Launching a National Conversation about Marriage: TwoOfUs.org Media Campaign

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Media Campaign Partners

- Barkley REI
- ICF International
- tru: TWEENS TEENS TWENTY-SOMETHINGS / TRU-INSIGHT.COM
- Public Strategies, Inc.
- TWO OF US.org
National Conversation about Marriage

• Campaign Overview
• Campaign Implementation
• Partnering with the TwoOfUs.org Campaign
Campaign Overview: Background

• A national campaign because:
  – Hundreds of providers like you are offering marriage education services in communities throughout the country and we need a broader communications program to support that work.
  – We have a wealth of information about healthy marriages and relationships, yet little has been done to disseminate this information to the general public on a national scale.
Campaign Overview: Objectives

• To launch a national conversation about marriage among 18-30 year-olds
• Increase confidence that marriage is a viable option
• Provide the tools and skills to help people reach their relationship goals through TwoOfUs.org
What do we know about 20 somethings?
What two websites are twenty-somethings’ overwhelming favorites to buy from?

A. Walmart.com & Target.com
B. Bestbuy.com & Overstock.com
C. Amazon.com & eBay.com
What two websites are twenty-somethings’ overwhelming favorites to buy from?

A. Walmart.com & Target.com
B. Bestbuy.com & Overstock.com
C. Amazon.com & eBay.com
Which brand produced twentysomethings’ favorite TV commercial?

A. Budweiser  
B. GEICO  
C. Apple
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GEICO – 5yrs.
How much do twenty-somethings spend or plan to spend on their wedding?

A. About $7,000  
B. About $12,000  
C. About $20,000
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C. About $20,000
Each week, more twenty-somethings said they...

A. Worked out “at least a few times”
B. Ate fast-food “at least a few times”
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Campaign Overview: Research

1. Understand attitudes, beliefs, and behaviors toward marriage
2. Identify and profile segment(s) within the target audience
3. Guide the development of strategic messages
The five young adult segments:

“Marriage is….”

- 22% “The I Don’ts”
- 14% “The Not Yet Set”
- 22% “The Realists”
- 19% “The Romantics”
- 23% “True Believers”

- “…the centerpiece of my life’s plan”
- “…a love story”
- “…a partnership”
- “…something I’m not ready for”
- “…an unnecessary risk”
What group are you in?

• Take the typing tool to find out.
What we found out about African Americans 18-30: Highest percentage of African Americans in Young Cavaliers and The Romantics segments

- Young Cavaliers: 22%
- The Romantics: 19%
- True Believers: 23%
- The I Don’ts: 14%
- The Not Yet Set: 22%

Quotes:
- “...the centerpiece of my life’s plan”
- “…a love story”
- “…a partnership”
- “...something I’m not ready for”
- “…an unnecessary risk”
Attitudinally, appear across multiple segments

A little bit of pessimism…
• Low expectations for a life-long marriage (Scared Singles)
• Expect to be fulfilled, whether or not they get married (Scared Singles)
• Low self-confidence in ability to make a marriage work (Young Cavaliers)

However…
• Believe that growing up in a divorced HH has little effect on success of future relationships (The Romantics)
• Most likely to believe in a soulmate (The Romantics)
• Believe they deserve the very best in life (The Romantics/The Realists)

Further…
• Strongly influenced by their faith/religious beliefs (True Believers)
• Strongest opponents of living together before marriage (True Believers)
Campaign Overview: Preliminary Messages

“The I Don’ts”
“Marriage is an unnecessary risk”

“The Not Yet Set”
“Marriage something I’m not ready for”

“The Romantics”
“Marriage is a love story”
Campaign Implementation

• Not your mother’s media campaign
  – Emphasis on new media tactics
  – Traditional media will supplement new media
  – A online-based call to action: Go to TwoOfUs.org
    • Develop TwoOfUs.org as a national consumer-focused site for relationship and marriage information
Campaign Implementation: Strategy

• Target new attitudinal segments:
  ➢ Romantics
  ➢ I Don’ts
  ➢ Not Yet Sets

• Reach young people in multiple media: print, radio, transit, and Web

• Media outreach
  ➢ USA Today exclusive (2/18/09)
  ➢ News release nationally disseminated (2/19/09)
  ➢ Radio tour (3/10/09)
Honey, Did You Hear Me?

