

Self Evaluation Assignment: Rethink Campaign

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In this paper, I will be giving an in-depth analysis of my performance for this semester's Rethink Campaign. The way I had structured this paper was to list all my accomplishments and responsibilities parallel to our roadmap and timescale of the campaign. I had applied multiple concepts to my work on this campaign, including concepts grasped from SCC 200, SCC 305, SCC 400, COM 151, and SCC 210; which had assisted me in implementing strategic frameworks to progress the success of the PR/Promotion side of the campaign.

SWOT analysis

The first thing I had done was create a SWOT analysis for the campaign. Building a SWOT analysis has been taught to me in most every required SCC course, and I believe was incredibly beneficial to my own personal concept organization during the Campaign. I would use our SWOT analysis as a baseline for projects and goals, thinking especially our “strengths” (during this time of COVID, capitalizing on strengths was incredibly important), our opportunities, and our weaknesses. My goal during this campaign was to overcome our weaknesses, which was overcoming the obstacles of effectively executing a long lasting message during this time of social shutdown. I think our campaign ultimately did accomplish overcoming our weaknesses with the success of our virtual events and promotions.

The second topic I worked on was rescripting our mission statement. To avoid the cognitive dissonance of the perception of our campaign being an authoritative figure, we framed our mission statement to be more around balancing the mental state for all, rather than enforcing a stop to prescription stimulant misuse. For clarity here, I'd like to compare it to the war on

drugs, vs. transformative reformation. Rather than having an approach similar to the US's the war on drugs, "dont do drugs, we are telling you not to," we wanted to let ReThink come at more of a neutral position, and being an advocate for help and stability rather than an outlet for authority; coming from an approach of "let us educate and facilitate help so you can achieve greatness". The class that really helped me with structuring this was SCC 210, Theories of Persuasion. Specifically, the concept I used most for this was tailoring your message to fit the desired audience reaction and emotion. In doing so, we needed to avoid the stigma around an authority figure, and rather than coming from a perspective of powerful knowledge over our audience, our group wanted our campaign to encompass a neutral energy seeking to help and protect rather than discipline. I believe this concept was especially useful because after visiting my SCC 210 notes, I was able to recall what messages can evoke what emotions (whether it is specific phrases or even color schemes), and what emotions evoke attitude and perception change.

Next, my group and I had brainstormed the thought of a guest speaker, based on the effectiveness of previous semesters with Drake Bell. We had chosen this after further segmenting our target audience and thinking from the perspective of what they would render and assimilate with. I thought the best ways to hit those segmented target audiences was to find guest speakers our audience would know, like, and listen to if they saw them representing our campaign. In doing so, I made a list of our desired emotional and cognitive reaction people should/would experience when seeing our speaker. I had deduced the reaction we want the most is a neutral experience that evokes both brand retention, interest in our page, and at best, acceptance to read and absorb our messages to demote stimulant misuse.

After coming to the understanding of our desired cognitive reaction, I began working

with my team to brainstorm everybody we could possibly use. We came up with popular figures like Steve-O, Faze Banks, Robert Downey Jr., etc. Our strategy with these types of character was to use people that the general public liked and didn't perceive as a threat; and to choose these people that had previously dealt with addiction or spoke against drug misuse. I had then scripted a strategic message to each of these celebrities, and Bradyn reached out via her social media and over email. Unfortunately, we had no takers, but we did at least get a response from Faze Banks... declining the offer. Then, while sticking to the idea of a guest speaker, Griffon came up with the plan of using Cameo, a service I hadn't heard of before. We then would use Cameo to secure both Matt King and Danny Greene, which was a huge win for the Rethink Campaign, and I will touch on that later.

Alongside strategizing a plan to secure public supported guest speakers, I also worked alongside my team in finding possible partnerships to promote our events and build motivation within our segmented audiences to join our events and be present at our events. Our primary goal was to identify student frequented stores and locations in the surrounding Orange area, specifically Orange Circle, and to strategically reach out to bridge a mutually beneficial relationship. My idea in doing so was to be able to promote our campaign using their brand, to have our campaign give philanthropy/social responsibility perception to our potential partner, and to have students assimilate the good feelings they have with our “potential partner” with the Rethink campaign. Ultimately our goal here was to have our audience both join our events and listen and act upon our messages. Working with Bradyn and Griffon, we strategized different local organizations, including: Soul Cycle, A Touch of Beauty, Blue Bowl, Urth Cafe, and the Chapman Wellness Project. We chose this selection because we believed that each organization represented both our target audience’s energy, and represented the Rethink Campaign well. After

selecting, I designed a strategic email script that made sure of: illustrating who we were, what we were about, and why we were reaching out. It explained our goals of partnership and how each party would be benefited by more traffic and positive social responsibility practices; but unfortunately, when Bradyn reached out, nobody got back to us besides the Wellness Project. Our thoughts were, because most of these companies had multiple locations and were well known, that they would not be interested because it would be too much work on their end to implement. We ended up not partnering with anybody due to a lack of interest by the other parties, but I had the experience to re-use what I had learned in Theories of Persuasion and Message Design I to script emails portraying our mission, objectives, and possible agreement to partnership. Maybe this time it didn't work out, but next time I will have had the experience and knowledge of failure to do better.

