



World Social Marketing Conference 2008

Brighton & Hove City, England, 29 – 30 September 2008



World
Social Marketing
Conference 2008

Keynote Session

TP: Want respect

Laurence Rugg

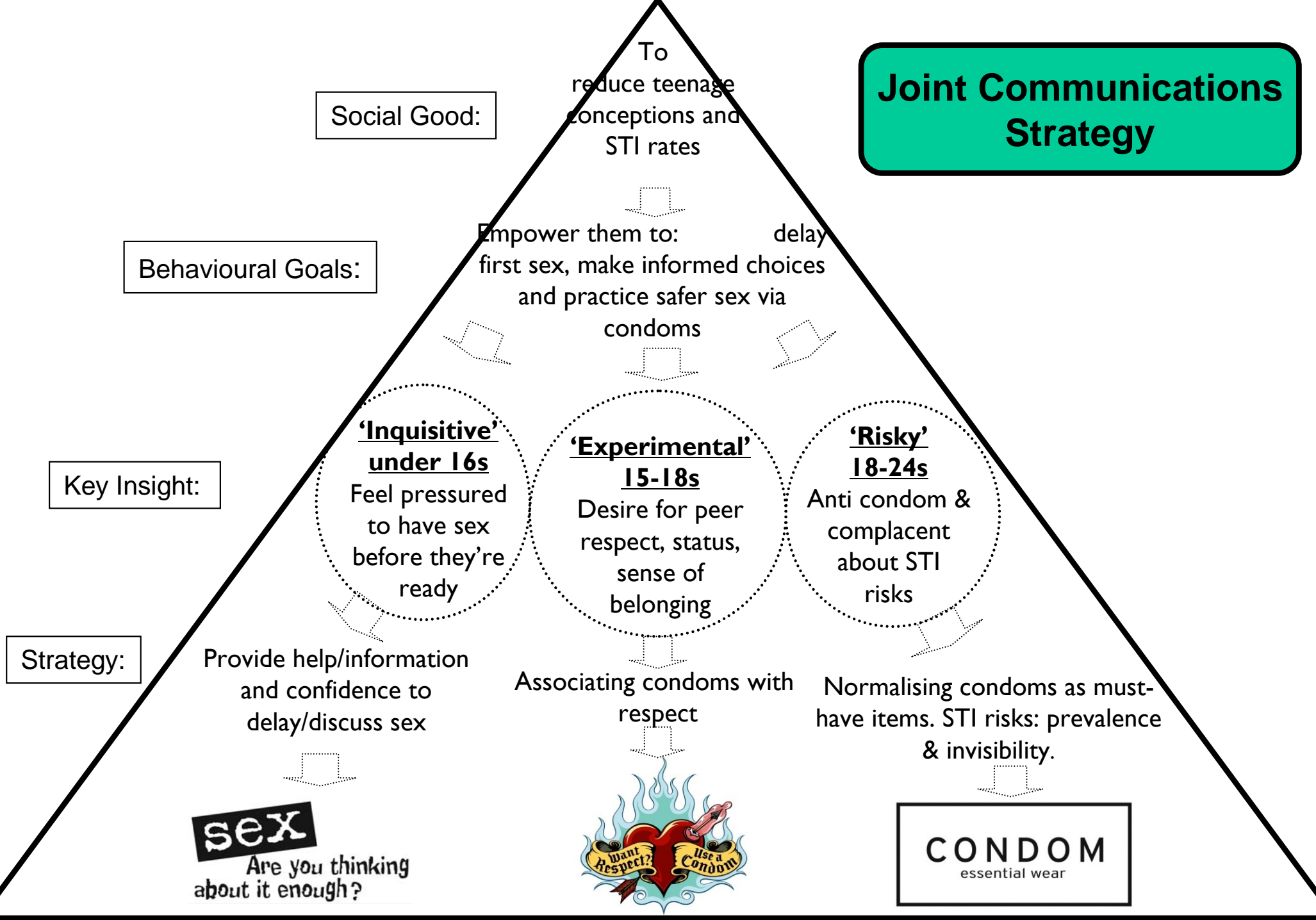
Department of Children, Schools and Families

