To further increase promotional campus outreach, RepNation ambassadors can win backstage passes to their school's concert event.

MTV Declaration Tour College Life Expo

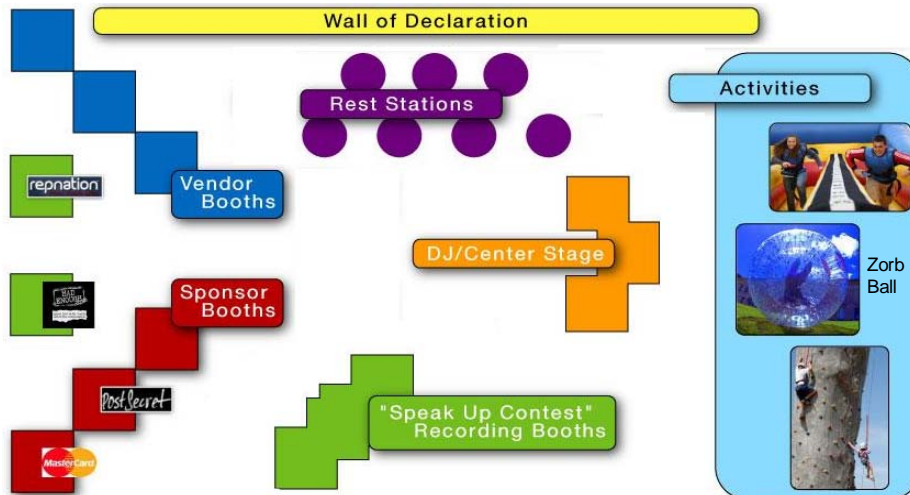
To coincide with the second season premiere of MTV's College Life, the network will hold a 35-day concert tour during the spring semester. We will hold an activity expo on each campus before the concerts and stream them live on HadEnough.com. Concert streaming will be publicized through tune-in advertising promotions. **(Cost: \$500,000)***

"Speak Up" YouTube Video Contest

Students will enter for a chance to be in the next Had Enough commercial. Videos will be uploaded on YouTube and the top ten entries will be shown on our website where students can vote for the best.

Expo Events

We will set up an activity day for students with events such as inflatable slides, contests, rock wall climbing and Zorb ball races. A "Wall of Declaration" will feature Post Secret cards submitted by students.



the fine print



Students from Season 1 of College Life will be featured in YouTube videos designed around the Had Enough creative concept to promote our "Speak Up" video contest. These promotional YouTube spots will coincide with the MTV College Expo in the spring as well as our branded content channel and YouTube advertising outlined in our Media section.



Student photographers will take pictures at our campaign events and distribute campaign promo-cards with codes for pictures to be accessed at HadEnough.com.

* \$400,000 additional dollars will be provided by financial partners in return for a presence at all related events.

integrated marketing communications educating our audience



ESPN College Game Day

College football and basketball on ESPN reached over 300 million people during the 2007 season (Nielson). This high profile sporting event of 24 games will draw students from around the country to participate and represent their schools for Game Day events. **(Cost: \$500,000)**



Streaming

In collaboration with ESPN, we will stream selected Game Day events on HadEnough.com to increase traffic from students and fans who otherwise cannot attend the game.



Announcer's Promotion

Game Day hosts will mention the campaign during the pre-game commentary and encourage attendees to interact with the AdWalkers placed throughout the stands during the game.

Freshman Orientation Programs (Cost: \$60,000)

Over 4.4 million freshmen enter college each year and participate in freshman orientation programs. By exposing new students to our campaign we can educate the most susceptible "at risk" segment of our target market at a time when they are beginning to form their social habits. Informational packets about binge drinking and our campaign will be distributed to schools through direct mail and downloadable campaign kits. Greek organizations will be encouraged to promote the campaign as a part of their community service initiatives. This program specifically targets the New Environment Drinker and can be implemented at every campus around the country.

Parent and Family Weekend (Cost: \$60,000)

To establish communication with parents about the campaign we will provide schools with information to distribute during parent and family weekends through direct mail and downloadable campaign kits. These events give parents and educators the opportunity to discuss the school's promotion of the campaign and the steps being taken to care for their students. Parents will be directed to our campaign portal to learn more about the campaign and promotional initiatives.

the fine print



Many IMC & media initiatives will include the use of **AdWalkers**, interactive walking kiosks, that will tour our events for immediate contact with our target market. Ad Walkers will introduce the campaign website to students and get them involved in some of the online tools that we provide.