Once we understood our newest goal was to move past partnership and tackle our guest speaker (via Cameo), we had to learn how the service worked, who to choose, and how to execute to have our message positively disseminated to our audience. I had created an internal organization sheet that laid out all our possible celebrities in the category of industry, their possible associated costs to feature, and their contact handles. My team framed our desired reactions to the speaker of our choice, so it was imperative we chose individuals who both represented our cause, and would represent the message we so carefully planned to portray. After thinking of what kind of celebrity we would want to use, we narrowed down to a few ideas such as Drake Bell, Ceelo Green, Matt King, and Danny Green. Once we narrowed down these choices, we had to strategically understand how they would illustrate the messages we set out for them to say. We had to keep in mind their public perception, with how our message would be perceived coming from their mouth, and ultimately, how this would positively or negatively

affect our campaign.

Our plan in doing so was to really dial in on illustrating that we are a non profit organization set to help people develop positive habits and stray from the easy way, prescription stimulants. We ended up narrowing our options down to Danny Green and Matt King; two widely loved celebrities who we thought would do a great job representing our campaign. My team and I worked on a script for their Cameo, primarily Griffin, and we ended up getting a huge deal with Danny Green and working with Matt King. Ultimately, with my group executing this, this was a massive win for our Campaign. After re-posting their Cameo appearances on Instagram, I had multiple friends that didn't even know about the campaign reach out to me saying how interested they were.

I take that as a massive accomplishment for myself and my team, along with our entire organization. This was probably my favorite part of the campaign because it forced me and my team to think about how every small variable from public perception to small words in our script could affect the outcome of our message. I am so pleased with the outcome of the Cameo, and even more pleased at the response we received from our audience. The one class that really helped me develop this kind of strategic message design was both SCC 200, Message Design I, and SCC 305, Marketing through the Communicators Lense.

The two most profound concepts utilized from these classes with my work on Cameo endorsement was the use of target audience analysis and value proposition. Target audience was such an important factor here because our team really needed to wrap our heads around our audience, their segments, and ultimately anticipate the behavior of our audience when they process our message. For example, we needed our campaign to illustrate an organization geared around peace and health for the community, whilst not framing ourselves as an authoritative

figure, and placing our message in a channel our audience would intercept and retain. Not only that, but what our message said, how our guest Cameo speaker would illustrate the message, and where the message would be intercepted was crucial to success. This understanding of the audience and concept of value proposition go hand in hand. We had to both understand the needs and reality of our audience, how they would benefit from our message and campaign, and how they would further that message to influence their attitude on prescription stimulants. By learning the framework to these concepts first hand in my SCC courses, implementing them into the campaign was really fun and a great experience, and something I think I can really bring into the future workforce post-graduation.

In coordination with the event planning group and the message design group, I had realized we weren't organized enough with our promotional offerings, budget, and achievable desired behavior. So, in response, I had created a spreadsheet which my team and the event planning/message design team utilized which organized our budget, the promotional items and their specifics, and our plan to use it to our advantage. In doing so, this spreadsheet was deemed useful because it gave a visual representation for our group/groups of the realistic amount of resources we had, what goals we needed to accomplish, and set a plan of doing so. This doc was most useful in setting out what types of gift cards we had in correlation to our budget, and what would be used for what. I thought this was beneficial to our team because it helped mentally organize and avoid clusters and confusion between the internal communication of groups.

To assist with keeping our campaign consistent and transparent both internally and externally, I crafted a document that each group could choose to work off. This document included everything to do with our branding canvas and key representation points to be utilized. These points included our color schemes used in previous years/this year, previous

advertisements and themes of messages, previous campaign promotions, and our current/previous mission and value statements. I thought this was deemed useful to those who used it because it was a reference point to the foundation of our message design, core principles, and public perception.

