Workshop 2B
Launching a National Conversation About Marriage
Through the NHMRC National Media Campaign

Moderator/Panelists: Alan J. Inman

Presenters: Patrick Patterson
Ellen Holman

Presenters Patrick Patterson and Ellen Holman shared that while we have a wealth of information on healthy marriage/healthy relationships, until now there’s been no effort to widely distribute it nationally to the general public (and specifically people age 18-30)

Targeting 18-30 year-olds is critical. They expect to get married and have high expectations for marriage. They also know a high percentage of marriages fail.

Patrick Patterson shared that the NHMRC campaign provides tools and skills to help people reach their relationship goals using an Internet website – [TwoOfUs.org]

Based on extensive market research, the campaign relies on new media tactics because young adults use and like technology, especially social computing.

The campaign messages are targeted to the needs of five profile segments within the target group. Messages appear on the website and in banner ads developed for YouTube, ESPN, MySpace, Facebook, and Twitter. The TwoOfUs.org was developed as a national consumer-focused site for relationship and marriage information.

The website has information about all relationship stages and attempts to create the sense of community that young adults seek.