

RESEARCH REPORT

AAPCC Integrated Marketing Campaign

ADA CUADRADO | PORTFOLIO FALL 2009

SOURCES:

Chen Design (2008, November). Integrated Branding Program: Stanford Lively Arts. *Communication Arts*. Vol. 50, no. 6 (70-71). MAGAZINE

This source highlights an IMC that takes an approach that is stylistically appropriate for the type of public campaign that we are doing in our class. Completed in 2007-2008 for an organization that commissions great and emerging artists—the use of bold very graphic stylized people was employed throughout the various elements of the campaign. The typography is sanserif and large in scale. The graphic components that dominate the posters and other print materials are photographed people in energetic or “in the act of creation” positions. Illustration elements are used to pull the imagery together in a style that evokes modern young and progressive associations.

The main relevance of this IMC is the way in which it pairs the informative type with the large visuals of people.

The Richards Group (2008, November). Integrated Branding Program: Great Basin Blues Festival. *Communication Arts*. Vol. 50, no. 6 (90). MAGAZINE

This source shows a poster series/campaign that promotes the Great Basin Blues festival. The layout of the posters in this campaign are particularly effective because they are basic but striking. The use of limited color is employed in this poster series—which is one of the main components of the AAPCC campaign that we will be creating. Essentially, the strong use of photographed faces juxtaposed with funky hand-drawn style illustrations and type containing the soul and the message of the promotion lead to a very successful advertisement for the festival. The type at the bottom of the posters containing information is also effective and adds to the graphic contrasted nature of the posters themselves.

The relevance to the AAPCC campaign is that the style and execution of the posters reflect a style and layout that can prove effective for this campaign.

Leo Burnett London Ad agency (2008, December), Public Service TV: Moment of Doubt—Think Don't Drink and Drive Campaign for the UK Government Department for Transport. *Communication Arts*. Vol. 50, no. 7 (117). MAGAZINE

This source highlights an aspect of an a campaign by the UK department of transport to try and curb rates of drinking and driving. The TV spot proves effective because it shows very clearly the exact moment (which many people can relate to) before a man at a pub is about to order another drink. The barman then in a dreamlike sequence “becomes” people in the man’s life by adopting their voices. The different people in his life express their disapproval at how his drinking led him to lose all of the things he really valued in his life because of his

drinking and driving. The TV spot ends with the barman returning to his real persona and the man who is about to order the drink facing each other—the barman reiterates “So what’s it gonna be?” and the campaign message pops on screen under his face “THINK—don’t drink and drive”.

This television spot is very impacting because it cuts right to the heart of the issue at hand—drinking and driving destroys lives and through the use of the barman’s voices, the consequences that the campaign is trying to prevent are alluded to or “foreshadowed” in sense in the present moment.

This approach is one that would prove to be very effective for the AAPCC campaign because one of the main goals of the campaign is to make people realize the validity and immediacy of poisoning situations. The overarching goal of the campaign is to get people to associate the AAPCC poison helpline number with taking action. By using the approach shown in this UK department of transport ad, the campaign can have a striking impact and create an important association in the mind of the public between the poison helpline number and taking action during poisonings.

MacLaren McCann Calgary Ad Agency (2008, December), Public Service Campaign Poster for Dieticians of Canada. *Communication Arts*. Vol. 50, no. 7 (116). MAGAZINE

The approach taken in this poster is very effective because it not only capitalizes off of the use of big bold photography, but it uses a visual metaphor in order to make a point that the supporting agency is trying to get across to the public. The poster features a row of doughnuts arranged by sort in order to imitate the look of a cigarette. The “nutrition facts” label (the informational part of the poster) states that obesity is quickly replacing smoking as a leading cause of death in Canada. This clever use of association and metaphor engages the viewer and draws them in closer to the message of the campaign.

It is key to understand why this approach is effective. It appeals to its audiences’ ability to make associations and in turn forces them to rethink their preconceptions about the topic. This is a useful tool for the AAPCC campaign because “reprogramming people’s misconceptions” about poisoning is a goal that the campaign strives to meet.

