



UNIVERSITY OF MINNESOTA

Twin Cities

THE
CENTURY COUNCIL
DISTILLERS FIGHTING DRUNK DRIVING & UNDERAGE DRINKING

NSAC
National **AW** Student
Advertising Competition



We are Chariot, a communications agency specializing in creating solutions that transform impossible business problems into attainable goals. We act as the vehicle, turning insights into strategies and consumers into communities. We will guide you on the journey to an inspired campaign. Sit back and enjoy the ride.

EXECUTIVE SUMMARY

For decades the rate of over-consumption among college students has remained static, despite significant efforts to reduce it. The focus of these campaigns has been to highlight the health and safety risks that accompany excessive drinking. We learned that these messages continue to be ignored and discounted by college students.

It is time for a new approach.

Chariot has identified our audience as At-Risk Drinkers, college students whose excessive alcohol consumption leads to regrettable behavior. To reach At-Risk Drinkers we developed a campaign with a more poignant and disruptive creative strategy.

Over-consumption leads to regrettable behavior that puts your reputation at risk.

This creative platform focuses on how over-consumption can damage a student's reputation, friendships and self-image. Our research shows that this is a more arresting and powerful argument.

Our campaign transcends alcohol by showing college students the social consequences they truly care about.

This campaign lives where At-Risk Drinkers live. We use established online communities in fresh and engaging ways to encourage the sharing of ideas and dialogue. We have dramatic ads and commercials that will appear in media that students see as their own. We have promotions, events and partnerships that bring our promise to life in engaging ways.

Each connection point is disruptive, ensuring it is not only noticed, but also inspires new ways of thinking about over-consumption. Our campaign also includes and utilizes the support of the greater campus community. With our connections, At-Risk Drinkers will understand and be moved by the full social consequences of their over-consumption.

The over-consumption rate will finally be reduced and college students will never think of a hangover in the same way again.

THE JOURNEY

Our journey begins by identifying this goal:
Reduce the rate of over-consumption of alcohol among college students by 5%

OUR METHOD

Extensive secondary and primary research guided us to our fresh approach. We uncovered new perspectives about campus life, alcohol and over-consumption.

RESEARCH OBJECTIVES

1. Identify the appeal of over-consumption among college students
2. Define the triggers that lead students to over-consume
3. Pinpoint the consequences of over-consumption
4. Select an audience for our message
5. Discover why past efforts have been unsuccessful in curbing over-consumption

SECONDARY RESEARCH

- Studied over 300 published documents and research analyses that explore college students' behaviors, interests and alcohol consumption habits
- Collected and analyzed 25 past and present health campaigns aimed toward college students
- Scanned social media networks, such as LinkedIn and Facebook, to collect insights into the life and mindset of the segment
- Attended the Ypulse college marketing conference in Boston, Massachusetts to study cutting edge communication trends

PRIMARY RESEARCH

Students

- Conducted a national survey with over 1,100 respondents from 89 campuses to understand college student perceptions toward alcohol and drinking habits
- Moderated focus groups to explore student opinions of past anti-binge drinking campaigns
- Utilized projective techniques including: collages, student profiles and photo diaries to understand students' perceived consequences of over-consumption

Experts

- Consulted with nine academic experts in the field of health behavior to understand psychological models that predict behavior
- Called 42 college health administrators to gather and evaluate past and current efforts to reduce over-consumption
- Interviewed 14 college marketing specialists at Ypulse to understand effective ways to reach and communicate with college students
- Contacted campus law enforcement at the top twenty party schools to understand their relationship with students who over-consume

THE INSIGHTS

COLLEGE STUDENTS AND ALCOHOL

The Attraction

Social acceptance is paramount among college students. Whether it is assisting romantic relationships or creating stronger bonds with new acquaintances, students use alcohol as a social catalyst. College students believe alcohol **facilitates** and **enhances** social activities.

Students look to alcohol to make the good times better.

- 51% Believe drinking alcohol is an important part of college life²
- 62% Think alcohol facilitates a connection with peers³
- 62% Feel alcohol allows people to have more fun³

This craving for socialization often leads to over-consumption.

In fact, over-consumption is actually the *goal* for many students.

- 56% Drink with the intent to get drunk²

In spite of their behavior, students recognize over-consumption has consequences.

- 58% Believe they would have fewer regrets if they drank in moderation (Less than four drinks an occasion)²

A Night in the Life

Chariot armed ten college students with disposable cameras to capture a typical night of drinking. Afterward, we sat down with the participants and had them use the pictures to walk us through their experiences.



“Going out” is a social ritual, which includes tedious grooming, pre-gaming traditions and unspoken rules; alcohol is an assumed accompaniment.



For those who over-consume, perceived social benefits of drinking alcohol outweigh temporary physical consequences.



“I was drunk” is often used as a scapegoat for ordinarily unexcused behavior.

²Chariot National Survey
³The Core Alcohol and Drug Survey

COLLEGE STUDENTS AND OVER-CONSUMPTION

Collages

Chariot asked college students to create collages to better understand their perceptions of over-consumption. They each cut out images and words, which represented the two faces of drinking: over-consumption and moderation. The recurring themes are displayed in the images below.

Over-Consumption



Ugly Reputations, Embarrassment, Isolation

Moderation



Healthy Lifestyle, Social Bondings, Intimate Relationships

What we found?

There was a startling distinction between the images of moderation and the images of over-consumption. This interpretation was consistent among students.

In spite of the attraction to alcohol, over-consumption is dominated by unfavorable images. According to most college students, over-consumption is not attractive or desirable. In comparison, moderate consumption is depicted with uplifting social images.

WHO ARE THE STUDENTS MOST LIKELY TO OVER-CONSUME ALCOHOL?

The Target

We have selected a specific group of students, which we have named *At-Risk Drinkers*. While drinking in large quantities, this group is likely to put themselves, their friends and the greater community at risk.

What is At-Risk Drinking?

Alcohol affects different people in different ways. Chairot does not believe the number of drinks per hour alone is the best definition for over-consumption. Our research has led us to a more enlightened definition of at-risk drinking, which blends the quantity of consumption with problematic behavioral consequences.

At-Risk Drinking:

When excessive alcohol consumption leads to regrettable behavior.

How many At-Risk Drinkers are there?

According to our survey, 81% of students said they have had too much to drink during a single occasion.

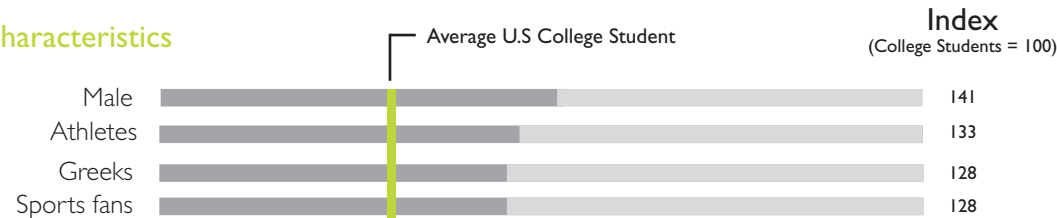
“It’s not how much I drink, it’s the damage it [alcohol] can cause.”