School administrators will be motivated to implement our events in order to enhance their university's image. Parents will feel assured that their sons and daughters are entering a safe environment because the school has taken a bold initiative to combat this serious problem.

integrated marketing communications partnerships & sponsors

{ Our partnerships will launch our campaign on campus and enhance our image with students by connecting them with respectable sponsors on a peer-to-peer level. }



Express Yourself With Post Secret

Custom content and self expression are key drivers in youth activism and involvement. We will partner with Post Secret, a well-known online program where users anonymously share their secrets on a customized postcard and have them posted online. The Had Enough website will utilize a free online graphics program called Picnik that will allow users to create cards related to the negative behaviors of themselves or their friends that are the by-product of drinking. Our website will enable our target to openly and securely express themselves and help them to start talking about their feelings.



Spreading The Word With RepNation

RepNation is a nation-wide incentive program that companies use to identify and communicate with large groups of people who are provided incentives to become actively involved in promoting a campaign. We will budget \$300,000 for our student ambassadors program to actively promote the campaign on campus. These RepNation student ambassadors will assist in our MTV Expo, ESPN Game Day and Freshman Orientation efforts. They will also create their own events and outreach programs throughout the year to earn various incentives. Gift cards, admission to on-campus events and other freebies are earned through a point system that can be set up and modified by The Century Council.



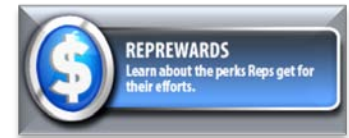
Student Credit Card Sponsorship Program

We will reach out to financially stable institutions across the nation that provide credit and financial services to college students. To extend our campaign message, these companies will fund campus based media, such as college planner inserts, RepNation incentives and promotional materials. In exchange for their support, we will distribute their company information to students at on-campus events and via HadEnough.com. Since the need for financial credit is high among college students, these companies will benefit from being involved with our campaign.

the fine print



The Post Secret application will allow other users to comment, share, report and give feedback on anonymous postcards. We see these options as valuable for users to connect with others who share a common experience.



The RepNation program allows us to monitor student outreach and track the success of the programs on every campus. Along with normal program incentives, the school with the most promotional points from student ambassadors will be entered into a wildcard drawing to be included in the MTV College Life campus tour. This will generate significant interest in the campaign and our concert events.



Approximately 75% of college students are credit card users. Selected companies will be eager to support our campaign to tap into this market.

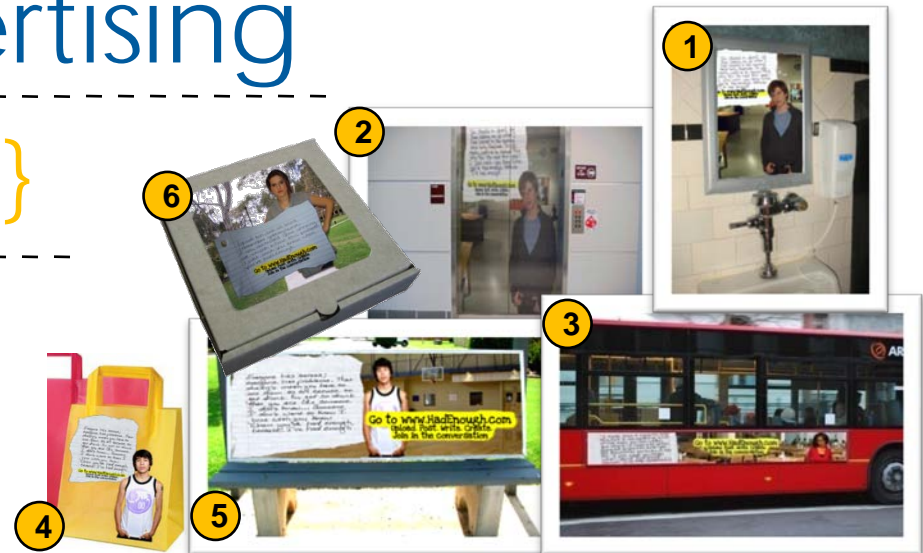


campus place-based media and advertising

{ The success of this campaign lies in its targeted outreach and the absence of media waste. We do not rely on students coming to us – we go to them. }

Over 300,000 Face-To-Face Interactions From One Game AdWalker (\$500,000)

We will use interactive walking kiosks to capture attention during 15 football games and 8 basketball games during the ESPN College Game Day Tour. As outlined in our IMC section, we will utilize these kiosks throughout special events to spread our message to students and likely gain strong publicity from local media. This will be successful since 315,000 impressions were generated by only 10 AdWalkers during the AT&T Rivalry College Football Game.