Knight Design Firm (April 2009), Poster Merit Award: Urbanista. *How Magazine*. Vol 24 (126). MAGAZINE

This poster featured in How magazine’s In-house design annual, showcases a style that is appropriate for the AAPCC campaign that we are working on. This poster uses a very large screened-back image of a person’s face with a strong expression, and juxtaposes that with reversed-out typography. The effect is that the message is the focal point and the image

serves to underline it. There is supporting informational type at the bottom of the layout with details. This approach to the execution of the poster proves itself to be very direct and attention grabbing at the same time—which is exactly what the AAPCC campaign needs.

Gobe, Marc. (2001). *Emotional Branding*. New York: Allworth Press. BOOK

This book although written with a corporate audience in mind touches on several topics of interest for this AAPCC campaign. Specifically, the chapter, “Emotional Advertising: Not Gratuitous, but Relevant Emotions” gives a very solid explication of the power of using emotions in advertisements in order to truthfully and authentically convey the spirit of an organization and its message. The chapter includes an anecdote about how many times the corporate advertising mindset gets to cliché and ideas and concepts that were once original get worn out with overuse. Within the chapter a rebranding campaign by IBM is highlighted and there are posters that show IBM employees and their “profile information”. This approach is personalizing the company’s image for the viewer making it seem like the viewer is meeting the person face to face. The photographs of the employees have a certain “honest” feeling to them and the California attitude rings true in the set of posters.

This all proves to be effective information when approaching the AAPCC campaign because the struggle to have specific emotions that the viewer can identify with is something that is very important when creating for a wide public. This approach of emotional advertising is relevant to that goal.

Zwaga, Harm, Theo Boersema, and Henriette Hoonhout. (1999). *Visual Information for Everyday Use: Design and Research Perspectives*. Philadelphia: Taylor & Francis Inc. BOOK

Although this book is a very wide ranging source about visual communication, some of its featured essays provide relevant discussions for the AAPCC campaign. There is a section in the book that focuses specifically on the subject of warnings. Because this is part of the nature of Poison Control, the section is relevant to the campaign at hand.

A very clear and effective visual as to how people process warning messages is illustrated within this section of the book. The stages go in this sequence: (1) attention (2) comprehension (3) beliefs and attitudes (4) motivation. This sequence is important to understand because this is the way in which people process information naturally so in the process of designing, it is imperative to make sure that the hierarchy of the message is arranged in a way that falls in line with this process. Basically, the elements of the campaign should first capture attention, then provide an initial message (like a catch phrase), then some sort of association should be drawn so that the viewer can relate to the message, and lastly a call to action or some sort of reason to act should be given.

Olson, Lester, Cara Finnegan, and Diane Hope. (2008). *Visual rhetoric: A Reader in Communication and American Culture*. Thousand Oaks, California: Sage Press. BOOK

This book is a collection of essays written surrounding the broad topic of visual rhetoric. The essay that my research led me to focus on was an essay called, “The performative dimension of surveillance: Jacob Riis’ How the Other Half Lives” by Reginald Twigg. This essay discusses a photo journalist’s exposition of the bourgeoisies and proletariat gap and the social stratification within American society. A very strong discussion on the weight of “documentary” photography. One quote in specific helps to sum up the spirit of the essay’s discussion on the power of visuals in telling a story and communicating a message: “Photographs need explanations that provide directions for reading them: they could neither speak for themselves nor refer directly to any specific content...In this regard photographs are metonyms, signs whose meanings are produced only by associations with other signs.”

The discussion is centered on the idea that the story is built upon impacting visuals, but the connecting tissue of the story itself is the associations that are evoked from pairing the imagery with information and other cues so that the viewer can understand the message. This concept is elementary, but the significance is great when considering the AAPCC campaign we are going to be putting together. The main goal is to reshape the public’s preconceptions about Poison Control and poisonings. Knowing how to use impacting and relevant images correctly within the context of the campaign will prove to be a necessary part of making the campaign successful.

AAPCC official website: <http://www.aapcc.org>.

This is the basis for the initial research that we had done for the poster series. As the client’s official website, it contains the frame of reference for which we as designers should view any other information about the topic of poisoning. Within the website important pieces of information about AAPCC and their identity as an umbrella organization for the Poison Control Centers across the U.S.A.

