

Be Yourself AU

A Social Marketing Campaign
Combatting the Use of Un-Prescribed Study Drugs

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#BeYourselfAU

Problem



- Popularity and normalcy of teens entering college use un-prescribed “study drugs” because of:
- Academic, professional or social pressures
- As a solution to dealing with stress
- A lack of time management skills

Purpose

- Teach incoming freshmen to manage daily responsibilities in a fun and healthy way
- Engage with students through various mediums to promote helpful time management skills, other than taking un-prescribed medication



Focus

The main focus for this campaign is to encourage AU students to find their success in their college careers without the use of un-prescribed study drugs.

*Instead, we hope students will deal with their academic and professional problems in healthy ways that are not detrimental to their physical, mental and emotional well-being, and cope with social pressures in the best way for each student to
“Be Yourself.”*

Behavioral Theory

Theory of Social Norms:

Much of people's behavior is influenced by their perceptions of what is "normal" and "typical."



Peer Pressure

Market Research

Conducted research on use of study drugs at AU via:

- **Focus Group**

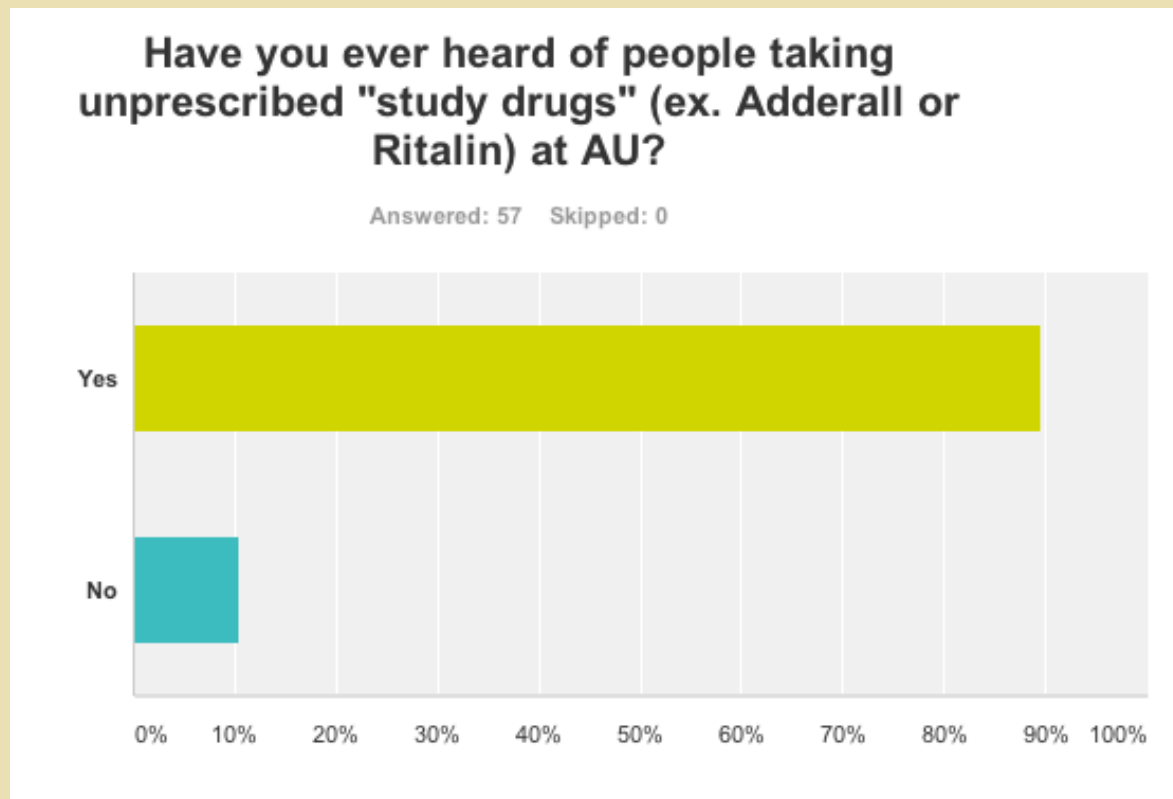
- Conducted in AU classroom of graduate and undergraduate students
- Questioned the students' experience with study drugs, knowledge and opinions on the topic