-Chariot focus group

At-Risk Drinker Profile

As a part of our national survey we asked college students how many drinks they consumed last Friday and Saturday night. Across all respondents, 39% consumed five or more alcoholic drinks. With this as our base, we developed a profile of what characteristics commonly make up the *At-Risk Drinker*.

Student Characteristics



WHAT DRIVES OVER-CONSUMPTION?

The Triggers

Moderate drinking shifts to over-consumption when motivational triggers come into play.

We uncovered five reasons *At-Risk Drinkers* use to rationalize over-consumption.



Social Lubricant

"I don't want to be the only sober one."

- Drink to gain social acceptance in a group setting
- Pressure from peers leads to fear of being left out or excluded
- Unspoken bond between intoxicated students increases social connection

College Syndrome

"These are the best years of my life."

- Newfound independence manifests itself in dangerous over-consumption
- Afraid to miss out on the highly anticipated "college experience"
- Anxious to party and meet new people



Clocking Out

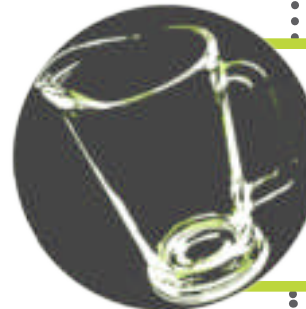
"It's been a long day, I deserve a break."

- Micro-managed leave students looking for a chance to escape
- Alcohol is a perceived solution to stress
- Provides a break from everyday pressures

Competitive Spirit

"I've got a reputation to uphold."

- Gaining pride, bragging rights and social praise are the driving force
- Competitive drinking includes beer pong and drinking games
- Encouraged to be competitive from a young age



Bargain Boozing

"I have to drink more to get my money's worth."

- Students are ridden with financial pressure
- They recognize the financial value when drinking in large quantities
- College bar culture includes promotions and pre-gaming activities

WHAT ARE THE FAILED DETERRENTS?

Over the past two decades there have been significant advertising efforts to reduce over-consumption among college students. These efforts failed to have meaningful impact, as the rate of over-consumption (40%) among college students remains static.⁴

Our insights have led us to understand that in order to change behavior we need to present a more **poignant** message to create a **disruptive** campaign.

We showed a focus group previous PSA campaigns designed to combat alcohol over-consumption. We had an open discussion concerning the effectiveness of these messages. This is what we heard:

- *“I feel like I’m in high school health class, just being preached at.”*
- *“It’s so unrealistic to tell people not to drink at all.”*
- *“That was too extreme. Real people never do that.”*

From this discussion, we learned these health and safety messages are either ignored or discounted.

Why have traditional health and safety messages failed?

There is no denying over-consumption is a serious health and safety issue and students are aware of this. However, they discount the threats and have found clever ways to rationalize health and safety risks.

PSAs say, *“You are at risk for serious long-term side effects.”*
Students say, *“I have my whole life to get my act together.”*

PSAs say, *“You are more vulnerable to sexual abuse.”*
Students say, *“My friends watch my back and I never lose control.”*

PSAs say, *“Sometimes over-consumption can be deadly.”*
Students say, *“That would never happen to me.”*

There is a relevant analogy in the tobacco industry. For thirty years, tobacco PSAs attempted to convince young adults of the dangers of smoking using extreme health messages. The messages were ignored and had no impact on behavior. However, when the PSAs began to emphasize social consequences (teens avoiding peers who smoke) teenagers took notice. For the first time, tobacco consumption among teenagers declined.

The key to the successful anti-smoking campaigns was a *more meaningful* message.

In our effort to change behavior, Chariot will shine a light on the more relevant and compelling consequences of over-consumption.

“They’ll [health and safety campaigns] make me think twice, but they won’t stop me. They’re just not personal enough.”
-Chariot focus group

⁴NIDA, National Survey Results on Drug Use from The Monitoring The Future Study Vol II. Johnston, L., et al, U of Michigan, 12/06.

THE CONSEQUENCES

Alcohol Impact Model

This model demonstrates how the triggers can lead to over-consumption causing expected, ignored or extreme consequences. Our research shows PSAs that emphasized the *expected* and *extreme* consequences of over-consumption have little impact on student behavior. In contrast, highlighting the *ignored* consequences has the potential to **shift behavior** among college students.

THE MESSAGE THAT MATTERS MOST

The Strategy

Chariot has learned that a craving for belonging and social enhancement drives over-consumption.

A new message with a focus on how over-consumption can permanently affect reputations, friendships and self-image holds the power to change attitudes and shift behavior.



Alcohol Impact Model

POSITIONING STATEMENT

Over-consumption leads to regrettable behavior that puts your reputation at risk.

THE REVELATION

TURNING INSIGHT INTO A COMPELLING CAMPAIGN

We filtered our learning into three implications that will guide our campaign.

1

Be Disruptive

Why? College students are continuously bombarded with health-related messages. They are jaded and easily tune out the familiar.

2

Be Realistic

Why? Successful messages utilize situations college students can relate to.

3

Transcend Alcohol

Why? It is not just about alcohol. It is about how over-consumption can affect your social standing among friends. That is what students truly care about.

Our creative platform highlights the social consequences of over-consumption. This will awaken At-Risk Drinkers to the full consequences of their actions.

For most, a hangover is associated with physical consequences such as a pounding headache or throwing up. We will change student expectations of this familiar term.

We have created a unique twist on this traditional hangover. The Other Hangover is the regrettable social aftereffects of drunkenness, such as embarrassment or guilt. This customized logo is the seal of our campaign.



Why It Works

- Dramatically brings the concept of The Other Hangover to life
- Bridge word at the top of the ring acts as a connector between specific ads and the logo
- Watermark left by a glass symbolizes what gets left behind after a night of drinking

PRINT

Through print, our campaign uses five visual vignettes to vividly express The Other Hangover. Each ad displays a relatable and regrettable situation, which is the result of over-consumption. The imagery speaks to *At-Risk Drinkers* by showcasing behavior that causes more damage than a physical hangover.

The copy is **realistic** and **straightforward**. By focusing on behaviors that destroy friendships, reputations and image, these executions speak to *At-Risk Drinkers* in a way that is more resonant than typical health and safety campaigns.



Headline

Communicates that over-consumption can ruin friendships, reputations and image. Green-colored words reference over-consumption; visually connecting the headline with the bridge words and logo.



Bridge Words

One-word descriptions (shame, regret, guilt, humiliation, embarrassment) of The Other Hangover allow for flexibility and differentiation. They act as a connection point between the ad and the logo.



Selective Color

The people and drinks in full color draw attention to the action and the alcohol, which are the cause of The Other Hangover.



