

# NEW MEDIA

AND THE FUTURE OF PUBLIC SERVICE ADVERTISING

CASE STUDIES  
MARCH 2006



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## VERB (8372)

**Website:** www.8372.com

**Sponsor:** Centers for Disease Control and Prevention Youth Media Campaign

**Purpose:** To motivate youth to be physically active during the summer

**Target Audience:** “Influencer” tweens (9–13 year-olds)

**When:** May to September 2005



## THE CAMPAIGN

When the Centers for Disease Control and Prevention launched the VERB campaign in June 2002, the approach was to apply social marketing techniques to the public health problem of sedentary lifestyles among youth. VERB is designed to be a presence in tweens' everyday lives wherever they are, at home, in school, or around the community. A broad mix of media strategies have been employed, from television and radio spots to posters and print advertising, to a website (in partnership with AOL) where tweens can interact with celebrities and win prizes for being active. During summer 2005, “8372” or “VERB” extended the media mix to event promotion via text messaging on cell phones. The numbers 8372 spell out “VERB” on the cell phone key pad.

The “8372” campaign was introduced to increase and maintain an active lifestyle during the summer months when young people generally have more free time for physical activities. The goal was to connect tweens in innovative ways with specific places and events where they could be physically active in their local area. The campaign integrated a multiple-channel approach to reach youth: TV, the Internet, and cell phones. Three commercials drove tweens to go online to www.8372.com and download an application to their

desktops to receive instant messages about local activities and celebrity promotions, participate in live webcasts with their favorite athletes, play games, enter contests and win prizes. Banner ads placed on websites frequented by tweens such as AOL, Disney, Nick, and Cartoon Network also drove traffic to the site. In addition, tweens were invited to sign up for text messages on their cell phones about campaign-sponsored promotions, tours, contests and events in their Zip code.

In an attempt to build a database, the “8372” interactive mobile effort maintained regular communication with tweens by text-messaging five times a week or more. When tweens signed up their cell phones, they were asked to input their Zip codes. The VERB campaign partners collaborated by providing information about local activities and events offered by recreational parks, schools, and youth-serving organizations during the summer months.

Over a 3-month period, the campaign received approximately 20,000 text messages, and 34 million unique hits on the website.

## Fight Mannequinism

**Website:** [www.FightMannequinism.org](http://www.FightMannequinism.org)

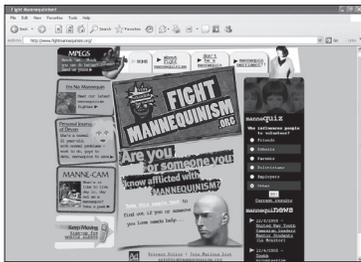
**Sponsor:** The Federal Voting Assistance Program and the Ad Council

**Volunteer Agency:** West Wayne, Atlanta, GA

**Purpose:** To promote civic engagement among youth

**Target Audience:** 18–24 year-olds

**When:** March 2004 to present



### THE CAMPAIGN

"Fight Mannequinism" began as a get-out-the-youth-vote effort during the 2004 election and evolved into a broader ongoing campaign to motivate 18–24 year-olds to actively participate in civic and political life. Nonpartisan and non-issue based, the campaign features a humorous message about what happens if you are civically disengaged: you may become unlife-like and afflicted with a fictional medical condition called "mannequinism" for which there is an easy cure — stay informed, volunteer, and vote.

The campaign uses a national multimedia approach that includes television, radio, print, online, and outdoor public service advertising to direct traffic to a website where young adults are encouraged to get involved in their communities in any way they can, to read a newspaper and discuss current events with friends, and to register and vote in upcoming elections. FightMannequinism.com is designed as a parody of a medical website where health-seekers find answers about the symptoms, consequences and cures for a disease, share real life stories about how they became involved in an issue that matters to them, and link to sites to volunteer for a particular cause. Visitors can submit digital mini-films

to illustrate their involvement, and can sign up for mobile alerts on their cell phones. Once they opt in, cell phone users receive text messages with quirky factoids about mannequins and ways to become involved in the campaign.

A rich media campaign ran on the AOL network (rich media uses advanced technology such as streaming video, and also allows more interactivity, such as having the ad change as the user's cursor rolls over it). The goal of the online advertising campaign was to take advantage of opportunities to interact one-on-one with the target group using a variety of options: through the online ad units, users could watch a video, complete a poll, sign up for text messaging or find out more information about the campaign. AOL's online research group conducted pre-testing with 600 consumers ages 18 to 24 and found that viewers understood the campaign concept better with rich media ads than with traditional, more static online ads.

