

DEVELOPING SUCCESSFUL PEER EDUCATION BRANDS



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The 2009 Meeting of the Minds

Michael P. McNeil, Columbia University

OBJECTIVES

At the conclusion of the session participants will be able to:

1. Define the application of branding to peer education programs
2. Describe 3 action steps to successful branding for peer education
3. Discuss the value of positive messaging for campus peer education
4. List 3 resources to support branding efforts



WHO IS THIS GUY?

- Assistant Director, Alice! Health Promotion Program at Columbia University
- Former Chair, Health Promotion Section & ATOD Coalition, American College Health Association
- Involved with peer health education since 1987 (yes I know how old that makes me)
- Conducted several branding campaigns (good and not so good) at multiple campuses
- Formal training in health communication



A LITTLE TEST...



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MORE TESTS...



DEFINITIONS

○ Advertising

- the act or practice of calling public attention to one's product, service, need, etc., esp. by paid announcements in newspapers and magazines, over radio or television, on billboards, etc.: to get more customers by advertising. (Random House Unabridged Dictionary, 2006)

○ Promotion

- something devised to publicize or advertise a product, cause, institution, etc., as a brochure, free sample, poster, television or radio commercial, or personal appearance. (Random House Unabridged Dictionary, 2006)



BRAND(ING)

- Brand(ing)

- A trademark or distinctive name identifying a product or a manufacturer; A product line so identified (Random House Unabridged Dictionary, 2006)
- A mark of disgrace or notoriety; a stigma. (Random House Unabridged Dictionary, 2006)

- For example:



VALUE OF BRANDING

- Your “brand” is your identity on campus.
 - How you are seen?
 - How you are mentioned to others?
 - How you are remembered?

- Is recognizable amid the clutter on campus.

- May be visual (print, electronic) or vocal (word of mouth).

- Provokes a response in the target audience.
 - Functional
 - Emotional



BRANDING FOR PEER EDUCATION

- A “habit” of a highly effective peer education groups is for the group to promote a positive image. This concept refers to both the healthy and safe choices peer educators want their peers to make as well as to the image of the peer education group itself.
- Brand identity is your vision for how you should be perceived by the target audience (campus).



POSITIVE MESSAGING

- Peer Educators as Role Models
 - Advocacy
 - Leadership through action/Modeling
 - Attitudes & Behaviors
 - Believability

- Peer Educators as Key Opinion Leaders
 - Students & Administrators look to peer educators for “the real story”
 - Peer Educators are Campus Leaders!



POSITIVE MESSAGING

- Peer Educators as Messengers
 - Remind faculty, staff, students, & the community that most students are making healthier choices
 - Challenging negative stereotypes
 - Overcoming the “everyone” syndrome
 - Watch out for “alternative”



APPLICATION OF BRANDING

- Identity Development
 - How are you currently “identified” on campus?
 - How do you want to be “identified?”

- Mission/Vision Statements
 - If you don’t have one, start here!

- Strategic Planning
 - Assessments first
 - Drafting a plan/timeline
 - Implementation
 - Evaluation



DEVELOPING YOUR BRAND

- Answer the who, what, where, when, why questions.
- Tools like color and font are more important than most people think.
- Connection to the larger campus is often vital.
- Brand personality and symbolism.
- Brand positioning.



DEVELOPING YOUR BRAND

To:

What:

Is the:

That:

Because:

Courtesy Sacred Heart University



DEVELOPING YOUR BRAND

To: Target Demo

What: Your Brand

Is the: What is your Brand?

That: What is the purpose of your Brand?

Because: What is the end benefit of your Brand?

Courtesy Sacred Heart University



TOOLS OF THE TRADE

- Elevator Speech
- Visual Images
- The Acronym Trap
- Slogans & Tag Lines



THE ELEVATOR SPEECH

- You have 30 seconds or less to explain:
 - Who you are
 - What you do
 - How you are connected to campus
 - Be memorable
 - Be relevant
- The best elevator speeches can be easily repeated or paraphrased.
- Every peer educator should have it memorized within a week.



VISUAL IMAGES



THE ACRONYM TRAP

- What do these acronyms stand for?
 - RADAR
 - SCUBA
 - **RA**dio **D**etecting **A**nd **R**anging
 - **S**elf-**C**ontained **U**nderwater **B**reathing **A**pparatus



THE ACRONYM TRAP

- We often use acronyms because we think they will be easy to use/remember.
- When people say “what does that stand for?” we often name the words in the acronym instead of our mission or elevator speech.
- There are so many acronyms around that it is easy to get confused.
- Some of the best brands are where the acronyms are no longer used (GEICO, IBM, NASPA, BACCHUS).