Campus Domination

We will blanket the Tier 1 universities with our campaign message by using a variety of below-the-line and non-traditional media.

	Media	Rationale	Price
1	Bathroom Signs	88% of college students recalled at least four selling points in bathroom ad survey.	\$200,000
2	Elevator Wraps	85% of comments regarding elevator advertising were favorable (most recurring comment, "It gives you something to do.")	\$300,000
3	Shuttle Signs	Campus shuttle buses are used at schools around the country. Interior displays will give our campaign high visibility with a captive daily audience. This medium will also give us repeated exposure to students who take the shuttle daily.	\$700,000
4	Bookstore Bags	All students purchase books and supplies each semester for their classes. Advertising on bookstore bags is a guaranteed way to reach a majority of students.	\$300,000
5	On-Campus Benches	Benches are an eye-catching way to grab students' attention while passing by or using them on a daily basis.	\$200,000
6	Pizza Boxes	College students are 149 times more likely to order pizza than the average consumer and typically order for a group of people. This medium will give us multiple exposures for each box.	\$50,000

interactive media and advertising

College students are 91% more likely to spend more than 15 hours each week on the Internet.

We will deliver the Had Enough message to the online television viewer, college bloggers, social network gurus, mobile phone mavens and those hungry for campus news. We use a variety of new and cutting-edge interactive media to hit our target often and effectively while minimizing waste. Using relevant target profile information and college specific IP addresses, students will be unable to avoid our message.



Online TV
COST: \$525,000

Our research shows that college students are twice as likely to watch their favorite television shows online. We will use Hulu.com and ABC.com to reach our audience in their dorm rooms, apartments and at school.



EA Sports In-Game Advertising
COST: \$600,000

College students are 239% more likely to engage in competitive sport video games. Using cutting edge technology we will imprint our campaign logo into online video games that are popular with our target audience.



College Media Network
COST: \$200,000

The college media network is the largest interactive network of over 500 online college newspapers. We will apply a pulsing strategy during the weeks when college students are known to drink more heavily.



Mobile Phone Advertising
COST: \$200,000

Research shows that young adults are the largest adopters of mobile phone technology. To take advantage of this rapidly expanding advertising medium we will place ads in mobile phone browsers.



Facebook
COST: \$290,000

Facebook is the most popular social network among college students. They log on several times a day, have Facebook on their mobile phones and obsess about every detail of their profiles. We will seamlessly integrate our Facebook page with HadEnough.com to more effectively reach our target.



Phone Application

COST: \$5,000

An application for cell phones will directly link users to our mobile site. Students experiencing a negative situation due to a friend's drinking can instantly visit our site and talk about how they are feeling.

online advertising

COST: \$955,000



YouTube

We will use a branded content channel as well as in-video and banner advertising to reach millions of students who enjoy this modern social phenomenon.



MTV-U

Using banner ads we will reach this website's over 500,000 monthly visitors.



ESPN-U

ESPN-U is the college sports fan website of choice. Students account for 40% of its visitors.



RateMyProfessors

The majority of students start their semester planning on this site, making it an attractive and targeted opportunity to present our message.



PerezHilton

This addictive celebrity gossip blog attracts 3 million unique visitors each month and is a college student culture icon.



on campus traditional media

{ By combining traditional media with specific college-based media, we are able to reach only those individuals within our target market and thereby minimize media waste. }



Television

MTV-U

COST: \$432,000

The MTV-U network airs on 750 campuses nationwide to over 7,500,000 students. By airing 30 second TV spots twice a day, every weekday we will achieve a combined reach of over 13 million college students.