Don't over do it

A relatable adaptation of the familiar and overused "Drink Responsibly," which incorporates common language used by *At-Risk Drinkers*.

"But I was **drunk**" doesn't repair the friendship.

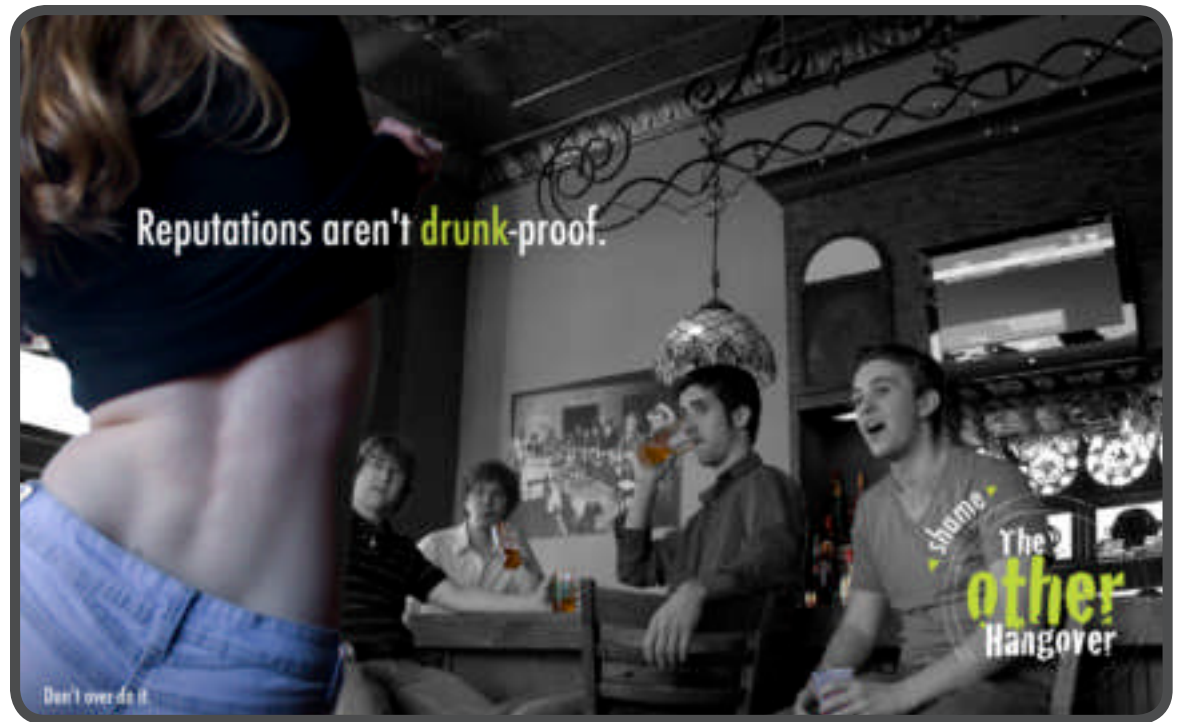
Don't over do it.

guilt
The
other
Hangover

Placement

In order to reach *At-Risk Drinkers*, we recommend the following media vehicles.

- Posters
- Student newspapers
- Newspaper display racks
- University co-branded notebooks



MESSAGE ANALYSIS

Why should At-Risk Drinkers care?

Our research shows *At-Risk Drinkers* are not fully aware of the regrettable social consequences linked to over-consumption. These ads will resonate with *At-Risk Drinkers* because to this group social acceptance is paramount.

What do we want them to do?

We want *At-Risk Drinkers* to be aware that over-consumption can affect their reputation, examine their own drinking habits and consume alcohol in moderate levels. Then, we want *At-Risk Drinkers* to spread the message to others.

How will they react to our message?

Since the message is centered on social consequences and uses a peer perspective, *At-Risk Drinkers* will be open to and actively interested in our message.

What *The Other Hangover* means to students:

“There are other negative aspects of alcohol, besides the hangover.”

“Over-consumption of alcohol leads to poor choices and regrettable behavior.”

“Just having the physical symptoms isn’t the only thing you feel in the morning.”

COPY TESTING

Survey 101

Chariot tested our print ads with 101 college students to understand their interpretation of *The Other Hangover* message. Respondents reacted extremely favorable toward all of the print ads. They readily agreed the messages were **relatable** and represented **real life** situations.

91%

Agree *The Other Hangover* message is more relatable than other “drink responsibly” ads.

89%

Agree *The Other Hangover* is better designed for college students than other “drink responsibly” messages.

77%

Acknowledged they think less of someone because of the way that person behaved when they over-consumed alcohol.

VIDEO (CINEMA, ONLINE, COLLEGE TV)

Production Notes

Theme: Over-consumption leads to regrettable decisions that ruin relationships

Tone: Serious and contemplative

Music: Fast-paced rock and roll, like "Fight for Your Right" by the Beastie Boys.

A young man stumbles through his house as remnants of last night's party remind him of his drunken actions. As the commercial unfolds, he realizes his actions have seriously injured his relationships with his roommate and girlfriend.



REAL TIME: A young man wakes up, trips over alcohol bottles on his floor. He looks confused.



FLASHBACK: Young man and his friends are having a good time and making a toast.

Young Man: "Let's get trashed!"

Music: Fast-paced rock and roll.



REAL TIME: He walks into the kitchen, and finds a mess.



FLASHBACK: Young man is trash-talking as they play beer pong. He is obnoxious and upsets his girlfriend.

She storms out and says, "Don't call me."

Music: Fast-paced rock and roll.



REAL TIME: The young man walks down his hallway and past his roommate, who glares at him and slams his door. The young man doesn't know why.



FLASHBACK: Young man and his roommate are arguing. It is apparent that the roommate is under control but the young man is too drunk.

Young man: "Go to hell!"

Music: Fast-paced rock and roll.



REAL TIME: Young man walks into the living room. There is broken glass all over the floor.



FLASHBACK: The young man snaps and charges at his roommate, knocking him into a table full of alcohol bottles.

Music: Fast-paced rock and roll.



REAL TIME: Close up on young man's face. He is visibly upset.

VO: "But I was drunk" doesn't repair the friendships.



Screen goes black and The Other Hangover logo with the word, "Guilt" appears. The words, "Don't over do it" appear after.

VO: Guilt. The Other Hangover.

Production Notes

Theme: Over-consumption leads to drunken behavior that proves humiliating in retrospect

Tone: Progresses from light-hearted to serious

Music: Begin with up-beat, pop, like “Girls Just Wanna Have Fun” by Cyndi Lauper, Ends with no music, just voices talking about the main figure in the video

An attractive young woman walks into a party and is immediately noticed by everyone. Her over-consumption throughout the night leads to humiliating behavior and she becomes less and less attractive to those around her. This results in a devastating end to a once promising evening.



A young woman is getting ready to go out for the night. She is taking her time to apply make-up and style her hair so she looks absolutely perfect.

Music: “Girls Just Want to Have Fun.”