AOL produced the concept for the online ads and donated rich media across sites with high visibility among the target age group. Ads were placed in areas that have a mass audience such as the AOL welcome screen, homepage and on the AIM (AOL Instant Message) buddy list, as well as the AOL consumer “passion points” that target specific interests such as gaming, music, and celebrity news.

Several types of rich media ads were developed to capture audience attention. A video inserted into the AIM Buddy List window appeared more than 7 million times over a 10 day period, and three out of four site visitors stayed onscreen to watch it in its entirety. For a similar video placement in a banner ad across the top of the People.com website, 11 million impressions were recorded with a 7 percent interactivity rate, totaling 770,000 times that users interacted with the ad.

On the main pages for AOL Music and AOL Games, a rollover expandable banner ad was developed with a message about getting involved. As a teen’s face turned to a plastic shell afflicted with mannequinism, several options were offered: take a test to determine if you’re at risk; learn about ways to cure the “disease”; sign up for mobile alerts, watch an ad; or click through to get more information. Eighteen percent of the site visits to AOL Music included an interaction with the ad (for an average of 19 seconds), while 1 out of 20 of the 7 million site visits by gamers on AOL Games included an interaction with the ad (for an average of 16 seconds).

Another ad on the AOL Welcome Screen and AOL.com homepage featured an animated fly flitting around the screen. When the fly was swatted with the cursor, it displayed the slogan, “Bugged enough. Do something. FightMannequinism.org.” During a

single weekend, the ad appeared on the Welcome Screen more than 23 million times, and approximately 800,000 of the site visitors clicked through to FightMannequinism.org. The music, gaming and celebrity websites registered more than 28 million site visits; 6.1 percent of those who viewed the ad interacted with it, for an average of 16 seconds (approximately twice as long as visitors generally stay with an online ad).

Overall, the site traffic to FightMannequinism.com surpassed the sponsor’s expectations. Over a six week period, a total of 153.5 million impressions were served across the entire AOL campaign for FightMannequinism.com. The media campaign won a silver award at the 2005 MIXX Awards (Marketing and Interactive Excellence Awards) in the public service category.

## Above the Influence

**Website:** www.AbovethelInfluence.com

**Sponsor:** White House Office of National Drug Control Policy in partnership with the Partnership for a Drug-Free America

**Purpose:** To help teens resist the pressure to use illicit drugs

**Target audience:** Teens ages 14 to 16

**When:** November 2005 ongoing



### THE CAMPAIGN

“Above the Influence” is the new youth-targeted anti-drug media campaign from the Office of National Drug Control Policy (ONDCP). Its goal is to help teens deal with the external pressures that put them at risk for unhealthy behaviors. The campaign is aimed at encouraging teens to live “above the influence” as opposed to “under the influence” — to help teens recognize the power of negative influences and resist them; to stay true to themselves; to surround themselves with positive influences; and to realize that they can be a positive influence on other people. The messages specifically focus on helping teens deal with the competing pressures in their lives that lead to using marijuana and other illicit drugs, drinking alcohol, and engaging in sexual activities.

The approach is the result of extensive qualitative and quantitative testing that indicated that teens recognize “above the influence” to be the polar opposite of being under the influence of illicit drugs. The research also indicated that the message to stay above the influence had to come through a teen-to-teen voice to be relevant. The campaign messages consider the different sensibilities and attitudes of boys and girls and younger and older teens in

supporting a teen’s ability to “make the right decision” and resist engaging in unhealthy and risky behaviors.

The brand launched on November 2, 2005 with an integrated multimedia campaign designed to capture the fragmented media habits of youth consumers. An icon with an up-arrow in a circle identifies the campaign brand in television, print and web ads that drive teens to the site [www.AbovethelInfluence.com](http://www.AbovethelInfluence.com). The strategy for selecting the specific media outlets is to connect to teens through media they choose to consume, and avoid exposure in non-youth outlets or forced exposure situations such as Channel One in schools.

The first of six TV spots, entitled “Awakenings,” introduced and defined the new brand and directed viewers to the campaign website. During the first two months of the campaign, the site received more than 2.7 million visitors. Visitors spent an average of 5 minutes and 57 seconds on the site. As the campaign rolls out new ads, web traffic is expected to exceed the initial site sessions.