Want respect? Use a condom

A Communication & Engagement Strategy

Inspiring discussion > shifting attitudes > changing behaviour

Joint Communications Strategy



Teenage Pregnancy Strategy: the goals

- To halve the under 18 conception rate by 2010 – as part of a broader strategy to improve sexual health
- Increase to 60% the proportion of 16-19 year old mothers in education, employment or training – to reduce their risk of long term social exclusion

Development of Want Respect? Use a condom

- Hotspot strategy (2005) focused on strengthening all aspects of the Strategy to reach young people most at risk
- 50% of conceptions occur in only 20% of wards with the highest rates, with links to low educational attainment
- Review of the national campaign with young people from most deprived and at risk groups
- Good awareness and understanding of RU Thinking among younger teenagers, but not resonating with sexually active at risk audience

Want Respect? Use a condom

Campaign Audience Insight

- Sexually active teenagers - broadly 15-18 year olds
- Have short-lived relationships
- Often engage in hasty spontaneous sex, in opportunistic locations eg: in the park, public toilets
- Often under the influence of drink or drugs (or both)



Unprotected sex

Want Respect? Use a condom

Campaign Audience Insight

- Telling teenagers to use condoms or warning of STIs does not change their behaviour
- Research shows they are more motivated by the social consequences rather than biological consequences
- Disapproval from peer group – not risk of pregnancy or STIs – is the most important influence
- WR? associates condom use with peer approval/respect

Peer Respect = Key Currency

Want Respect? Use a condom Campaign Strategy

Condom use gains respect and approval from peers

- An empathetic not authoritarian tone of voice
- Research shows target group rejects messages from Government or authority sources
- Respond positively to messages that are “of their world” and come from their peer group
- Media placement of campaign messages should be in credible and trusted environments

Highly focused campaign targeting ‘at risk’ groups

Want Respect? Use a condom campaign



**Single minded message:
Want Respect? Use a condom**

Want Respect? Use a condom campaign activity

- We communicate the Want Respect? campaign through many media channels – an integrated approach works well with young people
- Underground strategy, using highly targeted niche settings to convey campaign message and encourage discussion of issues amongst peer group
- Partnership activity with key popular independent brands which the target audience identify with

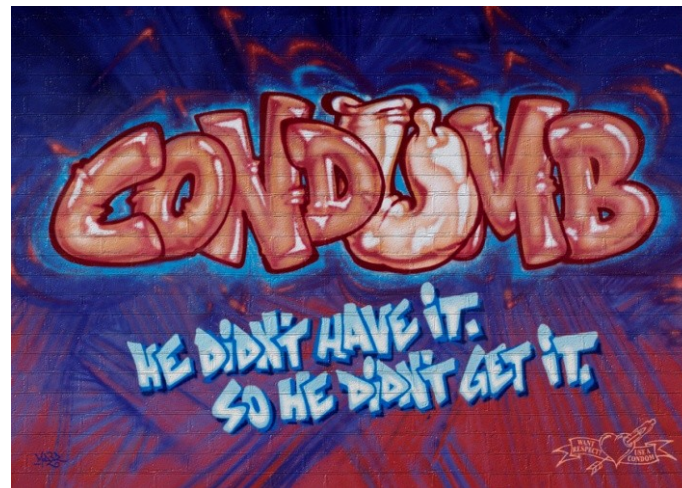
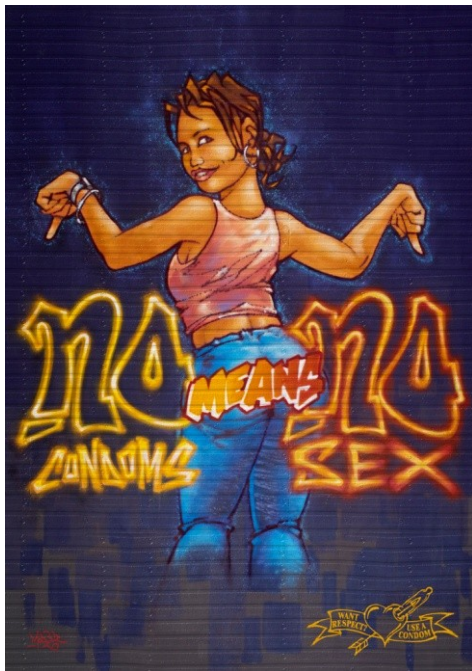
Peer Endorsement = Campaign Credibility