One of the main sections of the website has a plethora of information about various programs that the AAPCC is involved with that have to do with Poison Prevention. The list includes an Adult Education Program, National Poison Prevention Week, a Preschool Education Program, North American Congress of Clinical Toxicology, Downloadable Tips and Information about Poisons and Prevention, and Public Service Announcements.

Another useful section for this campaign is the “about page” that specifies the various roles and functions the AAPCC fulfills in terms of Poison Control. Officially, the mission of the AAPCC is to aid all poison centers around the nation fulfill their public health mission. This is done in many ways, including AAPCC accreditation, employee certification and continuing education programs, educational outreach assistance, federal grant assistance, media management and assistance, and a poison statistics and information database among other

things. The big obvious aspect of the AAPCC that is missing from that list is the national poison helpline which they maintain.

In addition to the “biographical” and functional information about the AAPCC, the website also features pages with national poison statistics scattered throughout the site. Key statistics and facts for each main age demographic are broken down in the “tips” sections. The audience that the website is geared towards is very wide and inclusive. In reality it is designed with multiple audiences in mind, as some pages are written in language that is geared more towards health professionals, while some pages like the “tips” pages are written so that a child might be able to read it.

The relevance of this website is huge, simply because it is the representation of the AAPCC to the public on the internet—so this is the client.

AAPCC Class Presentation Points

The presentation given by the representatives of AAPCC to our portfolio class are of utmost importance because they picked and chose the things they believed were most relevant for the public to hear. So, the basic information and statistics (for example 78% of poisonings are accidental) that were highlighted for us by the client should be assumed to be of greater significance than other statistics lurking around in their website that might be more obscure.

The client made it clear that the campaign should complete 3 main goals: (1) Familiarize the public with the national poison helpline phone number, (2) Present relevant issues to each of the four main age categories—children, teens, adults, and seniors—and (3) reinforce the idea that the people who answer the phones are trained knowledgeable experts in toxicology and on poisoning issues. The other requirements for the campaign that were presented to the class were that the poster campaign had to be of a standard size, the original logo must be used, and the red/black color scheme must be used.

All of the items presented during the presentation are important because what the AAPCC provided us was essentially the most pertinent information for our task, so the relevance of their presentation as a source is probably the highest of all the listed resources for the project.

Interview with a professional: October 14, 2009, 9:45am Nurse Jan, RN Marymount Student Health Center

It is fairly interesting to note that after being denied the interview initially, the health center staff referred me to the Poison helpline phone number for more information. The interview was conducted fairly informally and in-person at the Marymount Student Health Center in the morning. The main concern of the interview was to see the perspective of a health professional in a campus setting.

Having worked at hospitals, specifically in pediatrics before, Nurse Jan has had experience with poisoning situations in the past, but informed me during the interview that at least on Marymount's campus, situations having to do with poisonings (outside of the realm of alcohol poisoning or food poisoning) are fairly rare.

With regard to alcohol poisoning, Nurse Jan reported it as a fairly common occurrence, although she did state that many instances of alcohol poisoning on campus probably never make it into the records, citing the fact that there exists a social stigma against underage drinking which causes many people to shy away from help on the campus itself and the limited hours of the health center itself (it closes at midnight). "Most alcohol poisonings happen in the wee hours of the morning," so people can't really come to the student health center for advice.

When asked about whether or not she has ever had to use the Poison helpline in her job, Nurse Jan stated that she quite often when she worked in pediatrics, but at Marymount she had to use it only once in the past few years. She did cite drug abuse or misuse as another common source of poisoning for people in the college/ adult demographic, but had no anecdotal references from her experience on the job at Marymount University.

In terms of first aid for people dealing with poisoning situations, she said that if they (staff at the health center) are sure that the person is poisoned, sending the poisoned person emergency room is the usual course of action.

The information gathered from this interview was very relevant to the topic of the AAPCC campaign because it gives insight into how a healthcare professional views the topic of poison control and its relevance to her job and her environment. On Marymount's campus, apparently, poisonings are not a major concern, so people don't really think about it as much.