Radio

College Radio Stations

COST: \$0 (COST COVERED BY PUBLIC RELATIONS)

Research shows that 46% of full-time students listen to the radio every day. College radio stations will be provided with digital files of our radio ads and encouraged to air the Had Enough radio spots on donated air time. Our public relations program will also provide schools with tools to acquire radio support from their local media outlets.

Newspapers

College Newspapers

COST: \$429,000

A study by Alloy Media & MORI Research indicates that 82% of college students reported reading their campus newspaper. We will be placing a 1/2 page ad in Tier I School newspapers once a week during periods of increased drinking and a 1/4 page ad during the periods associated with lower levels of drinking. The top 10% of schools will also have Had Enough inserts accompanying their newspapers during special issues.



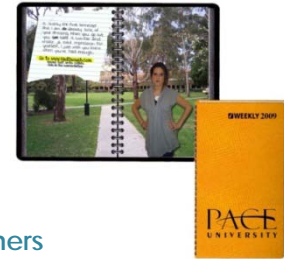
College Life

College Life Sponsorship

Cooperation with MTV's New Reality Show

COST: \$400,000

We will be directing a significant portion of our budget toward advertising and content sponsorship of an MTV reality show focused around the lives of college students. This promotion is outlined in our IMC section.



Academic Planners

College Student Planners

COST: \$347,000

Students use day planners regularly, therefore, we will place a front page spread advertisement in every planner distributed to the Tier 1 Schools. This ad will provide repeated exposure to our campaign message. Costs will be subsidized by our financial partners (e.g. Mastercard, Bank of America).



On Campus Wall Displays

Campus Displays of Print Ads

COST: \$152,000

We will work with New Age College Marketing, Inc. to saturate college campuses with our campaign advertisements. Our ads will be spread around the top 500 colleges we seek to target and will obtain multiple impressions with minimal media waste.



had enough campaign portal

A One-Stop-Shop for Campaign Information

To extend the reach of our campaign we have created a campaign portal that will be a comprehensive database of our creative pieces, PR materials, promotional items and other campaign-related information. This website, linked through The Century Council's website, will be a one-stop resource for media companies, schools, parents, law enforcement and press to download and/or order campaign materials. **(Cost: \$30,000, Maintenance: \$10,000/year)**

Extending our Reach

Media: Media companies will be provided with all creative materials to download digitally or order at-cost (paid for by The Century Council) to provide donated media support to the campaign. By providing these materials in a centralized location we will increase the reach of our campaign.

Press: Press contacts will have access to all materials including PR talking points and campaign releases for national publicity in print, online and broadcast outlets.

Schools: Through our online portal we will provide schools around the country with educational and support information. Pre-made media pitches, campaign talking points, expert contact sheets and research statistics will be available for school administrations who may need them to garner local support for the campaign.

Parents and Families: Parents can use the portal to learn more about the campaign and find information about what initiatives are being implemented on campuses.



campaign portal
promotional packages

Using our Risk Indexing Model, schools will be able to identify what promotional materials are best suited for use on their campus. We have created promotional packages that coincide with each tier. Our materials will be available for purchase as add-ons to promotional packs or for individual promotions.



Tier 1 (Major Outreach)

- Bathroom Stalls
- Campus Benches
- Campus Radio Spot
- On-Campus Event Pack
- Elevator Wraps
- Informational Pamphlets
- Post Secret Panel
- School Newspaper
- Sidewalk Advertisements
- University Planner Spread

Tier 2 (Moderate Outreach)

- Campus Bookstore Bags
- Campus Radio Spot
- Coffee Sleeves
- Informational Pamphlets
- School Newspaper
- Campus Benches
- Sidewalk Advertisements
- University Planner Spread

Tier 3 (Selective Outreach)

- Campus Bookstore Bags
- Coffee Sleeves
- Informational Pamphlets
- Pizza Boxes
- School Newspaper
- University Planner Spread

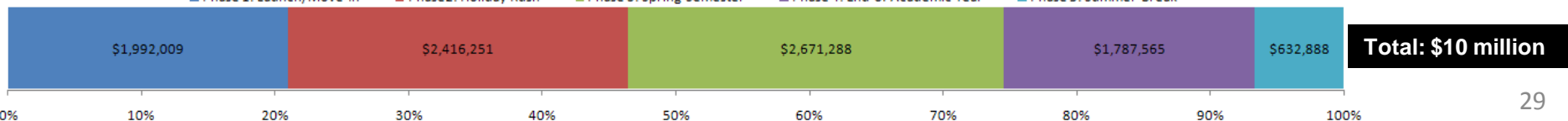
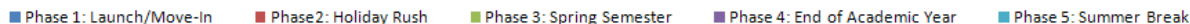
flowchart and budget