- **Online Survey**

- Surveyed 57 AU students
- Survey sent out via social media and email
- Participants ranged in all ages and grades
- Largely skewed data gave a good understanding of AU's study drug scene

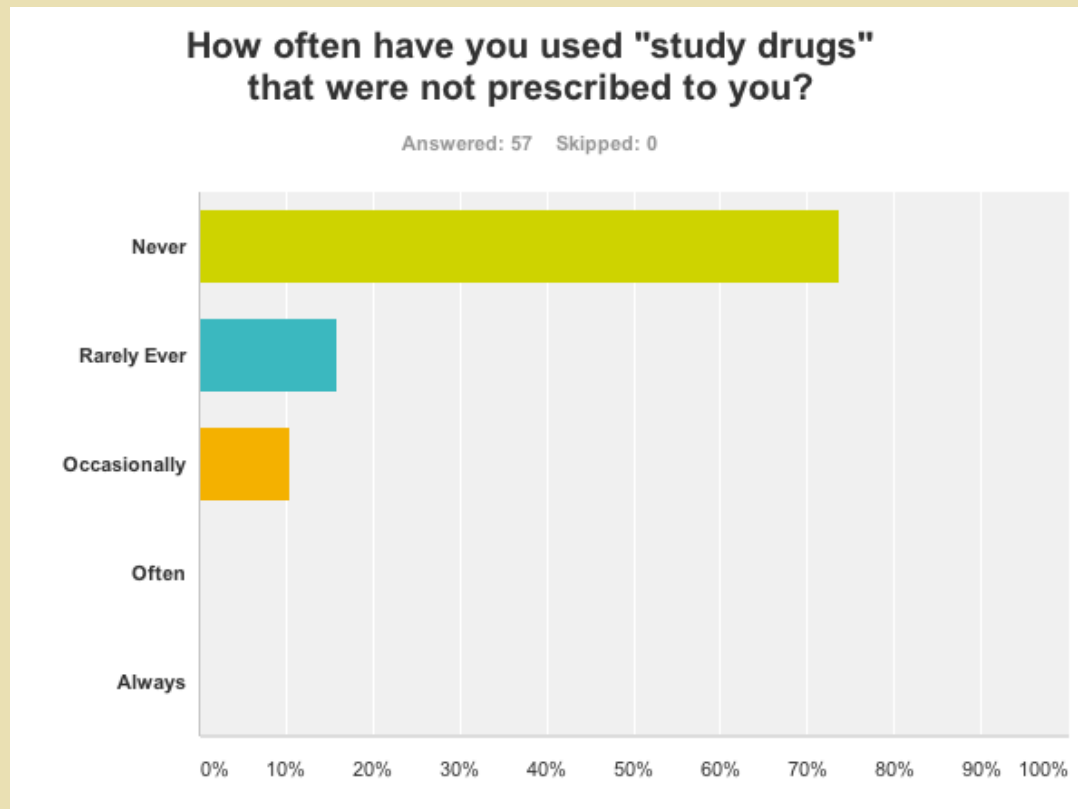
Market Research

89% had heard of people taking un-prescribed “study drugs” at AU



Market Research

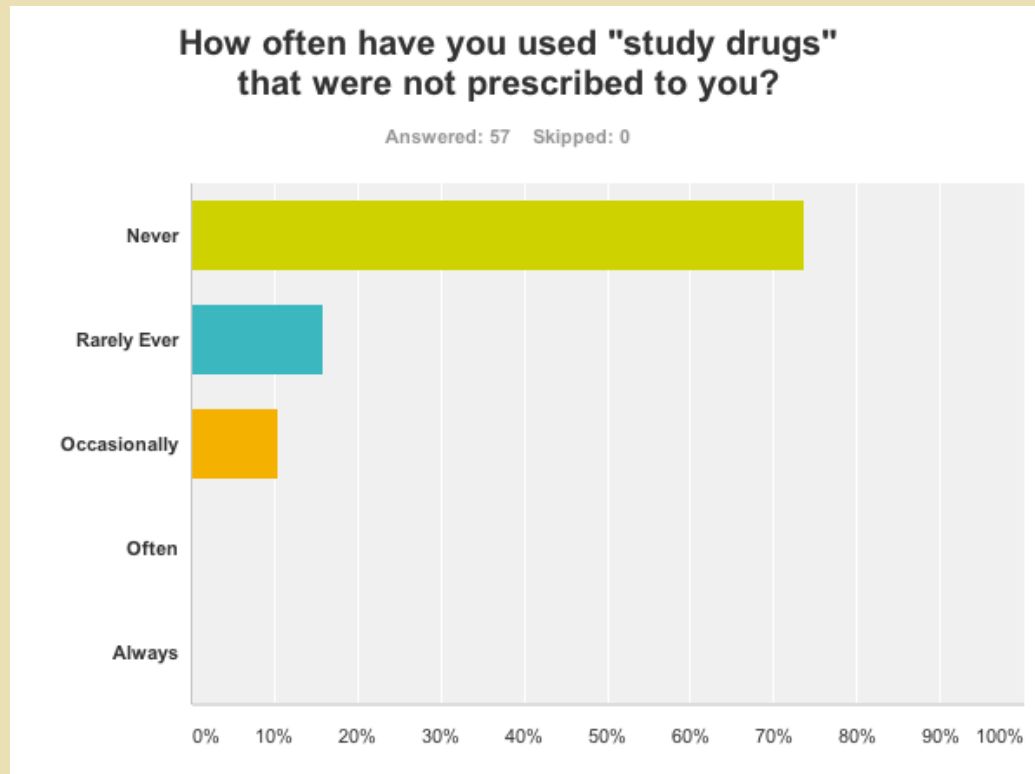
10% said they had occasionally used un-prescribed “study drugs”



