Britain's teenage pregnancy rate is the highest in Europe

CAMPAIGN STRATEGY

Ideas and goals of the campaign

- to speak out about the problem of pregnant teenagers and teenage parents
- to rouse public interest for this complex problem
- to raise theloevel of awareness about this problem
- to stimulate
- to rouse understanding
- to help

Campaign Target Group

- local/regional communities as a whole

CAMPAIGN ELEMENTS

Public Relations
- constant contact with the media and representation in the public
- placing of information in the media
- organizing conferences for journalists and round tables
- workshops - expert moderators
- production of PR material with a recognizable design and message

Events Creation
- conferences for journalists and round tables
- workshops - expert moderators, narrowly specialized themes, arrange locations with the proper authorities and experts (schools, universities, public spaces)

Info telephone
- Info hotline
- permanent number for information on teenage pregnancy
- information about places where you can enquire about various services

Media Strategy
- development of media plan
- finding media sponsorship
- targeted placement of the campaign's visual identity inleading media (print, TV and radio)

Sponsors
- finding general sponsors
- finding sponsors
- socially-responsible institutions, individuals, companies

Timeline for the campaign – activity plan
- an optimal 2 months for the campaign carry out an analysis which should show the level of awareness of local/regional communities about the problem of teenage pregnancy
- use the analysis to determine the next steps of the "client" campaign

Analysis
- at the end of the campaign carry out an analysis which should show the level of awareness of local/regional communities about the problem of teenage pregnancy
- use the analysis to determine the next steps of the "client" campaign

Personnel
- PR manager
- event dukager
- designer
- expert persons – campaign advisers
- persons to work on the info hotline
- support personnel

MEDIA PLAN

	Media	Notes	Time data/positioning of advertising	Amount
Before	TV station – media sponsor	TV spot 30 sec	during the day	195
		guest appearance in show - sponsorship	morning program	12
	Radio station – media sponsor	radio spot - 15 sec	during the day	252
		guest appearance in show - sponsorship	prime time	56
	Radio station	Radio spot - 15 sec	during the day	252
		guest appearance in show	prime time	8
	Radio station	Radio spot - 15 sec		252
During	Daily newspaper 1 – media sponsor	1/2 pg colour, right hand	first Friday in month, during "mother" change - results in the second month of campaign	12
	Daily newspaper 2	1/2 pg colour, right hand	first Friday in month, during "mother" change - results in the second month of campaign	60
	Weekly (for teens)	1/2 pg colour	Friday issue closest to the 15th day of the month	24
	Monthly (teens)	1/2 pg colour	three times in issue, during "mother" change - results in second month of campaign	6
	Monthly (City)	1/2 pg colour	three times in issue, various stories change results in second month of campaign	6
	City booth/display – arrange sponsorship	Wholesites - 20 m, 6 m, 4 m	during start of campaign - change results in second month of campaign	50

TIMELINE

PREPARATION OF CAMPAIGN

1st MONTH

- to define the visual identity of the campaign (already done in this case);
- to define the main message of the campaign (already done in this case);
- to define the target group (already done in this case);
- to define/select external advisers (experts from qualified services) both for the conference for journalists and round table as well as the workshops;
- to define the strategy (already done in this case);
- to define the calendar start and finish of the campaign (the first conference for journalists and the closing conference for journalists);
- to compile alist of media and journalists to whom all available campaign materials will be sent;
- to put together a proposal of a press release for journalists;
- to put together a media plan (already done in this case);
- to choose a place for the press conference
- to decide on catering;
- to define the content of the press kit and to produce the same;
- to choose alocation for the info telephone and to arrange the financing of its work;
- to define the patronage and sponsors of the campaign;
- to define the media sponsors and to arrange cooperation;
- to select moderators for the conference for journalists;
- to choose and arrange alocation for the workshops;
- to produce campaign materials (posters, fliers, newspaper ads, etc.);
- to arrange for support personnel;
- to put together a budget for the campaign;
- where possible to include well-known figures from publiclife/community in the campaign
- include persons who are xolonger minors but who were teenage mothers and parents in the campaign. Their experiences and view of the problem from the perspective of an adult could help at the workshops, interviews and at speaking out publicly about this problem.

