Overview and Lessons Learned from the VERB Campaign

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Campaign Vision
All youth leading healthy lifestyles.

Campaign Mission
To increase and maintain physically activity among tweens (ages 9-13 years).

Audience
Primary: Tweens (ages 9-13 years)
Secondary: Parents, teachers, youth leaders
Interlinked Campaign Components

Marketing
Mass Media, PR & Edutainment

Partnerships

Research & Evaluation

Community Events
VERB & the 4 P’s of Social Marketing

• **Product:** Physical activity

• **Price:** Benefits and costs of being physically active for tweens

• **Place:** Places tweens can be physically active

• **Promotion:** Messages, delivery channels, campaign strategies/tactics (advertising/marketing, school-based activity promotions “VERB-style,” community-based events, contests/sweepstakes, public relations, kid-friendly partnerships, other)
## Know Your Product!

**“Selling” physical activity**

<table>
<thead>
<tr>
<th>It’s not a physical product</th>
<th>It’s an experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>For kids, it’s not about a rational need</td>
<td>It’s about an emotional desire</td>
</tr>
<tr>
<td>It shouldn’t just inform</td>
<td>It creates affinity, a feeling of belonging</td>
</tr>
<tr>
<td>It shouldn’t preach</td>
<td>It should self motivate</td>
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Know Your Audience

• Audience segmentation
• Qualitative audience research
  – Ongoing focus groups, diads/triads, concept & message testing
  – Ethnographic (in-depth description of everyday behaviors; culture/other influences…)
  – Ideation (response to ideas, images)
  – Semiotic/Hedonic (response to signs/symbols, what is pleasurable/not pleasurable)
• Tracking and evaluation
Framing VERB Tweens’ Physical Activity Messages

Cool!

Can Do!

Friends!

Discover!

Positive!

Try & try again!

Play!

Fun!

Laugh!
Messages **Not** for VERB Tweens!

- Don’t... watch so much TV.
- Don’t... play videogames.
- Must do.....
- Should do.....

- Exercise so you won’t get heart disease later in life.
- Get 60 minutes of physical activity every day.
In day-to-day life, we are surrounded by brands!
The “BIG” Brand Idea

There are over 7,000 action words in the dictionary.

Every one of them is a verb. Verb is a word that gets you in action. It says, “run,” it says, “jump,” it says, “bounce, kick, draw, toss, dance, dream, and volunteer.”

Try a new action…find something new to do…pick a new verb…that’s yours.
A kid’s “brand” for having fun, playing, and being physically active.
VERB Surround Strategy

Publicis Groupe Tween Lifetrak©
<table>
<thead>
<tr>
<th>Year</th>
<th>Campaign Stage</th>
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<tbody>
<tr>
<td>2002</td>
<td>GENERATE AWARENESS &amp; BRAND AFFINITY</td>
</tr>
<tr>
<td>2003</td>
<td>INITIATE TRIAL BEHAVIOR &amp; ACTION</td>
</tr>
<tr>
<td>2004</td>
<td>ENCOURAGE &amp; REINFORCE EVERY DAY PLAY</td>
</tr>
<tr>
<td>2005</td>
<td></td>
</tr>
<tr>
<td>2006</td>
<td></td>
</tr>
</tbody>
</table>
Created An Ethnically Diverse “True to the VERB Brand” Campaign

<table>
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<tr>
<th>Mass Market</th>
<th>Hispanic</th>
<th>African American</th>
<th>Asian</th>
<th>American Indian</th>
</tr>
</thead>
</table>

Tween Ad

Tween Ad

Tween Ad

Parent Ad

Parent Ad

 Tween Ad
**VERB Activation Objectives By Phase**

- **Phase 1**: Build awareness & affinity for the brand. “What is your VERB?”
- **Phase 2**: Motivate tweens to incorporate physical activity into their everyday lives.
- **Phase 3**: Motivate tweens to play anytime, anywhere, anyway.
- **Phase 4**: Ignite’s kid’s desire for physical activity. “I play because nothing feels quite like it. I can’t not play.”
Phase 4 – VERB Yellowball Campaign

- 5” to 6”
- Texturized rubber
- VERB logo
- Instructions
- Alphanumeric code
> A TOTAL OF 10 BLOGS FOR THIS YELLOWBALL

WAH!
**Posted**: Thursday, December 1, 2005. 2:53AM  
**by**: Blink  
**Age**: 15  
**From**: Honolulu, HI
I was on a vacation, and some kid have me the Yellow Ball. I took it with me on the plane trip home.

THIS IS AWESOME!!
**Posted**: Thursday, December 1, 2005. 2:47AM  
**by**: Vanessa  
**Age**: 15  
**From**: Silver Lake, CA
One day afterschool, I went outside and my friend walked over to me and handed me a yellow ball. She told me it was special, so I accepted it and started playing handball with my friends. It was

... Read more

THEY ARE SO FUN!
**Posted**: Thursday, December 1, 2005. 1:33AM
VERB YELLOWBALL IS...

EVERYWHERE.

FIND ONE!
National Activity Promotions

2003

The Longest Day of Play is Saturday, June 21st

Custom Publications

2005

Contest/Sweepstakes
“Experience the brand”

Six 22-foot trucks
80 cities in 16 weeks
Over 500,000 tweens

Nashville, TN -- Anytour stop
VERB Summer Scorecard 2011

Iowa

Find us on: facebook
follow us on twitter

http://iowaverb.org/

Kentucky

1 ONLINE

iVerb Put It On YOUR PLAYLIST

THIS SUMMER, YOU COULD WIN GREAT PRIZES LIKE A WII, IPOD, SKATEBOARD, BIKE AND MORE! (AGES 9-13)

CLICK HERE TO LEARN ABOUT SCORECARD DEALS AND CAMPS

http://www.verbsummerscorecard.com/
The VERB campaign -- a success!

- After 1 year, effects were found in free-play physical activity in sub-populations, notably younger tweens (9 to 10 years) and girls.

- In years two and three, effects were found for the entire target population for free-time physical activity.

- Findings from year four (2006) showed that the level of exposure to VERB™ by tweens was significantly associated with physical activity the day before the survey and on each of the psychosocial variables.
VERB Lessons Learned - Key Points

- Develop clear, focused campaign goals
- Develop a logic model (not illustrated in presentation)
- Plan using the 4 P’s of social marketing and design an audience-driven intervention
  - Know the product and price
  - Know your audience (…audience research)
    - Knowledge, attitude, motivations, barriers
    - Media environment (…delivery channels)
VERB Lessons Learned - Key Points - 2

- Consider a branding approach
  - “Instant association” of brand to message
  - Interactions with the brand
- Build in multiple and mutual reinforcing strategies
- Plan for sustainability
- Take risks to make a difference
- Continuous evaluate and refine campaign
Thank You . . . fwong@cdc.gov

CDC VERB Post Campaign Site
http://www.cdc.gov/verb

VERB Case Study Description
http://thensmc.com/resources/showcase/verb%E2%84%A2.

For more information please contact Centers for Disease Control and Prevention
1600 Clifton Road NE, Atlanta, GA 30333
Telephone, 1-800-CDC-INFO (232-4636)/TTY: 1-888-232-6348
E-mail: cdcinfo@cdc.gov Web: www.cdc.gov

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.