Survey of the Public: "Poisoning Survey", Created by Ada Cuadrado via surveymonkey.com; October 12, 2009.

http://www.surveymonkey.com/s.aspx?sm=HJUR0FySsXe0vMmIEQAM_2bg_3d_3d

This survey was created by myself in order to get a better picture of what the public opinion about a few topics concerning poisoning and poison control were. The format for the survey was electronic (online survey administered via surveymonkey.com). The 8 questions on the survey were in multiple-choice format, and 80 people total were polled. The way that the survey participants were recruited was via facebook using several networks, but mainly the Marymount network. The results of the survey report that 88.8% of the people polled were in the 18-25 age demographic, and approximately 1/3 were male and 2/3 were female.

The first important result of the survey showed that a majority of people could identify potential poisoning situations successfully.

The next important finding in terms poisoning awareness, was that the age group most people thought was susceptible to poisoning was "babies/children". The least poison-

concerned age group according to people taking the survey were “adults”.

The next important finding was that about 2 in 5 people knew someone that had been poisoned, while 3/5 did not.

Of the total population of people that took the survey, only 1 in 5 had themselves been poisoned.

When asked about their first response (course of action) in the face of a poisoning situation, about 4 out of 10 people would call 911, 3 out of 10 people would call poison control, and 1 out of 10 people would take the poisoned person to the emergency room before doing anything else.

The final question presented in the survey asked whether or not they knew the Poison Control number, and the results showed that about 1 in 10 people knew the number while the other 9 out of 10 did not.

In order to gauge the public perception of poisoning situations, this survey tried to touch upon a few basic concepts or notions associated with Poison control and the goals that this AAPCC campaign is trying to meet. This is a resource that supports some of the key facts about the public that the AAPCC presentation to our class covered in terms of how the Poison Helpline is perceived. In order for the campaign that is designed for the client to be a success, the campaign has to move in a direction that will take into account the initial perceptions (frame or reference) held by the public in order to reorient those perceptions that are incorrect or “off”. Taken with a grain of salt (due to the limitations of the survey’s public reach), this picture of public opinion on poisoning is useful as a resource for understanding the public.

Tran, Trini (2009, October 13) Lead Poisoning Sickens Nearly 1000 kids in China. *Washington Post*. Retrieved from [washingtonpost.com](http://www.washingtonpost.com). NEWS

This article is from a fairly current issue and briefly addresses a public health scandal that is happening in China where a public outcry from families with children sick from lead poisoning are being forced to move from their homes. Apparently, the cause of the widespread poisoning (according to the local authorities) is from the long-term pollution problem in the affected area.

The tone in which this article from the Post is written is expository in nature, it seems to be in the news in order to draw attention to the fact that this lead poisoning wave is part of an extended health scandal that is proving to be detrimental to the public image of China’s governing political party (Communist Party). Although the political motivations aren’t completely overt in the article, it is fairly clear that its inclusion in the context of the newspaper is to help form a specific image of the control the Chinese government has over the well-being of its people.

The implications of this are that poison control is used as a measure of a government’s ability to effectively run a country. This means that to governments and in the eyes of the American

public (readership of Washington Post) poison control is a big concern although not seemingly a huge priority. These things taken together give significance to the mission of the AAPCC.

Arnquist, Sarah (2009, June 29) Poison Control Centers May be Budget Victims. *New York Times*. Retrieved from nytimes.com. NEWS

This article actually focuses on the proposal that California governor, Arnold Schwarzenegger, put forth earlier this year to cut the states 6 million dollar contribution to funding the Poison Control Centers. The article discusses the repercussions of this and cites the limited resources available to poison control centers nationwide.

This article appears to be taking cues from the “Poison Control in the News” section of the AAPCC website, where budget cuts affecting centers nationwide is one of the highlighted topics. The relevance of this is that news agencies actually do take cues from AAPCC, and that the public views political moves that weaken support towards public health institutions as negative.

Heussner, Ki Mae (2009, September 17) Handle with Care: 9 Potentially Harmful Houseplants. *ABC News*. Retrieved from abcnews.go.com.

This is a short special interest story by ABC news that covers a list of houseplants that are dangerous when ingested. A specialist and horticulturist is interviewed for the information in the article. Within the body of this article, statistics about the rates of poisoning from plants among children were cited. This article is relevant to the AAPCC campaign because it talks about poisoning issues that the AAPCC highlights.