CAMPAIGN

2nd MONTH

PUBLIC RELATIONS
- Conferences for journalists
- Round table
- Constant contacts with the media (guest appearances, interviews)
- Placing of information
- Preparation for public appearances
- Creating PR materials

EVENTS CREATION
- Workshops: specialized themes, expert moderators, schools, universities, public spaces
- Interviews

INFO TELEPHONE
- Hotline
- Permanent
- Information about places where you can enquire about various services

MEDIA STRATEGY
- Media plan (ads, spots, posters, fliers)
- Media sponsors
- Placing of visual identity

SPONSORSHIPS
- General sponsors, sponsors (socially responsible companies, institutions, individuals)

ANALYSIS

3rd MONTH

Conferences for journalists
Round table

Following completion of campaign

VISUAL ELEMENTS

"ADS" IN NEWSPAPERS

Publication of 3 various ads per issue inleading weekly magazines for teens and women. The purpose of these "ads" is to stimulate readers in an unobtrusive way to think about the causes and consequences of teenage pregnancy. The same ads would be placed in daily papers, but in this case they would be smaller and "built up" in the samelocation on the page (lower right-hand corner) over 3 pages of the newspaper (on page 1 photograph, on p2 photograph + caption with statistics, on p3 photograph + statistics + statements by teenage parents).

The "ads" must look actual (appealing, well designed, as for any commercial product) in order to catch the readers' attention with the "commercials" product from the photograph, and only a more detailed reading reveals a different, socially engaged message of the ad.

Every "ad" would consist of:
- an image from a baby'slife (baby food, toy, part of the room, etc.) or even the baby itself
- the name, age and part of the city the teen mother in father come from
- a statement, what I make about teenage parenthood
- a relevant statistic about the teenage pregnancy rate either in Britain, England, Liverpool or the part of Liverpool s/he comes from

"I got pregnant a month before my 17th birthday. My son's fatherand I got married five months ago and we're already separated. I live in an emergency shelter for teen moms. I raise my son alone. I'm still young, I have my whole life ahead of me, I want to see the world, but it would have been a lot better if this had happened when I was like 27 instead of 17."

alice [age 17] woolton

"It's really, really hard. I've got to get up with himduring the night, then get up early for school. My mother watches the baby during the day. But in the evening, I'm the one responsible for him. I can't go out, I can't get him to sleep and get myself ready for the next day."

mayra [age 16] allerton

"What troubles me is when another girl finds out that I have a daughter and she says "Hee is so neat," "A car is neat, an outfit is neat, a baby is not neat." A baby is a responsibility. You have to become a mom, you become responsible for a child for the rest of your life."

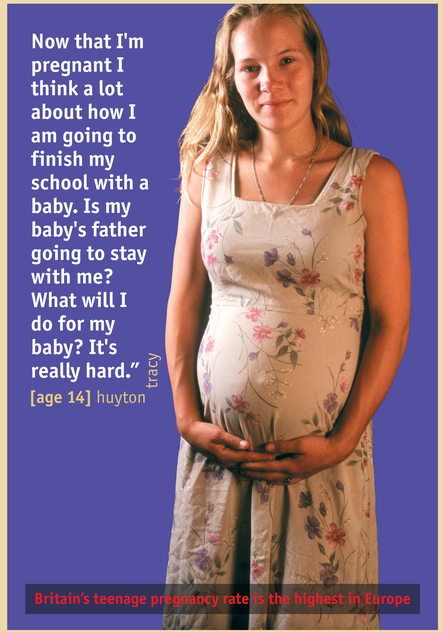
linda [age 16] speke

POSTERS AROUND THE CITY

Nine different posters put up around the city resembling commercial posters (young persons presented as cheerful, self-confident, dressed in thelatest fashion) with the inscription "Now that I'm pregnant I think a lot" (appealing, well-designed, as for any commercial a product) in order to catch the attention of the viewer, and only a more detailed reading of the poster reveals the different, socially engaged message of the campaign.

Every poster would contain:
- an image of a pregnant teenage girl
- her name, age and part of the city she comes from
- her statement about her pregnancy
- a relevant statistic about the teenage pregnancy rate either in Britain, England, Liverpool or the part of Liverpool that she is from

If teenage girls or relevant agencies feel the use of minors on posters in the city to be unsuitable, the other option is to put up posters consisting of proposals for classified ads.



What do you think?

The project *"Teenage Pregnancy"* uses the Liverpool Biennial as its starting point. The aim of the project is to sensitise the public with the problem of teenage pregnancy. The project is a 'pilot' for a **marketing campaign**. The timeline and parts of the campaign presented here were developed in cooperation with the marketing agency *Millennium promotions*. We call on all visitors to share their opinions/vote via the questionnaire enclosed below.

The project also includes an **open discussion** about the campaign to determine how people feel about this way of dealing with teenage pregnancy. Teenage mothers, their parents, sociologists, other professionals and the broader public are invited to participate in the discussion.

After considering these opinions and the results of the questionnaire, the Biennial, along with relevant agencies, will decide whether to go ahead with the campaign.

Fill in the questionnaire

The concept and visual identity for this marketing campaign was conceptualised by Andreja Kulunčić and further elaborated by the agency Millennium promotions from Zagreb, Croatia.

Press materials are available at the Biennial's information desk, or on the web site www.amphilo.org

millenium promotions