My group functioned as a point of contact between both the messaging group and the event planning group. When they had any questions, wanted to plan something, needed resources or documents, we were the one they contacted and I would either connect individuals from my PR group to others or send required information/documentation. I enjoyed organizing the internal communication with my group for our campaign because it reinforced how important it is to remain on the same track between all teams in a campaign. There were times when we experienced miscommunication with the event planning group, and as a result, suffered by having people miss events or not send necessary information for others to do their job. But with trial and error, we had adapted to refine our communication habits and try to ensure fluid communication between our groups.

When it came time to design our campaign's t-shirts, I contributed my assistance on the design of Rethink's t-shirts. Note: I did not solely design the t-shirts, but offered suggestions and my perspective which influenced the final design. This insight included my thoughts on what colors the shirt should be (base color, mascot and logo colors), where our logo should have been located on the shirt, and where our mascot should be located on the shirt. This was a group collaboration in designing the shirt, but COM 151's Mass Communication shaped my perspective of how I thought the shirt would best represent the Rethink Campaign. Brian Calle had multiple guest speakers talk to us from all regions of industries, and one of them specialized in message design for Taco Bell. I vividly remember how he evangelized on how imperative it is

for the colors and design of apparel gives off different perceptions of a message. I incorporated what I learned from that class into my opinion on how the shirt should be designed, and provided reasoning to my opinion.

One of the last things I worked on for the campaign was working alongside my team and the message design team to strategically filter our advertisement strategy for the dissemination of our Cameo messages via instagram. As we were working off a low budget near the end of our campaign, we still needed to ensure our message would reach our given audience; or else all our work to get the guest speakers would be deemed useless. Griffin took role in the choices of filters for the message outreach, and I assisted with suggestions on why we should choose what filters. Filters are so important with media advertising because you can have an amazing message design, but the usage of incorrect filters can prevent your desired audience from ever seeing that message. Since we chose to use instagram and targeted individuals in the Chapman community, we most specifically announced the surrounding Orange area. Other filters included relevant hashtags and themes, such as “college student”, “anxiety”, “stress”, and “Chapman”, with application to age ranges of individuals at Chapman. This was a very important contribution to the campaign because without this filter design strategy, I don't believe our Cameos would have reached our intended audience the way it successfully had. I had friends and acquaintances reach out to me on instagram and over text raving about how interesting they thought the message was and how they thought it was a great organization. That is a success in my book, I am very proud of my PR and Promotion group and everyone involved with the message design and dissemination.

In terms of our pre and post test survey research, I had contributed at least 13 individuals who had partaken in our surveys. I made the efforts to reach out to my fraternity brothers, friends

on campus, and housemates to take both the pre test and post test. I believe more people took the post test, but I thought my contribution to our survey dissemination made a valuable impact on our research data.

In summary of the work I accomplished during this campaign I had successfully assisted in advertisement management, contributed to the Rethink T-shirt design, coordinated internal group communication, made spreadsheets and documents to provide internal clarity and organization in terms of branding and roadmap, designed multiple outreach scripts to potential partners and guest speakers, assisted in redesigning our mission statement, helped curate the foundation for our message strategy, refined our targeted audience, and helped form a SWOT analysis my team and I worked off for the duration of the campaign. If I was to give myself a grade I would give myself a solid A-.

I thought my strengths laid within multiple facets that lead to the progression of success within this semester's campaign. My first trait is my organizational habits, seen in my inter-team communication planning, my spreadsheets providing visual clarity, and my documents tying foundational themes for group members to work from. My second trait is my focus in branding, seen in my assistance with refining our target audience, laying out consistent branding themes, designing scripts to match our organization's mission, choice of Cameo celebrities as our public relation promotion, and overall thought process around Rethinks vision and encompassment. Finally, I think the most important trait I brought to my team and to the campaign was my willingness to help in any place I could. I believe I brought an energy of pure participation and a motivation to organize, plan, and execute on the PR/Promotion side of our Rethink Campaign.

If I was to do it over again, I would have wished I found a way to be more involved with the messaging team and wish I could have made it to more events. I think within my role in

PR/Promotion I did what was necessary for the messaging side of things, but I wish I went above and beyond and helped actually design the messages and posts for the instagram, for personal experience building. If I had been more present in the message design team, I think I could have provided valuable insight to my branding and design perspectives. More importantly, I wasn't able to make most of our event due to conflict with work; I work remotely from 3-10 on days I don't have conflicting classes and couldn't make it to events. I was still able to repost events we hosted, but failed to make it due to time conflict, and wish I could have because it would have benefited the campaign with more perceived traffic. Overall, I am quite proud of my performance, and will be using what I have learned in the workforce, and amatteroffax, I have already implemented value proposition and message design into my current work position as a communication manager! Exciting stuff... I am thrilled to have taken this course and been a part of the Rethink Campaign.

References

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