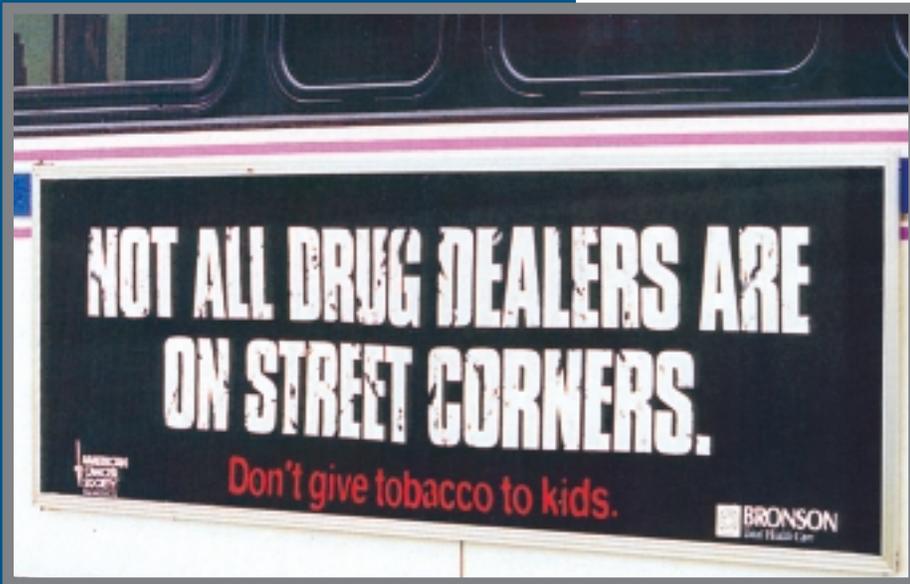


# KALAMAZOO COUNTY TOBACCO REDUCTION COALITION

Increase Awareness of Tobacco Dangers

**THE PROBLEM:** How can a small coalition of business organizations and other individuals with a small advertising budget create awareness of an important issue?

**THE SOLUTION:** Create an outdoor campaign with a high impact message that will maximize the budget by creating “talk value.”



## BACKGROUND:

The Kalamazoo County (Michigan) Tobacco Reduction Coalition, comprised of business organizations and other individuals, had declared a Tobacco Free Kids Month and needed a way for their message to reach as many people as possible with a small budget.

## OBJECTIVE:

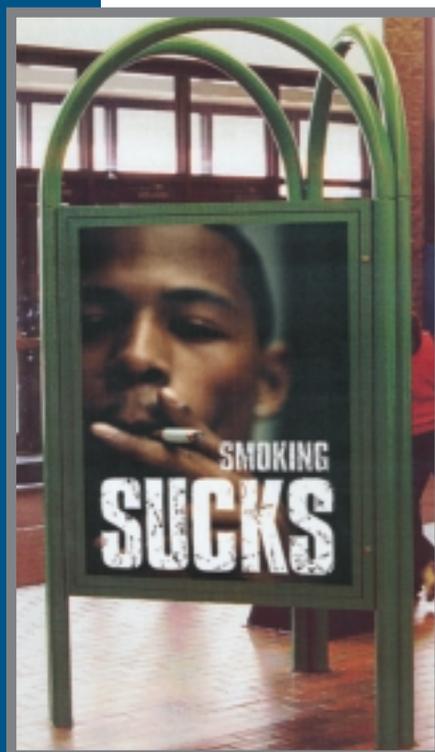
The objective of the campaign was to increase awareness of the dangers of tobacco use, especially among children and teenagers.

## STRATEGY:

A bold campaign was created and posted on a variety of outdoor products. It was designed to reach the people of Kalamazoo County where they lived, worked and shopped.

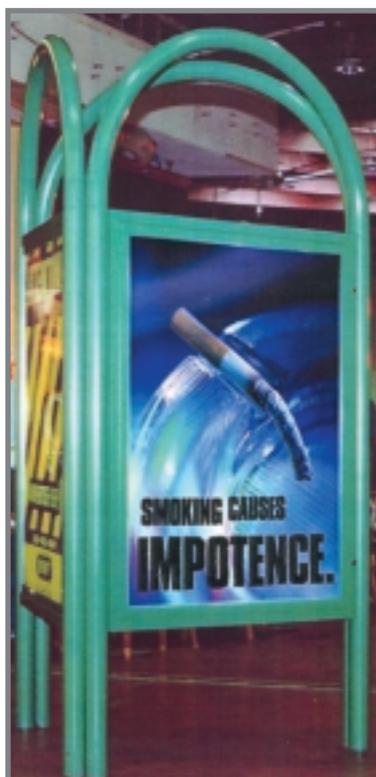
## PLAN DETAILS:

Sixteen 30-sheet posters were posted throughout the county, along with two strategically located bulletins. These were posted across from cemeteries with the message reading “Smoking Section,” and an arrow pointing to the cemetery grounds. Three kiosks were posted in a local mall, and eight Queen bus panels were used for the transit portion of the campaign. Three hundred 13” x 19” posters were posted in area schools, retailers, churches and recreation establishments.



**RESULTS:**

Though the campaign ran only for one month, the awareness objective was quickly achieved. The campaign was viewed as a strong and successful message to the public, reaching children, teenagers and adults. MonaLisa James, coordinator for the Kalamazoo County Tobacco Coalition, said, "These messages were designed with the purpose of increasing Kalamazoo's awareness about tobacco dangers. With a limited budget but a lot of heart, the campaign did more than what the Kalamazoo County Tobacco Coalition could have imagined."



**oaaa**

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