Our campaign will reach 85% of our target an average of 4.3 times

[illegible]

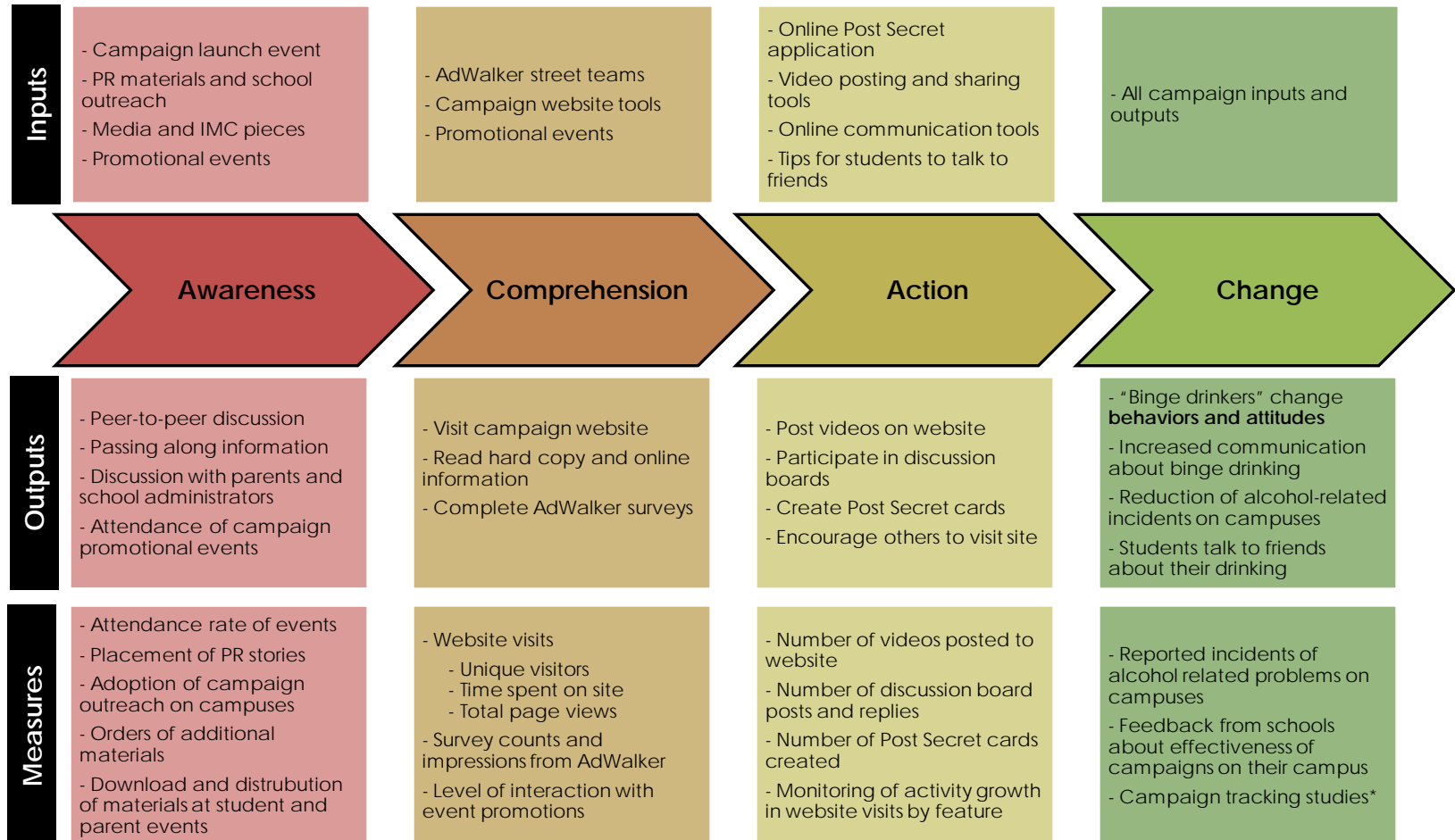
* Space is donated, only production costs are calculated

** Internet prices may vary from a combination of flash overlays, pre-roll and animated banner ads distributed on the Websites



inputs, outputs and campaign measurement

Our campaign measurement model effectively tracks the success of our outreach by leveraging the input, output and research based measurement tools of our campaign elements. Our measurement chain aims to gauge the success of the Had Enough campaign from start to finish through pre/post comparisons while identifying the impact on our target at each of the four stages outlined below.