The media plan entails running ads across 12 cable networks, including MTV, Fuse, and The N, and on the broadcast networks most viewed by this age group such as WB, Fox and UPN. National print ads target 23 magazines read by teens such as *Teen People*, *Skateboarder*, *J-14*, and *Playstation*. Other nontraditional out-of-home vehicles target the youth lifestyle closest to the point of risk — screens that scroll commercials where teens hang out in malls, arcades, gaming stores, and movie theaters. In addition, interactive ads placed on sites such as Yahoo!, GameSpy, and IGN.com direct teens to [www.AbovethelInfluence.com](http://www.AbovethelInfluence.com).

The Above the Influence website focuses on the realities and pressures of the teen culture — issues that deal with fitting in, body image, self-esteem, sexual activity, materialism and bullying. The site features multiple interactive activities such as quizzes, polls, games, and “reality checks” for situations teens may find themselves in with their peers. There are also downloadable campaign materials such as wallpaper, screensavers, signatures and away messages. Teens are encouraged to make a personal statement about being above the influence, with buddy icons that can be customized for personal websites or blogs. Another feature called MOX — short for

MOBILEXpressions — is a revolving gallery of photos and posts from teens around the country expressing their feelings about negative and positive influences on their lives. Teens are invited to submit podcasts, videos, poetry, drawings, and graffiti art.

## Gain from Gyaan (Gain from Knowledge)

**Website:** www.heroesprojectindia.org

**Partners:** Heroes Project, Kaiser Family Foundation, Avahan Initiative (Bill & Melinda Gates Foundation)

**Purpose:** To educate the public about HIV/AIDS and reduce stigma

**Target Audience:** Indian youth (15–24 years old)

**When:** November 23 – January 29, 2006



### THE CAMPAIGN

The Heroes Project is a three-year national HIV prevention and education initiative launched in July 2004 by actor Richard Gere and Indian businesswoman Parmeshwar Godrej. It seeks to prevent an HIV/AIDS epidemic in India by educating the public and reducing stigma and discrimination. The Heroes Project found its beginnings in “A Time for Heroes,” an event held in Mumbai, India in December 2002 that raised funds for pediatric AIDS. With technical and substantive support from its partners the Kaiser Family Foundation and the Avahan Initiative (Bill & Melinda Gates Foundation), the Heroes Project has managed to turn the momentum from a single event into the largest-ever media and societal leaders’ campaign on HIV/AIDS in the country.

The Heroes Project public education campaign on HIV/AIDS includes TV, radio and print PSAs, entertainment programming, informational materials including a brochure and website, and on-the-ground events. In an effort to find new and more engaging ways to share information with young people, the Project decided to use mobile phones and text messaging (SMS), as their usage and growth in India are very high.

As of 2005 there were 41 million mobile subscribers in India. Approximately 1.2 million subscribers are added each month. By 2007, the mobile market is targeted to grow to 200 million subscribers. Every cell phone in India is equipped with text messaging hardware and software support. Today, Indian SMS traffic is roughly 900 million a month and growing.

The SMS campaign was a short-term tactical drive to increase awareness in a way that’s new, relevant and engaging for young people, using a medium they are comfortable and familiar with. Young people in India are “crazed” about SMS as it is cheap, fast, and allows them to always be “on.” From college classrooms to corporate boardrooms, people throughout India are sharing their thoughts through SMS. Apart from accessing data, SMS has become an extremely popular interactivity tool in India. Millions of people are already using SMS to access a range of services including ring-tones, screensavers, jokes, dating advice and the weather.

Titled 'Gain from Gyaan' (Gain from Knowledge), the text-messaging campaign was launched by the Heroes Project and STAR TV Network (as part of a broader partnership between these two organizations and the Kaiser Family Foundation), in association with Radio Mirchi. It was the first effort of its kind in India offering users the opportunity to access HIV/AIDS information on their cell phones. The campaign targeted 15–24 year-olds, who account for about 35% of all new HIV infections in India today.

Two TV and three radio PSAs were developed by the Heroes Project to promote the SMS campaign. They aired across 11 TV networks and one radio network in India. In addition, the Heroes Project sent out e-notices, viral messages through cell phones, posters and e-banners to promote the campaign. Video DJs on partner TV stations plugged the campaign on their various shows. Viewers were encouraged to text the number "AIDS" (7827) on their cell phones.