Want Respect? Use a condom Campaign Activity

- Highly targeted National TV and Radio adverts realistically portraying the target audience
- Focusing on messages such as sex and alcohol, condom negotiation and carrying condoms

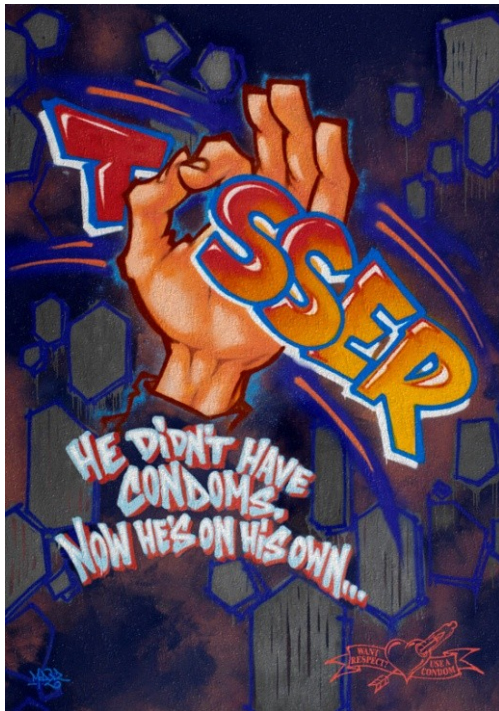
Want Respect? Use a condom Campaign Activity

- Magazine advertising – in street art style, created by credible British street artist in niche youth titles



Want Respect? Use a condom Campaign Activity

- Outdoor poster activity in skate parks and youth clubs



Want Respect? Use a condom Campaign Activity

- Online activity across key youth sites
- Want Respect? My Space page providing engaging, interactive and informative content.



Want Respect? Use a condom

Campaign Activity

- Superdrug Desire Condom range
- Tailored towards young women
- Empower females and consider as part of their everyday health & beauty routine



Want Respect? Use a condom Campaign Activity

- King Apparel
 - Limited to 3,000, these King Apparel jeans were produced exclusively for Want Respect?
 - Each pair included a discreet condom pocket with the WR? logo and a pack of 3 condoms attached to every pair



Want Respect? Use a condom

Campaign Activity

- Rhyme 4 Respect
- Nationwide lyric-writing competition
- Chance for 12-21 year olds to show of their lyrical skills
- Lyrics had to be about sex, relationship and respect
- Winning lyrics recorded by some of the coolest urban music stars: Estelle, Akala, Rhymefest, Terri Walker & Lyracis & distributed free



Want Respect? Use a condom

Campaign Activity

- FE College peer to peer activity
 - piloted in 3 FE colleges in Feb/March 2007 and 6 FE colleges in 2007/8
 - In 2008/9 the peer-to-peer activity model will expand to incorporate a minimum of 24 colleges throughout the country
 - In January 2009 a peer-to-peer activity pack will be launched to provide guidance and information to allow all Teenage Pregnancy Coordinators and FE colleges to run their own Want Respect? Use a condom peer-to-peer activity

Want Respect? Use a condom

Campaign Impact

- 87% of teenagers in top 20% hot spot areas recognised campaign (75% norm, based on similar media spend)
- 80% agreed that using a condom shows that you have respect for someone
- 65% agreed that you would get respect from using a condom
- 58% agreed that it made them more likely to use a condom in the future
- 48% are aware of the WR? brand with higher awareness among black respondents (69%)
- Significant and measurable impact on target audience in their attitudes to condom use

Want Respect? Use a condom

Campaign Acclaim

- An award winning campaign;
 - European SABRE PR Awards 2008
 - European Excellence Awards 2007 - Best Overall Campaign
 - European Excellence Awards 2007 - Best Government Agency Campaign
 - European Excellence Awards 2007 - Best Multicultural Communications Campaign
 - Whitehall & Westminster World Civil Service Awards 2007 - Communications Award

Want Respect? Use a condom

- Thanks for listening!
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