* Our future recommendations page will include suggestions for pre-launch and post-implementation tracking studies to measure campaign effectiveness both qualitatively and quantitatively with students around the country.

future campaign recommendations

We strongly believe that the media and IMC promotions outlined in our campaign plan provide significant coverage to reach our target audience effectively. Further, we believe our budget of \$10 million has been efficiently distributed across the many channels required to reach students around the country. Nonetheless, there are additional recommendations that we would suggest to The Century Council for future expansion of the Had Enough campaign. These recommendations are intended to extend the campaign beyond the first year and take advantage of additional resources that may be invested as the merits of the Had Enough campaign are demonstrated.

Social Media Outreach

The Century Council should ensure that the message of our campaign remains prominent in students' minds during the summer months. We recommend the use of popular social media websites and related blogs to extend the reach of our campaign message.

Cooperative Marketing

To extend its reach, The Century Council needs to leverage its limited but strong network of resources. It can do this by providing co-op funding to colleges and universities that achieve certain desired goals and objectives in the reduction of binge drinking.

Campaign Tracking & Best Practices

The Century Council will be able to monitor individual campus promotion of the campaign through web statistics, RepNation participation, campus media donation and fulfillment orders through the Had Enough Campaign Portal. Schools that have implemented successful on-campus outreach for the Had Enough campaign can be used as models for other schools that have had less successful promotions. "Best Practices" can be developed and communicated to all school who partner with The Century Council.

Regional Campaign Representatives

The Century Council must maintain face-to-face personal relationships with campus administration, media outlets and the press. We suggest that a group of Regional Campaign Representatives be developed and charged with the responsibility of campaign relationship management around the country.

Donated Media Support

Because of the public service element of this campaign, The Century Council has the opportunity to garner donated media support from media outlets across the country. In our campaign plan we selected media that maximized value and minimized waste. We suggest that The Century Council allocate resources to reach out to television, online and print media that are popular among college students to establish additional local and national donated media partnerships.

the pace university-new york ad team offers our sincerest gratitude

// We're making a difference. We're changing people's lives, and if you can be part of that, even if nobody knows you did it but you know you did it, that's all that really counts. //
- Former Co-Chair of the Ad Council Campaign Review Committee

Our deepest appreciation goes to Dr. Larry Chiagouris. Through his selfless and untiring dedication he has taught us the value of persistence, passion and teamwork. His deep respect for the cultivation of ideas facilitated an environment where we were able to express ourselves completely. His honest and discerning mind has shaped our team into an unstoppable force and as individuals he has given us the confidence and strength to begin successful careers. We are thankful for his wealth of knowledge, time, guidance and his energetic spirit.

Advisor

Dr. Larry Chiagouris

President

David Trahan

General Manager

Daniel Giaccio

Special Thanks To

Dr. Martin Topol
Dr. Conrad Nankin
Dr. Ipshita Ray
Mitchell Sawyer
Pace Theatre Arts Students

IMC

Director:

Seema Harryginsingh

Laura Bruzzese
Matuesz Cebula
Amanda Chonoles
Jocelyne Correia
Carlos Huasipoma
Diana Victoria Lyon
Jamie Samaroo
Sarah Veltser

Account Planning

Director:

Jackie Berg

Taber DeCarlo
Deirdre Heid
Andrea Menella
Katie Paricio

Creative

Director:

Stephanie Cella

Richard Battista
Alexis Hernandez
Katelyn Platz
James Uminowicz

Interactive Media

Ting-Ting Chiu

Media

Director:

Gabrielle Goetz

Joseph Breed
Nicole Dib
Michael Garcia

Campaign Relations

Mary Garcia
Kathleen Mullen



{ To learn more about Beyond Advertising and the team members please visit: }
<http://webpage.pace.edu/paceadteam/0809.htm>