On sending "AIDS" (7827), a user gets a menu that allows them to a) get an AIDS fact, b) get details about contacting a helpline, or c) enter the Gain from Gyaan Contest. If the user presses a), they get one of 10 different AIDS facts and figures. For example, "In India, at least one person is infected with HIV every minute! To protect yourself, find out more at [www.heroesprojectindia.org](http://www.heroesprojectindia.org)." From October 2005 through January 2006, there were 31,695 "hits" for this option.

If the cell-phone user presses b), an instructional message appears, "Speak to trained counselors. Call SAADHAN Helplines at 022-2389222." This hotline is operated by the non-governmental organization Population Services International (PSI) in a number of cities across India. Heroes Project and PSI partnered to make this hotline available by mobile phone, as there is no functioning national AIDS hotline in India at present. From October 2005 through January 2006, there were 5,177 "hits" on this option.

Finally, if the user chooses to play the "Gain With Gyaan" contest, they have a chance to take a quiz to be entered into a chance to win one of three daily prizes. The quiz consists of five questions that a user has to answer one by one. The questions not only test HIV/AIDS awareness but compel the user to reason on the issue. While a correct response allows the user to move on to the next question, in case of a wrong answer he or she can try again until they get it right. Gifts included t-shirts, mugs, bags, cell phone bands, and wristbands, all with related HIV/AIDS messaging on them. There were 50,567 "hits" on the contest option.

In all, there were nearly 100,000 "hits" to the text-messaging informational campaign (99,628). Due to the success of the effort, the Heroes Project plans to expand its use of SMS, and is looking into interactive gaming via mobile phones as well.

## National Day to Prevent Teen Pregnancy

**Website:** [www.teenpregnancy.org](http://www.teenpregnancy.org)

**Sponsor:** The National Campaign to Prevent Teen Pregnancy and founding partner *Teen People*

**Purpose:** To help teens personalize the risk of teen pregnancy

**Target Audience:** Teens ages 13 and older

**When:** May 2002 to present



### THE CAMPAIGN

In May 2002, the National Campaign to Prevent Teen Pregnancy began sponsoring an annual nationwide event designed to reach teens where they go online. Instead of waiting for teens to find its website, the National Campaign asks popular teen sites to partner for a one-day event. The National Day to Prevent Teen Pregnancy revolves around an Internet-based activity that combines two popular teen pastimes: searching for health information online and taking an interactive quiz.

While visiting their favorite sites, teens are invited to take a quiz that involves real life scenarios about sex and relationships. The purpose of this quiz is to help teens personalize the risk of getting pregnant and understand that in order to prevent pregnancy, they must think about what they will do *before* they are in a risky situation. Since many teens who get pregnant still think “it can’t happen to me,” the scenarios encourage teens to stop and think about how they would handle a situation that *could* happen to them and decide what they would do in the moment. At the end of the quiz, teens get a score to find out how aware they are of the risks and are invited to e-mail the quiz to a friend, sign up for an online community, and go to the Campaign’s website to learn more about preventing pregnancy.

Over 170 national organizations and websites partnered for the 2005 National Day to Prevent Teen Pregnancy. While the primary focus of the National Day is on partnering with teen websites, the event provides its national partners a hook for their own local events. The National Campaign partners with organizations that represent diverse ethnic, racial and religious groups, and a wide range of youth, parent, education, public policy, health, and corporate interests. Approximately one-third of the partners have sites where teens regularly surf for fun such as blogs, games, quizzes, music, shopping, celebrity, and health sites. Many of the website partners were targeted because they were among the top 20 sites frequented by teens such as AOL Red, The WB.com, and Buddyprofile.com, and by teen boys in particular, such as GameWinners.com and Newgrounds.com.

How each web partner participates depends on the focus of the particular site: some promoted the quiz on the homepage or displayed it in banner ads, while others integrated the message into their content. For example, one site hyped the National Day to bloggers, another promoted the quiz in its “to-do” list, yet another featured the issue in a column, and still another ran a poetry writing contest on the topic. Some web partners linked to the site for the day

and others stayed connected for the month. Founding partner *Teen People* magazine featured the National Day in the pages of the magazine as well as on its website.

The online quiz takes about 10 minutes and was developed by teens with the help of the National Campaign's Youth Leadership Team and Youth Online Network, *Teen People's* 12,000 trendspotters, and visitors to the National Campaign website, along with media experts and health and youth-service professionals.