SLOGANS & TAG LINES

- Identify these products or companies:
 - Where do you want to go today?
 - Maybe she's born with it...
 - Never leave home without it
 - Zoom, Zoom
 - Find your voice
 - Hungry? Why Wait?
 - Does a body good
 - Melt in your mouth, not in your hand
 - It's what's for dinner
 - Tastes Great, Less Filling
 - 15 minutes could save you 15% on your auto insurance



SLOGANS & TAG LINES

- Identify these products or companies:
 - Where do you want to go today? **Microsoft**
 - Maybe she's born with it... **Maybelline**
 - Never leave home without it. **American Express**
 - Zoom, Zoom. **Mazda**
 - Find your voice. **Virginia Slims**
 - Hungry? Why Wait? **Snickers**
 - Does a body good. **Milk**
 - Melt in your mouth, not in your hand. **M&Ms**
 - It's what's for dinner. **Beef**
 - Tastes Great, Less Filling. **Miller Light**
 - 15 minutes could save you 15% on your auto insurance.
GEICO (Government Employees Insurance Company)

SLOGANS & TAG LINES

- Help explain your purpose/mission.
- A single thought that communicates your organizational soul.
- Are short and easy to remember.
- Tell what you do/what you stand for.
 - (refer back to the acronym trap)
- Be careful – they can be easily corrupted.
 - Try to destroy it in the creation process.



SLOGANS & TAG LINES

- Resonates with the Target Audience
- Provides Competitive Advantage
- Energizes the Organization
- The one sentence that externally communicates your brand essence!



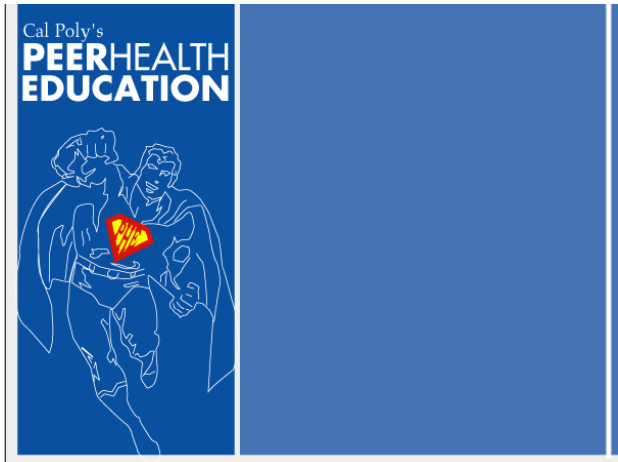
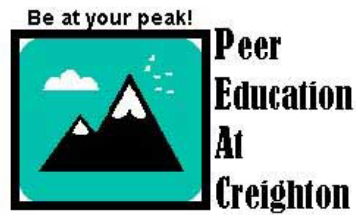
DISSEMINATION STRATEGIES

- Print
- Broadcast
- Electronic
- Promotional Items
 - Traps...
- Face Time



BRANDING EXAMPLES (NOT SO GREAT)

- Chevy Nova
- CHE & P



BRANDING EXAMPLES (GOOD)

- Linking name, phone, e-mail, web, and image (see next slide)

Good taglines

- A resource for healthy choices and prevention education.
- Supporting students in achieving personal and academic success.



MAKING IT ALL WORK TOGETHER

- Name - THEO
- Phone – 215-204-THEO
- Website – www.temple.edu/theo
- E-mail – theo@temple.edu

- Image



YOU CAN EVEN ADAPT EXISTING IDEAS...



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THE NEW CERTIFIED PEER EDUCATOR TRAINING

- Contains information on Branding!
- Highly recommended as a stand-alone section for training your peers on this concept.
- Provides a resource to help support your campus-based efforts.



RESOURCES

- Certified Peer Educator Training (2008). The BACCHUS Network.
- 7 Habits of Highly Successful Peer Education Programs. Presented by Jan Gascoigne & Olivia Jolly, The BACCHUS Network.
- <http://www.thesurrealist.co.uk/slogan.cgi>
- <http://www.brandedus.net/resources.html>
- <http://www.cdc.gov/healthmarketing/>

CONTACT ME...

Michael P. McNeil

mm3117@columbia.edu

212-854-5453

www.alice.columbia.edu