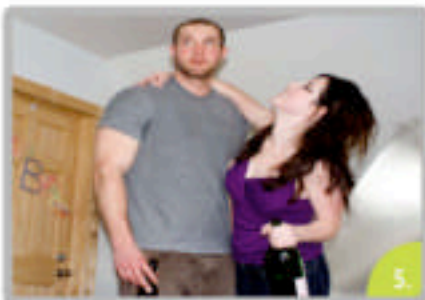
She walks into a house party. She is the center of attention. All of the men are looking at her and offering her drinks.



The party progresses. She is drinking and having a good time with her friends.

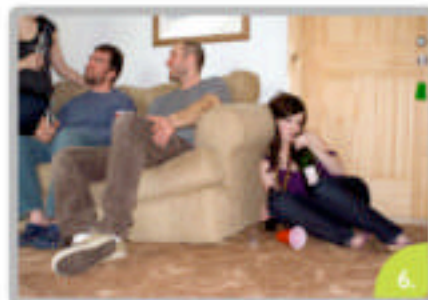


As the night goes on, we see the young woman drinking more and more. She and her friends are taking shots.



She is now drunk and flirting sloppily with a young man. He is completely uninterested in the young woman. He has lost respect for her.

Music cuts out. Through the rest of the spot we hear voices of people at the party talking about the drunk young woman negatively.



She feels alienated from the party. Everyone else is still having a great time.



The young woman ends her night crying in the corner. She has humiliated herself because she over-consumed.

VO: “Before you got wasted, they thought you were fabulous.”



Screen goes black and The Other Hangover logo with the word “Humiliation” appears. The words, “Don’t over do it” appear after.

VO: “Humiliation. The Other Hangover.”

CONNECTIONS

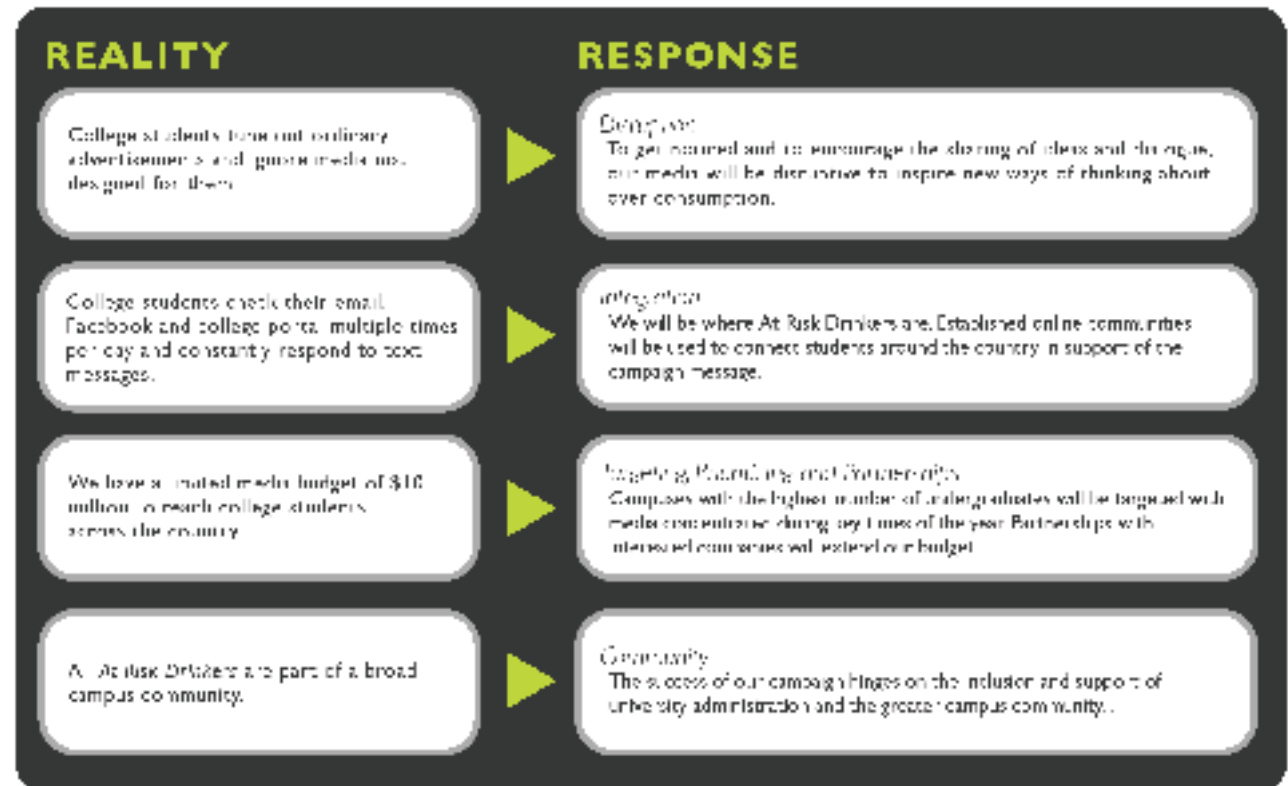
We divided our Connections tactics by locations where students spend their time. Each tactic can be used independently or together to create a cohesive campaign.

OBJECTIVES

- 1 Reach *At-Risk Drinkers* when they are planning or reflecting upon drinking events.
- 2 Create opportunities for the exchange of ideas and dialogue among *At-Risk Drinkers* and their greater campus community.
- 3 Provide channels for sharing the campaign message.
- 4 Reach out to the community, including campus administration, campus security and parents.

STRATEGY

There are four considerations that guide the structure of our campaign. All are reflective of our research and segmentation. They make our message more relevant and more effective.



AROUND CAMPUS

Student Ambassador

No one has more influence on students than their peers. This is why we developed a new, innovative program that lets peers take our message across their campus. Chariot introduces the Student Ambassador Program, which leverages the power of peer messaging.

The Student Ambassador Program will operate through student interns at key campuses across the United States. For their efforts, each Student Ambassador will receive a yearly stipend.

Student Ambassadors (2 to 4 per campus) will be provided with online and guerilla marketing materials to bring The Other Hangover message to their peers. We will select Ambassadors who are active with various social media tools and influential on their campus. They will be responsible for placing posters around campus, implementing online programs, assisting with events and executing guerilla marketing tactics.

Cell Phone Drop

What do students do when they find a lost cell phone? Chances are they check the call log in hopes of finding the owner. Capitalizing on this curiosity, Student Ambassadors will place branded cell phones in high-traffic places: student unions, dining halls and restaurants.

These green-colored phones will not be connected to a network; they will contain only our unique application. Filled with embarrassing images, voicemails and text messages, these phones will depict the social consequences of over-consumption. The last of these messages will be branded with The Other Hangover logo and will ask the recipient to leave the phone where they found it to keep the message going.