Since the first quiz in 2002, the number of participants has increased more than eight-fold, from 75,000 to 630,000 in 2005. After taking the quiz, teens are asked to participate in an optional evaluation. Although not a representative national sample and comprised largely of girls, the evaluations indicate that teens thought the quiz was informative, made them think, and gave them ideas about how to handle certain situations. Of those who completed the evaluation, 84 percent said the quiz made them think about what they might do in such situations, and 57 percent said they'd talk to their friends about the situations described in the quiz. Some even said that they thought they knew a lot about sex but the quiz made them realize how little they actually know.

Teens who take the quiz do not automatically end up on the website for the National Campaign to Prevent Teen Pregnancy. In order to preserve the "peer-to-peer" tone of the quiz and to guard against teens feeling preached to about the one "correct" answer to the quiz questions, exposure to the National Campaign's website does not happen until after taking the quiz when teens are asked if they want to find out more about preventing pregnancy. At this time, they can link to the website for the National Campaign where they can get more information and choose to join the Campaign's Youth Online Network. The Youth Online Network now includes more than 6,000 teens year-round who regularly receive updates from the Campaign and offer their advice and opinions.

For the upcoming National Day, scheduled for May 3, 2006, the Youth Online Network has suggested several ways to promote the event in online communities: place an icon and link to the quiz or insert a PSA on MySpace.com profiles or personal websites, and spread the word using an e-mail chain letter. Among the new web partners is deviantART.com, a popular online website for young artists to interact and share their art.

Other promotional materials are available online at the National Campaign such as posters and postcards, wristbands and temporary tattoos, and teen tips for promoting the event in their schools and local communities. The campaign is also supported with PSAs in national and local media outlets, and school and community events at Internet cafes, youth programs, and other teen activities, all of which drive traffic to the online quiz and contribute to local awareness of teen pregnancy prevention.

## Small Step

**Website:** [www.smallstep.gov](http://www.smallstep.gov)

**Sponsor:** U.S. Department of Health and Human Services and Ad Council

**Volunteer Agency:** McCann-Erickson, New York

**Purpose:** To reverse the trend toward obesity and promote healthier lifestyles

**Target audience:** Adults and children

**When:** March 2004 to present



### THE CAMPAIGN

The Small Step campaign is a national multimedia initiative designed to promote healthier lifestyles among Americans at risk of obesity and long-term chronic disease. The message is to take small steps each day to increase physical activity and improve eating habits in an effort to prevent obesity and subsequent health risks. The current campaign consists of two strategic targets: the first phase targets adults and launched in March 2004, while the second phase targets children ages 6 to 9, and launched in November 2005.

The public service ads in the first phase of the initiative were created in English and Spanish for broadcast, print, outdoor and the Internet. The PSAs are designed to empower individuals with achievable goals and actions for attaining a healthy lifestyle. The television, radio, newspaper, online, out-of-home and magazine ads direct audiences to a user-friendly, interactive website with comprehensive information, interactive tools, and an electronic newsletter. All of these components seek to inspire consumers to adopt simple steps that can improve their diet and increase the level of physical activity in their daily routines.

Approximately 250 online and digital media partners have participated in this campaign through donated media. 115,000 visitors have signed up for the electronic newsletter, and nearly 70,000 have signed up for the “activity tracker” to help them set and reach their lifestyle goals. Through the Ad Council’s donated media partnership with MSN, a rich media campaign was developed by MSN’s branded entertainment group that featured “small steps.” The rich media initiative ran across the MSN network in fall 2005. The campaign highlighted a number of small steps by placing “sticky pad notes” in various locations on the users’ screen, encouraging them to click through to learn more ways to improve their lifestyles.

Additionally, special events, giveaways, and press coverage contributed to drawing more than 2.6 million unique visitors to the website during the first 18 months of the campaign. One such program, a bracelet giveaway promotion, evolved into a viral campaign listed on sites such as [www.freestuff.com](http://www.freestuff.com). These postings resulted in “selling out” 12,000 pairs in 18 days, which translated into 24,000 individuals wearing the campaign bracelet.

