



SHAPE YOUR FUTURE

A statewide health campaign launched in 2011 that encourages Oklahomans to eat better, move more and be tobacco free.

TELESTRATOR

RESEARCH

Phase 1: Qualitative

Qualitative, custom online digital research among twenty-five 18-54 year-old Oklahomans. This research established the role of healthy lifestyles in Oklahomans' day-to-day lives and uncovered barriers to healthy eating and being active.

Phase 2: Focus Groups

Six focus groups were conducted in Oklahoma City, Ada and Enid among low-SES Oklahomans. The respondents included parents, individuals with no children and primary meal preparers. The group was split into those who self-identified as having active lifestyles and those having less active lifestyles. Two focus groups contained "community influencers." This study gathered initial reactions to SYF TV spot animatics and learned how to make the commercial more effective.

Phase 3: Post testing of edited spots

Quantitative research among 950 Oklahomans testing **8 commercials**.



475 VIEWED

the **physical activity commercials**
& the **healthy eating commercials**.

This research was to uncover the impact of the commercials on behavior change and to understand if Oklahomans were influenced to lead healthy lifestyles.

OBJECTIVES

- By 2015, increase the prevalence of Oklahomans who participated in the recommended level of exercise to 48.6%.
- By 2015, increase the prevalence of Oklahomans who consume five or more servings of fruits and vegetables each day to 16.1%.

TARGET

- Oklahomans, ages 18-54
- Lower socioeconomic focus
- Moms/food preparers

EVALUATION & RESULTS

Evaluation of the campaign has been conducted with Oklahoma residents through **media tracking** and **cross-sectional surveys**. Research results are **positive** and show that after only 8 months of the brand launch: 34.2% of low SES women ages 18-49 reported exposure to Shape Your Future messaging.

▶ ▶ ▶ **This exceeds our goals of 25% in Phase 1.**



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After watching the Shape Your Future PHYSICAL ACTIVITY ADS:

- **More than a third** of those exposed to the Shape Your Future ads agreed or strongly agreed that the ads made them want to be **more physically active** (34%). 53% of women agreed or strongly agreed.
- **More than a quarter (28.8%)** overall and 43.2% of women **planned to increase their physical activity** during the day by taking the recommendations within the ads.
- **More than half** of those exposed to the ads (56.9%) and 76% of the primary target **approve of the message** in the Shape Your Future physical activity ads.

After watching the Shape Your Future NUTRITION ADS:

- **More than a third** (34%) of those exposed to the Shape Your Future ads agreed or strongly agreed that the ads made them want to **eat more fruits and vegetables**. 47.5% of women agreed or strongly agreed.
- 33.2% **overall** and 50.3% **of women planned to increase the amount of fruits and vegetables** they eat during the day by doing some of the things they saw in the ads.
- **More than half** of those exposed to the ads (58.2%) and 76% of women **approve of the message** in the Shape Your Future nutrition ads.

AWARDS

- 2014 National Clarion Award from the Association for Women in Communications
- 2014 IABC Award of Excellence for Brand Communication
- 2014 AMA OKC Award of Merit in Cause Marketing
- 2013 OKC Ad Club Addy Awards – 5 Bronze



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PRINT - 14819

National Nutrition Month
2013 - 12078

CELEBRATE
healthy foods

National Nutrition Month
March 2013

Add more fruits and veggies to your diet. It doesn't matter if they're fresh, frozen, canned or dried. Try to make half your plate fruits and veggies for better health.

During National Nutrition Month, create a free, personalized plan using the USDA's SuperTracker. Find out more at ShapeYourFutureOK.com.

Shape Your Future
Eat better. Move more. Be tobacco free.

Walk to School/Work Day
2012 - 11396

CELEBRATE
by walking

Walk to School/Work Day
October 3rd, 2012

Getting physically active every day promotes better memory and a healthy, energetic lifestyle. Fuel up with fruits and veggies and get your 30 minutes of activity by:

- Walking or biking to school with friends
- Parking further away and walking to work
- Taking the stairs and adding a few more steps in your day

For events in your community contact:
XXXX XXXXXX XXX
(XXX) XXX-XXXX
XXXXXX@XXX.XXX

ShapeYourFutureOK.com
XXXX XXXXXX XXXXXX XXXXXX
Join us Get XXXX XXXX at (XXX) XXX-XXXX

Eat better. Move more. Be tobacco free.

OUTDOOR - 11439 (13)

get healthy to the core.

ShapeYourFutureOK.com

catch your breath. then lose it again.

ShapeYourFutureOK.com

shake a leg. and a hip.

ShapeYourFutureOK.com

turn over a new leaf.

ShapeYourFutureOK.com

DIGITAL - 11894

it's crunch time.

fill half your plate with fruits and veggies

been around the block?

move 30 minutes a day.



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TV - 11025, 11155, 16385
:30 (8)

Physical Activity
Chloe, Rachel, Rhonda, Andy

Nutrition
Darla, Marc, Hank, Frank



An animated stop clock was used to show how small things like taking the stairs or parking further away can add up to the recommended 30 minutes of physical activity needed each day. For fruit and vegetable consumption, the campaign showed a level-up bar to focus on habits and daily routines that can easily include more fruits and vegetables. A sports announcer voice narrated each spot and “telestrator” marks were shown onscreen to highlight the healthy actions taking place.

RADIO- 10895

15: The doctor away keeps an apple a day. If that sounds a little odd, consider this: Sometimes it's good to shake things up. So eat five servings of fruits and vegetables a day. You'll feel better and live longer. Learn how at ShapeYourFutureOK.com.

15: Do jumping Jacks, jumping Jennies... or jumping Jaspers. Whatever your name is, hop up and move for at least 30 minutes a day. 30 minutes of exercise. How do you get yours? For moving inspiration, visit ShapeYourFutureOK.com.

For radio the campaign provides quick and easy tips that people can immediately implement into their daily routine. These 15-second radio liners ran during specific times of the day when people might be making decisions or deciding whether to stop by the gym or take a walk.