Stencil Power-Washing

Nothing sparks excitement like “How’d-they-do-that?” curiosity. That is why we are embracing sidewalk branding in an excitingly unfamiliar way: via power-washed advertisements. Using a stencil of our logo and copy, these environmentally-friendly ads will be power-washed into highly-trafficked sidewalks and sides of buildings near popular student bars and clubs. As students pass by or wait to enter, our message and logo will remind them of the potential social consequences of over-consumption.



Bathroom Takeover

Men and women's bathroom stalls will be converted into 360 degree panoramic versions of our ads. These ads will live around campus all year in libraries, student unions and classroom buildings. The disruptive nature of these executions are sure to generate buzz among college students.



IN THE DORMS

White Boards

On move in day, students will find a branded dry erase board pre-placed on their dorm room door. The board will serve as a daily reminder that “*memories can't be erased*” and that the legal drinking age is 21.



The Other Hangover Kit

We have developed a witty adaptation on the traditional hangover cures.

This kit will feature items meant to help someone with The Other Hangover. Every item ties to how the recipient's over-consumption ruined his/her image and how mistakes made while drinking cannot be erased.



SCHOOL NEWSPAPERS

“Missing” Classified Ad

When browsing through their campus newspaper’s classified section students will be met by an untraditional “missing” advertisement. Instead of a lost puppy, these ads will advertise missing items such as “my reputation” or “my self-respect.”

These classified ads are an unexpected way to reach *At-Risk Drinkers*. In addition to student newspapers, Student Ambassadors will place these ads on community bulletin boards and light posts. The reflective tone reminds students that over-consumption leads to behavior that has lasting effects on their reputation.

In addition, our print will be placed in student newspapers on Thursdays reaching students before the weekend. The “missing” ads will run on Monday to reach students as they are reflecting on their weekend.



MISSING

MY REPUTATION



Missing from: A campus bar
Date missing: 09/15/2009
Age: 22
Sex: Female
Answers to: “Reppy”

Believed to have been taken from a nearby bar by a pitcher of margaritas and some shots of tequila. Victim was abducted in front of its owner, her friends, and a very cute boy, leaving behind a stumbling, drunken fool who had to be carried home by said cute boy.

If you have seen My Reputation anywhere, please contact me at [facebook.com/theotherhangover](https://www.facebook.com/theotherhangover).

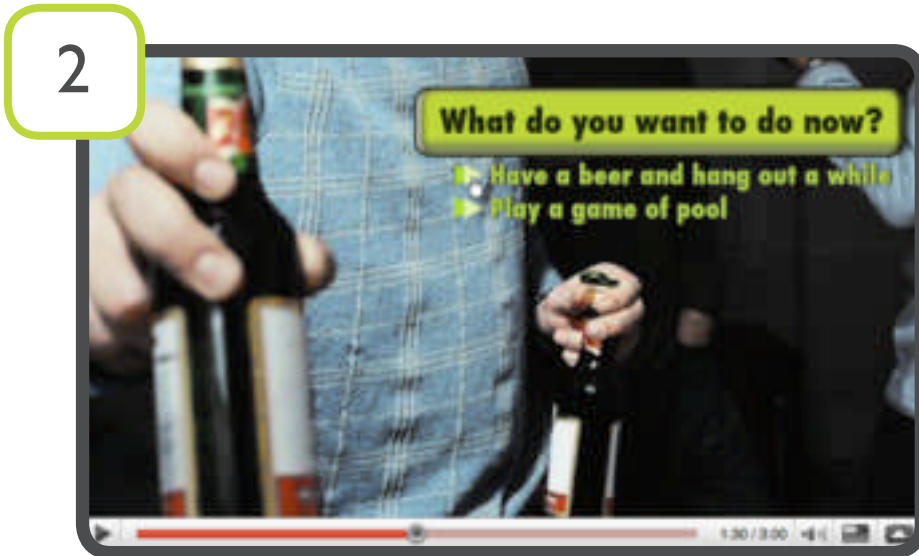
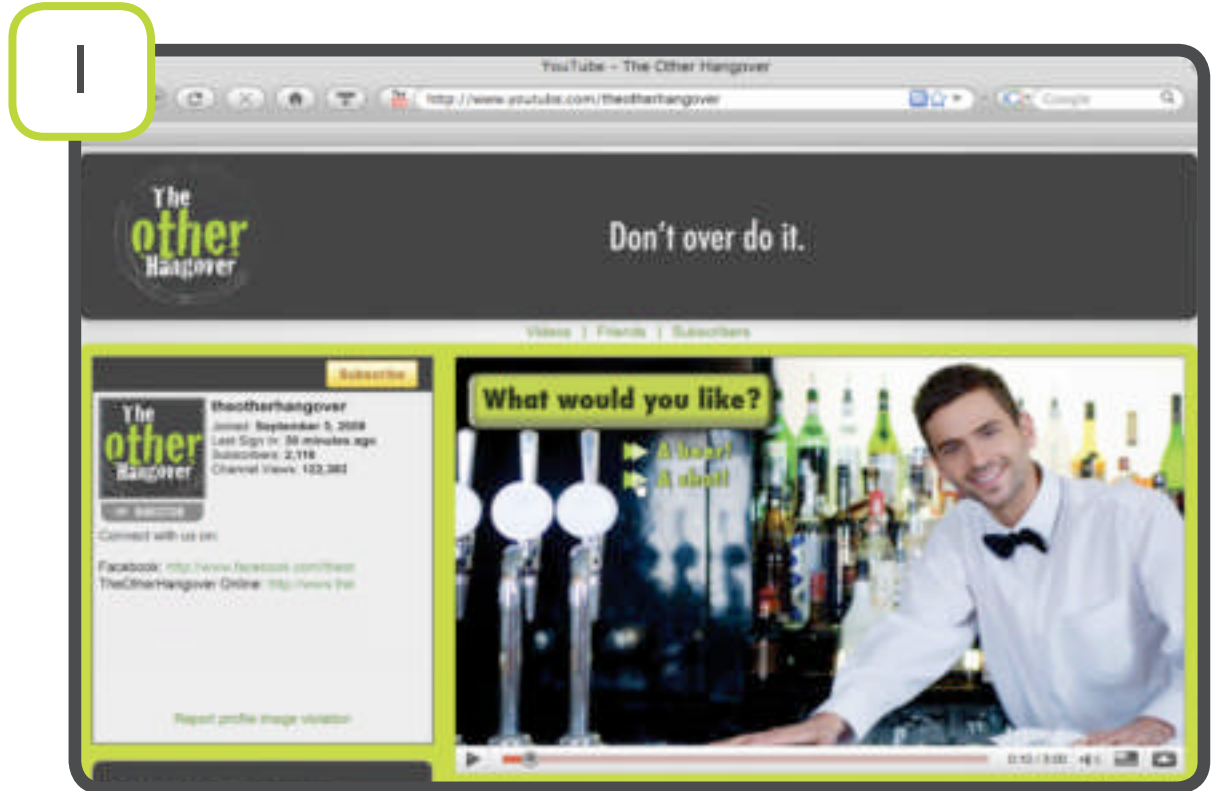
I and my dating life, miss her very much.