CDC Website: <http://www.cdc.gov/NCIPC/factsheets/poisoning.htm>

This is a very condensed at to the point informational website by the Center for Disease Control that gives a general overview of poisonings and lists several statistics concerning poisonings among different segments of the American populous. Most of the statistical information is fairly dated (like 2005 and earlier) but they do have interesting coverage of intentional versus unintentional poisonings—a topic that the AAPCC site addresses but in a more scattered and less direct way. The relevance of this site as a sources for the AAPCC campaign we are making is that it is an additional source of information for the public about poisoning, although the CDC’s main efforts for poison control are limited to carbon monoxide poisoning education and lead poisoning education programs.

Mayo Clinic (associated w/ NIH):

<http://www.nlm.nih.gov/medlineplus/poisoning.html>

This website by Mayo Clinic which is associated with the National Institute for Health, is a great online resource for people seeking information and tips across many different types of poisoning situations. Statistics, information about prevention and first aid, research, multimedia tools, and child/teen oriented pages are all available along with links to other organizations and agencies that have information about poisonings. This site is relevant to the project at hand because it is a very effective resource for people seeking poisoning information, and in a sense it is “competition” for the AAPCC site and info database in terms of people wanting information.

WHO: <http://www.who.int/ipcs/poisons/en/>

This source is relevant because it provides a general overview of poisoning at a level that the World Health Organization is concerned. This means that the information on the page concerning the poisoning overview is condensed to a level that encompasses a more international audience. There is not as much of a breakdown of numbers amongst population segments, but attention is drawn to the severity of poisonings. The page belongs specifically to the International Programme on Chemical Safety. This is relevant because although it is not really an alternate source of information to the AAPCC website, it gets to the heart of poisoning issues without digressing too much.

Ad Council Website: <http://www.adcouncil.org>

This website for the Ad Council is one of the key source sites for examples of PSA campaigns that have been executed successfully. For this website, the main section that is of much concern has to do with the featured campaigns. Several materials for various campaigns that are key examples, were found here.

Stop Impaired Driving Campaign: <http://www.stopimpaireddriving.org/> and <http://www.adcouncil.org/default.aspx?id=49>

This campaign has materials featured on the ad council site, and has its own site featuring the message and additional information about the dangers of drunk driving and prevention. The main feature that led to the success of this campaign was the strong visuals (pictures of the consequences of drunk driving) combined with an attack on your ability to reason—the main idea being that driving buzzed and driving drunk amount to the same thing. This is relevant to our campaign because it that takes that immediate and shocking approach that might be appropriate for the AAPCC campaign.

Stop Alcohol Abuse Campaign: <http://www.stopalcoholabuse.gov/> and <http://www.adcouncil.org/default.aspx?id=263>

This campaign has materials featured on the ad council site, and has its own site featuring the message and additional information about alcohol abuse among minors and how to prevent it. This “stop alcohol abuse” campaign’s website is meant for a wide audience, and acts as a portal of information rather than an immediate response resource. The campaign features a “face to face” between the viewer of the poster and the child in the poster—in essence large pictures of school-age children are used to incite an emotional response. Coupled with the faces are their words handwritten next to them stating things like, “In nine years I’ll be an alcoholic”. This narrative approach to getting an awareness message out is appropriate for the AAPCC campaign and can be referenced when creating the message as well as the structure of the campaign.

No Attacks: Childhood Asthma Awareness Campaign: <http://www.noattacks.org/> and <http://www.adcouncil.org/default.aspx?id=43>

This campaign has materials featured on the ad council site, and has its own site featuring the message and additional information about childhood asthma. The website for the campaign and the other materials within the campaign are fairly well integrated with each other. Repetition of the imagery and message across media platforms and across language platforms (English/Spanish) are well done. The approach that the campaign takes is much like other campaigns, where a striking large photograph is used with an impacting quote to support it. The strong point for this campaign is that the images aren’t the people themselves—they are the triggers of the condition for which the campaign is raising awareness. So the images depict the cause and the quotes explain the effect and the reason (childhood asthma). The message gets across to the viewer effectively because the visual hierarchy parallels the cognitive processes the viewer goes through when interpreting an image. This campaign serves as a great reference for the AAPCC campaign we will be making.