Market Research

9% said they used “study drugs” to pull an all-nighter

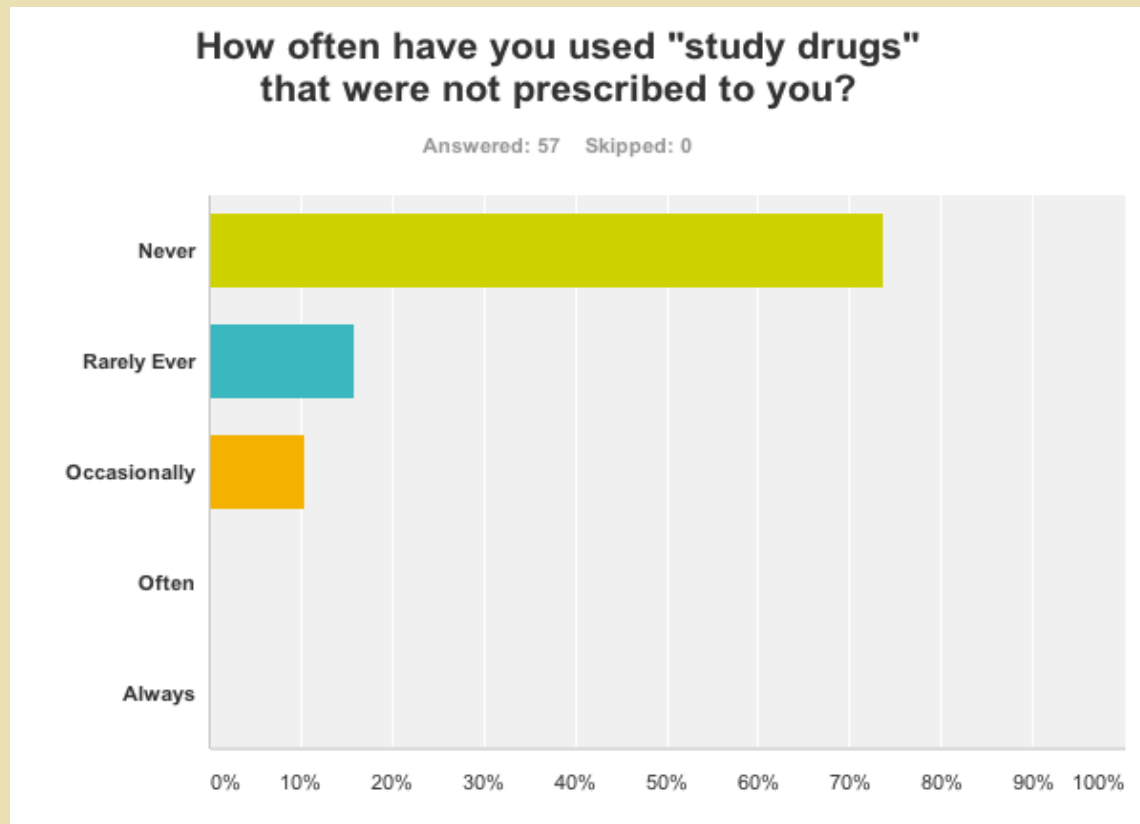
14.5% said they used “study drugs” only during a high-stress time



Market Research

63% said it was “somewhat common” at AU

9% said it was “very common” at AU



Target Audiences



- Primary Audience: American University Freshmen
- Secondary Audience: General American University Student Body

Barriers, Benefits & Competition

Audience	Barriers	Benefits	Competition
PRIMARY: American University Freshmen	Communication barriers, peer pressure barriers, social norms, easy-access to study drugs, stress in general, supposed higher quality work outcomes, supposed better grades, the idea that it is no big deal	Better stress and time management techniques, better health, less illegal prescription drug use, better habits for later incoming classes, not cheating, no reliance on the drugs, no money spent on the drugs, authentic student work	Study drug use itself, other programs combating alcohol and usage of other drugs at AU
SECONDARY: Other American University Students	Existing ideas, friends doing study drugs, study drugs seen as a norm among current college students, communication barriers, peer pressure barriers, social norms, easy-access to study drugs, stress in general, supposed higher quality work outcomes, supposed better grades, the idea that it is no big deal	Better stress and time management techniques, better health, less illegal prescription drug use, better habits for later incoming classes, not cheating, no reliance on the drugs, no money spent on the drugs, authentic student work	Study drug use itself, other programs combating alcohol and usage of other drugs at AU

Objectives

Behavior Objectives

- For AU Students to engage in safe, healthy and productive stress-relieving activities instead of “study drugs”

Knowledge Objectives

- For students to know better stress-relieving alternatives
- For students to understand the dangers of un-prescribed study drugs

Belief Objectives

- For AU Students to engage in safe, healthy and productive stress-relieving activities instead of “study drugs”

Positioning Statement

Students at American University should know that there are stress and time management strategies that are healthier and safer than using un-prescribed study drugs.