Don't ever do it.

ONLINE

YouTube Choose Your Own Adventure
We have created an interactive YouTube video, which prompts students to make realistic decisions about their activities and consumption choices. They then experience the outcome of their choices. The video allows college students to experience their typical night at the bar when sober. The more the participant “drinks” by the end of the night, the more regrettable and image-damaging behavior they will experience.



Grand Stadium

GrandStadium.tv is a new and innovative way for students to watch college sports. This program employs students at campuses to produce events, while streaming them on their site. Students can view sporting events both live or on a delayed basis. Instead of missing away games, students will have the luxury of watching them at home with their friends.

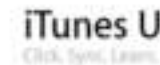


The Century Council will partner with this new internet programming company to bring students streaming video of college athletic events and The Other Hangover commercials. It is a perfect environment to deliver The Other Hangover message.

- The GrandStadium.tv partnership is ideal for smaller campuses, especially for away games that are not available for viewing or home games students miss
- The Other Hangover commercials will run during commercial breaks
- GrandStadium.tv will be promoted through Facebook Events, Ambassadors and campus newspapers
- In return for promoting Grandstadium.tv on campuses, our commercials will run at greatly reduced prices

iTunes U

We will use the popular iTunes media platform to incorporate our message into University education programs. Customized audio and video podcasts will focus on the impact of over-consumption on self-image and reputation. This will supplement existing alcohol education courses that are focused on health and safety.



Brief sections of content will highlight the effects of The Other Hangover and what each student can do to keep their reputation intact. Student-created image and reputation tips along with personal stories will be included to deliver the message on a peer level.

Campuses can access The Other Hangover content via iTunes and incorporate the message into their courses. Students can download the podcasts to their iPods or iPhones and listen or watch wherever they choose.

FACEBOOK

To change behavior among *At-Risk Drinkers* our campaign must live where they live. We cannot expect students to come to us; we must go to them.

For college students, Facebook is their virtual home. 85% of students are members of Facebook compared to 40% for MySpace and 4% for Twitter. As the most favored website, 74% visit Facebook at least once a week.⁵ By leveraging the viral nature of Facebook we will successfully integrate The Other Hangover campaign into the daily lives of *At-Risk Drinkers*.

Facebook Fan Page

A dynamic Facebook fan page will be the hub for all of our Facebook executions. New features and content will be continually added to increase value for members.

“Spread the Word” Contest

The heart of our Facebook page will be an on-going contest. Students earn points by engaging with and spreading our message. A leader board will track individual, campus and Greek participation. By providing weekly and semester prizes give students incentive to regularly visit our fan page.

The screenshot shows the Facebook interface for the 'The Other Hangover' fan page. The top navigation bar includes 'Home', 'Profile', 'Friends', 'Inbox', and a search bar containing 'The Other Hangover'. Below the navigation bar is a dark banner with the 'The other Hangover' logo and buttons for 'Share', 'Sign Up', 'Invite Friends', and 'Contact us'. A secondary navigation bar has tabs for 'Home', 'Virtual Coasters', 'Spread the Word', and 'My profile'. The main content area is divided into several sections:

- Design a coaster!**: A section titled 'Search Coasters' with the text 'Personalize a coaster to express your commitment to preventing The Other Hangover'. It features a carousel of coaster designs, including one with a bulldog and the text 'Don't ever do it.', another with 'Fernando Bales University of Kentucky', and a large circular logo with 'The other Hangover'. A 'Get Started!' button is at the bottom right.
- Welcome to The Other Hangover fan page.**: A text box stating 'Design your own virtual coaster or drop a confession. Earn points and win great prizes!'
- Spread the Word**: A table listing activities and their point values:

Activity	Earn PTS
Virtual Coaster	25
Stamp a friend	10
Learn about events	10
Confession Box	25
Give a gift	10
- Spread the Word Rewards**: A section featuring a stack of money and the text '\$500 Scholarship! TOP THE LEADER BOARDS AND WIN ONE OF FOUR \$500 SCHOLARSHIPS...more'.

How to earn points:

Virtual Coasters [10 pts] *At-Risk Drinkers* can create and share their own The Other Hangover coaster with a personalized message to be given to their friends.

Stamp a Friend [5 pts] Students send anonymous birthday notes to friends reminding them, “Don’t Over Do It” and to avoid The Other Hangover.

Confession Box [30 pts] Students submit anonymous messages explaining how The Other Hangover has affected their image. Selected confessions will be highlighted weekly on the fan page.

⁵The Gen X2Z College Study, 2008



Image Calculator

We have developed a new application, The Image Calculator, which informs students of the online image they portray to others. The application analyzes a Facebook profile and calculates their online image. It will take into account how many times a status or wall post has the word “drunk,” “hung over,” or “wasted.” After the users profile has been analyzed, our logo will appear, leading users to The Other Hangover fan page to learn more about protecting their online image. The Image Calculator will create user involvement with our message.

De-Tag an Image

Many students use Facebook as a virtual scrapbook for their drinking memories. A popular feature is the “de-tag” button that allows students to remove their name off of embarrassing photos.

After drinking-centered holidays, such as Halloween and St. Patrick’s Day, we will communicate with students in a disruptive way. If a student chooses to de-tag a picture, our pop-up with the copy, “*You can’t de-tag a memory,*” will appear. Students can learn more by clicking on the logo and going to our Facebook page.

This simple disturbance will serve as a reminder that even though your name is removed from the image your reputation has still been impacted.

“Facebook marketing is not about driving traffic to your website. Keep Facebook users on Facebook.”
-Jeremiah Owyang, Forrester Research

MOBILE

“Spread the Word” Mobile

We have developed a mobile extension of our Facebook “Spread the Word” contest. Students can capture elements of The Other Hangover campaign with their camera phones and then upload the images to Facebook. This will allow them to gain points and share what their school is doing with other campuses.

Along with the “Spread the Word” contest, students will have the ability to opt-in to our mobile alert program. Students can receive weekly text messages informing them of their place in the competition, campus point totals and prize notifications.

STADIUM

Missing Fan

Some of the most exciting moments in college sports come down to the last quarter or the last second of play. Often, *At-Risk Drinkers* miss out on these moments due to over-consumption of alcohol. We developed a disruptive installation to reach sports fans, which conveys how The Other Hangover can lead to regret from missing “the big play.”

In the student sections of football stadiums and basketball arenas, we will cover selected seats with a branded bright green chair. On the front and back, the copy will read, “*You missed the last play because you were drunk.*” This chair represents a fan that missed out on an epic come-back due to the over-consumption of alcohol.

The purpose of the “Missing Fan” is to remind *At-Risk Drinkers* of the social regret they will feel if they cannot remember or have to leave the game because of over-consumption.



Keep the Memories

To reach students at sporting events, we will hand out bright green disposable cameras. These cameras enable students to take pictures with their friends and enjoy the experience.