Learning to talk and really listen to each other is the first step towards good communication.

Read this:
- Honey Did You Hear Me?
- Listening is Not a Spectator Sport
- Start Soft When You Want to be Heard

Expert Q&A

Q: Nearly every couple we talk to says that communication is the key to a successful marriage. But when we ask these same couples what "good communication" is, we get a lot of vague answers. Can you pin-point the most essential parts of good communication for us?
A: "If you were to boil down good communication skills to their bare essence," we are sometimes asked, "what would you have?" With so many thick books on communication, it is sometimes difficult to cut... Read more »

Quick Poll

Which means more in keeping your relationship alive?
- Small, everyday efforts
- Grand gestures

Vote | Results

What you're talking about

On the boards:
- Discussion - Should we discuss past relationships?
- Discussion - Testing Subject
- Discussion - Test 4

Posted By: dcllihan

Hit the boards »

LIFE & LOVE

Get tips on relationships, marriage, family, and more with our monthly e-mail.

Sign up

CHECK IT OUT

Can You Really Change a Person?

In Search of Superman

Money Tips for New Parents

See After Baby
TwoOfUs.org Community
Print PSAs

He may not always be charming. But he’s always your prince.

Engagement ring, wedding ring, marriage? It takes more than love to make a marriage work. After the wedding, a prince or a good man, he’ll be by your side wherever your journey takes you. Visit our marriage and relationship tools to help you along your path to happily ever after at TwoOfUs.org.

TwoOfUs.org
Print PSAs

Marriage is the first big step in the journey of a lifetime. So it's good to travel with someone who's your love, partner, and best friend. Because weathering the highs and lows takes commitment and patience. But the rewards are well worth the effort. Discover tools for building a healthy relationship at TWOOFUS.org.

Friend me forever.

TWOOFUS.org
Print PSAs

Friends with benefits.
Print PSAs

It's the one family member you get to choose.

A spouse is so much more than a good friend—a lover, a partner, a confidant, and a second bone person seated at the dinner table for the holidays. Find tips for weathering his ups and downs, and tools for creating a healthy relationship at TwoOfUs.org.

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TwoOfUs.org
Print PSAs

The wedding is just the icing on the cake.

Like Rome, a marriage isn’t built in a day. Saying “I do” is just the beginning. But working together, side by side, makes the hard times easier and the good times even better. Find tips and tools for creating a strong relationship at TwoOfUs.org.

TWO Of US.org
Radio PSAs

- Prince Charming (:30 & :60)
- Journey (:30)
- Family (:60)
Web Banners

He may not always be charming...

But he'll always be your prince.

But he'll always be your prince.

Get the tools for a healthy marriage and relationships.
Campaign Implementation: Online Media

- Online media will be layered with traditional media plans to maximize efforts.
- Banner ads will be run on sites that resonate with the target audience from the Marriage Segmentation Study.
How this campaign helps programs

• Normalizes discussion about marriage on a large scale, so you don’t have to…
• Provides a follow-up tool (TwoOfUs.org) for your individuals and couples – a way to be connected to ongoing learning about marriage and family
• Attaches your program to a publicized, national effort
• Provides a robust, online fulfillment site (TwoOfUs.org) for balanced, researched tools and information, so you don’t have to…
Become a Campaign Partner

• Disseminate PSAs
• Localize the story
  ➢ News release
  ➢ Possible interviews
• Install a link to TwoOfUs.org on your home page
• Help track media coverage
• Share the viral video (coming soon) with your friends!
Partnering: Media Toolkit
Partnering: Media Toolkit Components

- Campaign overview
- Research overview
- How-To Guide
- News release
- Speaker bios
- Copies of all PSAs/Ads (print, radio, transit, and Web)
- Disk with electronic files
Become a Campaign Partner

• Contact me

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