The second phase of the campaign, targeted to kids, includes PSAs on television and the Internet in both English and Spanish language that end with the tagline, “Can your food do that? Run, throw, think, eat better.” The goal of the childhood obesity prevention campaign is to help young children make better food choices and adopt healthier lifestyles by showing them that eating well can help them do the fun things they love to do, only better. The campaign website and special promotion partners include Warner Brothers, Marvel Character Appearances, Scholastic Inc., ePrize, and the National Basketball Association.

In addition, the National Association of Broadcasters (NAB) encouraged its members to feature the TV spots in children’s programming at least three times per week during the month of October (as part of National Childhood Obesity Prevention Month), and continue their media support throughout the year. The child-targeted campaign, with the help of the NAB, has resulted in more than \$800,000 in donated media from the English-language broadcast community in the first four months of the campaign.

The PSAs direct children to visit the kids’ section of the website [www.smallstep.gov/kids](http://www.smallstep.gov/kids) to learn about healthy eating habits and play interactive games and activities designed to develop skills for making good food choices. One game, developed in partnership with the WB, features the Tazmanian Devil and Looney Toon characters Bugs Bunny, Daffy Duck, and Porky Pig. If kids stay on the site too long, a message appears onscreen that tells them to do something active and come back later, after which they are kicked off the site.

Educational materials developed in partnership with Scholastic, Inc. have also been added to the site to extend the campaign’s reach to teachers who do not directly receive hard copies of the materials in their classrooms. In February 2006, the Small Step Challenge launched at the kids’ portion of the website. It is an online sweepstakes developed with and managed pro bono by ePrize. Children ages 6 to 11 are invited to register and log in to answer a new daily trivia question about healthy eating. They get a message that tells them if they were right or wrong, what the right answer was, and a related call-to-action to encourage them to

incorporate what they’ve learned into their daily habits. Each time they log in and answer the question, they get a new chance at a weekly prize of an NBA or WNBA basketball and gift pack. Each question answered also gets them a new entry for the grand prize — a visit by Spider-Man to their school. If they win, Spider-Man hosts an assembly at the school to talk about and demonstrate what a difference healthy eating and activity habits can make.

## Girls Go Tech

**Website:** [www.girlsgotech.org](http://www.girlsgotech.org)

**Sponsor:** Girl Scouts of the USA and Ad Council

**Volunteer Agency:** Kaplan Thaler Group, New York

**Purpose:** To encourage life-long interest in math, science and technology

**Target audience:** Tween girls and younger

**When:** 2003 to present



## THE CAMPAIGN

Girls Go Tech is a national initiative to encourage girls to develop an early interest in math, science and technology, and maintain their interest as they grow up. The tendency among girls is to exhibit interest and ability in these subjects at a young age but then to lose interest as they grow older. The goal of this campaign is to reverse this trend and provide support for girls' pursuit of career opportunities in related fields.

The Girls Go Tech campaign uses broadcast, print and online public service advertising to educate the public and policymakers about the importance of keeping girls interested in math, science and technology to ensure a diverse and productive workforce. The television, radio, online, newspaper and magazine PSAs feature the tagline "It's her future — Do the math" and direct viewers, listeners and readers to [www.girlsgotech.org](http://www.girlsgotech.org), where they can find activities to engage girls in these subjects.

The television PSA campaign, which depicts humorous interactions between parents and daughters about math, science and technology facts, was honored at the 2003 Advertising Women of New York (AWNY) annual "The Good, Bad & Ugly Awards Show."

The Internet was used to launch the campaign in 2003 by sending 400,000 e-mails to parents and caregivers of girls in the target age group. The e-mails received a 34 percent response rate (approximately 136,000 of the target group who received the e-mail opened and viewed it), and 2.8 percent clicked through to the Girls Go Tech website. Through a donated media partnership with Yahoo! in March 2005, a text link to promote [www.girlsgotech.org](http://www.girlsgotech.org) ran on the homepage of Yahoo! and resulted in a 750 percent increase in traffic on the site that one day.

The website is a place where girls can play games and learn about careers such as being an engineer, pharmacist, urban planner, meteorologist, cryptographer and computer programmer. Parents can also find activities to engage girls in discovering everyday experiences integral to math, science and technology. Initially, the site featured three interactive games to provide a fun way for understanding and using math and science in everyday life. The games involve composing digital music, creating kaleidoscope-like designs, understanding how the brain deciphers messages, and decoding cryptic codes or messages used to secure information online. Each game takes an average of three or four minutes to play. The success of the first three games led to expanding the site to include one more game the following year.

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