On the back of the disposable camera, there is a coupon for free development at Target Stores. The film is designed to have “*Keep the memories, don't over do it*” printed on each picture, to remind students that their enjoyable memories last them a lifetime.



EVENTS

Target Back to School Event

The Century Council will partner with Target stores to create the “Ultimate Target Take-Over” during back-to-school week. Buses will arrive on campus to pick up interested students and take them to shop after hours at Target. The shopping experience will focus on new dorm or apartment items and updating personal wardrobes. Once at Target, students will receive branded image-related items with The Other Hangover message.



Student Ambassadors will take over the photo center, snapping pictures of students and framing their pictures in branded magnetic frames. The Student Ambassadors will hand out branded mirrors and school planners. Each planner will remind students, “*Don’t over do it*” on key drinking dates and events.

Target is the store of choice for back-to-school shopping among many college students. Target is eager to sponsor an event involving college students.

Newspaper Takeover

Thursday during the first week of school, we will purchase all the advertising space in campus newspapers. Campaign print executions and messages will saturate each section of the newspaper capturing the attention of all readers. Timing will occur in tandem to the Target Takeover and Target will be granted a portion of the advertising space.

Securing all advertising space will eliminate surrounding noise and clutter, which usually threatens message effectiveness. This disruptive strategy will ensure our message is not ignored and provide a level of campaign awareness otherwise unattainable by newspapers.

Greek House Makeover

Spring Break is infamous for over-consumption and research shows that Greek students are at the forefront of this trend. We have created a new contest for Greek students that encourages widespread commitment to responsible drinking and awareness of The Other Hangover.

By creating and sharing original content, fraternities and sororities will compete to promote responsible drinking and avoiding The Other Hangover during spring break. Student-produced content will be uploaded to The Other Hangover Facebook page prior to spring break in the form of videos or photos. Each Greek house will then ask their fellow college students to vote on their uploaded content. The house with the most votes on each campus will be selected as the winner.



® Greek houses with the most votes will be rewarded with a total house makeover. The Century Council will partner with Ikea to give winning houses \$10,000 in

new furniture, electronics and kitchenware. This prize will give Greek houses a chance to upgrade their image. By partnering with The Century Council, Ikea will have the opportunity to reach the sought-after college market.

MonsterTrak

This career-oriented event, co-sponsored by MonsterTrak and The Century Council, will highlight the importance of image in career planning. The event is designed to help college juniors and seniors prepare for professional careers. There will be advice seminars that focus on business drinking etiquette and keeping a professional online image. There will be stations with resume and cover letter reviews, mock interviews and other helpful career tools.

Each part of the event will focus on a different aspect of the importance of image in the career world. The appeal to students would be the high quality, constructive career counseling they normally do not receive on campus.

- Held at a hotel near campus
- Promote the event within business and communications schools.
- Invite recruiting firms and HR personnel from local corporations
- Provide branded “Career Guide” to hand out to attendees

Career guides will include “How To” tips coinciding with the different elements of the event. There will be pages to take notes, a pocket to store business cards of professionals they meet.

By sponsoring the event, MonsterTrak will increase brand awareness to the coveted college market. The Century Council will deliver The Other Hangover and responsible drinking messages at all touch points.

Campus Security Partnership

Campus security officials believe that reprimanding and punishing students who over-consume alcohol only has temporary effects. Rather than be limited to punishing those who over-consume, we see an opportunity for campus security to help reward and encourage responsible drinking.



During high consumption events (athletic games, spring week, Homecoming) campus security will distribute rewards to those who act and consume responsibly. Our partners, Domino's Pizza and AMC Theaters, will provide coupons for \$3 off pizza or movie tickets. Not

only does this improve the image of campus security, but it sends a message to the student population: When you choose to drink and act responsibly, your community recognizes and appreciates your decisions.

Chariot believes that creating a positive relationship between campus police and students will foster better communication during emergency situations.

Letters To Your Student

While attending the YPulse conference in Boston, we learned that college students have profound respect for and trust in their parents. By asking parents to write letters, it will open communication lines and

capitalize on trust. Students will be more likely to ask their parents for advice and help when it comes to alcohol safety.

College is often thought of as the best years of your life. However, by over-consuming alcohol, the great things about college can often become compromised.

We will invite parents of incoming students to write letters on branded stationery to their children about The Other Hangover they experienced in their youth. We learned most parents recall friendships lost, relationships broken and reputations destroyed, often caused by over-consumption. By writing these letters, parents would be instructed to discuss a mistake they had made in hopes of helping their child to think twice before making a similar mistake. Parents want their students to enjoy the college experience; however, they also want them to remain safe and respect the law.

Twitter



The campaign Twitter account, @TheOtherHangover, will inform target universities of campaign progress and events. This PR tactic will encourage these universities to share campaign news with campuses outside our target and it will spread information about The Other Hangover and its efforts.

Only 4%
of students use
Twitter
-Chariot National survey

CAMPUS COMMUNITY

Website

Instead of using the TheOtherHangover.com as a destination for *At-Risk Drinkers*, we see it as a connection point for community members. Prospective college administrators will be able to browse a menu of tactics and select which campaign elements are right for their campus.



Homepage

Main message of The Other Hangover shown through green highlighted words

About

- Campaign details, partnership information and Century Council biography
- Menu of Tactics for college administration to implement the campaign materials on their campus

Your School

- Login for Student Ambassadors to upload photos and videos from events on their campuses
- Materials and events happening on each campus

The Campaign

Collection of all campaign executions including print images, links to the YouTube channel, Facebook Spread the Word page, and the Twitter feed

Recent News

Current events and information concerning

- The Century Council
- The Other hangover
- Alcohol-related studies and news

Menu of Tactics

We created a menu of tactics for schools to implement beyond the first year of the campaign. Each tactic can effectively be used as a stand-alone component or combined as a comprehensive communications strategy. For pricing and acquisition of the materials, campus administrators will contact The Century Council to select the options that best fit their budget.

AROUND CAMPUS

Posters
Student Handbooks
Bathroom Takeover
Cell phone Drop
Power-washed Stencils

STADIUM

Missing Student
Disposable Cameras

CAMPUS NEWSPAPERS

Back to School Takeover
Missing Ad
Print Ads
Display Racks

COMMUNITY

Law Enforcement Program
Parent Letters

IN THE DORMS

Whiteboards
Hangover Kit

ONLINE

iTunes U
Grand Stadium

VIDEO COMMERCIALS

GEOGRAPHY

Our campaign is national in scope and will reach *At-Risk Drinkers* online and on campus. Target schools receiving campaign materials and events have been chosen based on the number of undergraduates for maximum impressions.



TIMING

Our campaign will reach *At-Risk Drinkers* before and after key drinking periods during the 2009-2010 school year. Connections will be made while *At-Risk Drinkers* are planning, engaging and reflecting upon drinking behavior.