Product



Core Product

- Physical and psychological health benefits students will gain by choosing not to take un-prescribed study drugs, as well as not putting themselves at risk for drug dependency or side-effects

Actual Product

- Learning and utilizing stress and time management techniques

Augmented Product

- Promotional material used for the campaign including informational handouts, fact sheets, Frisbees, T-Shirts and other giveaways



Price

Monetary

- Target audience may need to spend money on coffee, tutors, stress management classes, or other healthy ways to manage their workload instead of taking study drugs
- That said, purchasing un-prescribed pills can be an expensive habit itself, so the monetary cost to our campaign is not likely to be a major hindrance

Non-Monetary

- An added time and opportunity cost, as the students will have to put in more time to find alternative solutions to using study drugs
- Going to the gym, taking a nap, or taking a coffee break with friends all take up more time than simply taking a pill
- Students may be resistant to participate in information sessions or campaign activities, making it difficult to provide them with the necessary information
- Social cost of the campaign would be that students may feel pressured to take study drugs for fear of judgment or failure

Place

- American University
 - Academic and Study Areas:
 - Bender Library
 - Kogod School of Business
 - School of International Service
 - Social Spaces
 - Mary Graydon Center
 - Main Quad
 - Davenport Coffee Lounge
 - Terrace Dining Room
 - Student Residences
 - Jacob's Fitness Center



- Online Presence
 - Social Media
 - Using Twitter, Facebook, Instagram, etc.
 - Sharing information about events, giveaways and resources for students
 - Encouraging students to share their stress and time management strategies
 - Using #BeYourselfAU

Promotion

- Phase One: Freshman Orientation
 - Orientation Leaders serve as campaign ambassadors
 - Small group discussions about adjustments, health and stress
 - Discuss tips and techniques for stress and time management
 - Connect with *Be Yourself AU* campaign on social media
 - Students encouraged to share their own experiences or concerns



Promotion

- Phase Two: Winter Finals Season
 - Campaign will partner with on-campus Starbucks and hold a “Free Drink Day”
 - Campaign ambassadors and student leaders will be on hand to help run the giveaway
 - Every free drink will have a coffee sleeve with #BeYourselfAU and the following slogans personalized to AU Students:
 - “Running out of time? Hit Starbucks and hunker down.”
 - “Stressed? Get some of that extra energy out at Jacob’s Fitness Center.”
 - “Exam Anxiety? Take a break from the Library Silent Floor for a breath of fresh air.”



Promotion

- Phase Three: Spring Semester
 - Set up tables to promote on the Main Quad in populated areas
 - Giveaways include Frisbees with #BeYourselfAU and tactics for time and stress management, encouraging students to do something active or enjoy fresh air when they are feeling stressed instead of turning to study drugs
 - Students can be entered into a raffle to win a gift certificate to Starbucks, Davenport Coffee Lounge or Jacob Fitness Center
 - Continued social media presence



Evaluation:

Measuring Campaign Success

INPUTS		OUTPUTS	
Resources used in the campaign effort include the money it costs, planning and implementation time, and the partnerships with organizations on campus.		Outputs include the amount of materials distributed, such as Frisbees or free coffees, as well as any media coverage, social media interaction, cost of impressions and frequency of the tactics.	
OUTCOMES	IMPACT	RETURN ON INVESTMENT	
Audience's response to the outputs can be measured by change in behavior, for example, measuring increases in on-campus activity, students' use of promotional materials, or ultimately, the reduction in study drug use on campus.	The final indicator of the campaign's impact will be the reduction of the abuse of study drugs, and an increase of healthy stress-relieving and time management activities.	Return on investment can be determined by considering the cost to change the behavior and the rate of return on the campaign investment.	

Evaluation:

Examples to Measure Success

- Distribution of promotional materials: How many Frisbees were distributed? How many free coffees?
- Evaluating social media success via #BeYourselfAU popularity, messaging and brand recognition
- Study change in behavior via opinions of campus leaders and R.A.'s
- Follow-up Climate Survey of general population
- Measure changes in behavior (amount of study drug use, audience's knowledge of topic, students' opinions, participation in healthy activities, etc.)

Continuing Efforts

- AlcoholEdu Partnership
- Continuing Annual Efforts at Freshmen Events
- Annual End-of-the-Year Survey
- Making “Be Yourself AU” a key part of the AU Community



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