CONNECTIONS BUDGET SUMMARY

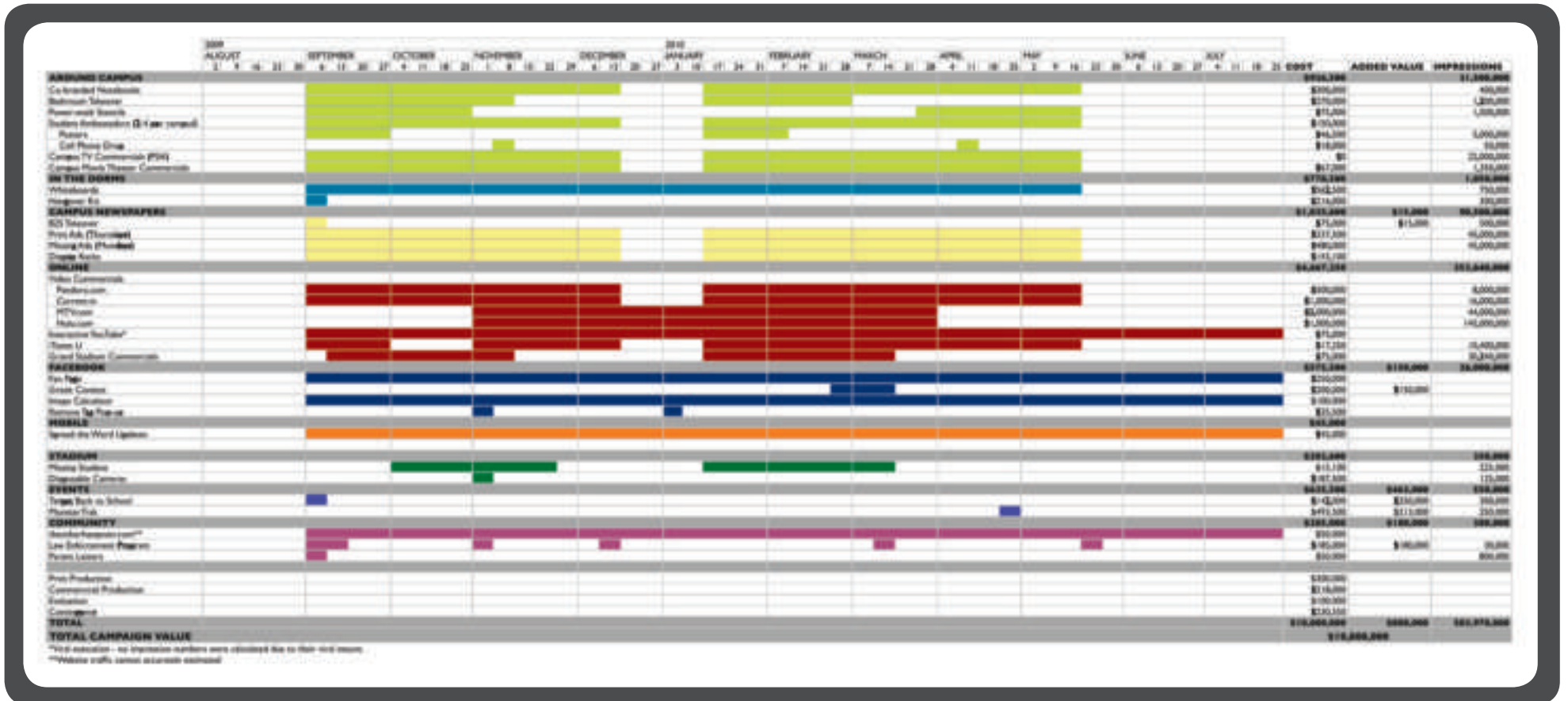
Around Campus	\$926,500
In the Dorms	\$778,500
Campus Newspapers	\$1,035,600
Online	\$4,667,250
Facebook	\$575,500
Mobile	\$45,000
Stadium	\$202,600
Events	\$635,500
Community	\$285,000
Production	\$518,000
Evaluation	\$100,000
Contingency	\$230,550

TOTAL BUDGET **\$10,000,000**

Campaign Added Value	\$808,000
Target	\$265,000
IKEA	\$150,000
Domino's	\$90,000
AMC Theaters	\$90,000
MonsterTrak	\$213,000

TOTAL CAMPAIGN VALUE **\$10,808,000**

FLOWCHART



FUTURE EVALUATIONS

We propose the following metrics to ensure *At-Risk Drinkers* are actively interacting with our message and the campaign is effective in reducing the rate of over-consumption by 5%.

Social Network Monitoring

We will implement multiple tools to measure the success of our social media programs.

- Engagement
 - Measure number of Facebook fans
 - Analyze use of branded applications
 - Monitor success of contests
 - Measure number of gifts shared
 - Track number of virtual wall participants
- Attention
 - Time spent on our Facebook fan page
 - Time spent interacting with YouTube video
- Comprehension
 - Sponsored Facebook polls
- Velocity
 - Real time feedback through Google Alerts, TweetBeep and Trackur

Survey U

Survey U is an online site that sends surveys to college students. Each survey gives the students points which they can redeem for gift cards. We developed pre and post surveys that will measure student recall of our message and changes in behavior. This will allow us to identify opportunities to make future initiatives stronger.

Project Ambassador Feedback

The website will serve as a forum for Student Ambassadors to share feedback and suggestions. It will be monitored and tracked on a monthly basis.

Law Enforcement Survey

Chariot will utilize a quarterly online survey to gather the opinions from law enforcement officers regarding our campus security partnership. It will also be a source of new ideas for next generation programs.

CONCLUSION

The Century Council challenged Chariot to create the first campaign with the power to reduce the static rate of over-consumption among college students. Through primary and secondary research, Chariot came to understand At-Risk Drinkers, the triggers that drive them to over-consume and the reasons for the short-comings of previous campaigns.

Our insights led us to develop The Other Hangover, a campaign disruptive both in message and placement. The Other Hangover realistically depicts the important social effects of over-consumption on students' reputations, friendships and image. This message resonates with At-Risk Drinkers who crave belonging and social connection.

Our campaign will live where At-Risk Drinkers live. The Other Hangover will reach At-Risk Drinkers online and on campus using vehicles with which they are already engaged. Our mediaplacement will encourage a dialogue and sharing of ideas about The Other Hangover among students, while engaging and involving the surrounding community.

By showing At-Risk Drinkers the consequences that resonate most with them, The Century Council can finally reduce the rate of over-consumption.

SOURCES

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Blogs: www.centurycouncil.org/blog, www.yaybia.com, www.ypulse.com

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Resources: Business Source Premier, The Center for Information and Research on Civic Learning and Engagement, EBSCO Host, Education Resource Information Center, Encyclopedia of Major Marketing Campaigns, Experian, Getty Images, iStock Photo, LexisNexis, Mintel Market Reports, MRI, Nielsen Media Research, PEW Internet and American Life Project, SRDS.



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