

Branding Health Behavior: Case Studies & Evidence

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What is branding?

- “A brand is a set of associations linked to a name, mark, or symbol associated with a product or service. The difference between a name and a brand is that a name doesn’t have associations...A name becomes a brand when people link it to other things.” (Calkins, 2005, p. 1)
- Brands build relationships between consumers and products or services
- Branding adds value to a product or service based on a beneficial exchange of cost and benefit
- Behaviors can be branded too...



Brands as Identities

- Not just a logo or tagline (physical manifestation), but rather an identity (representational)
- What is represented?
- Benefits for the consumer
- Associations with beneficial brand characteristics
- Functional associations – *easy to use, fast*
- Social/Emotional associations – *fun, sexy*
- Brand identity is formed by representing a set of associations to consumers, much like an *reputation*

Products Have Identities: It's not just a shoe...





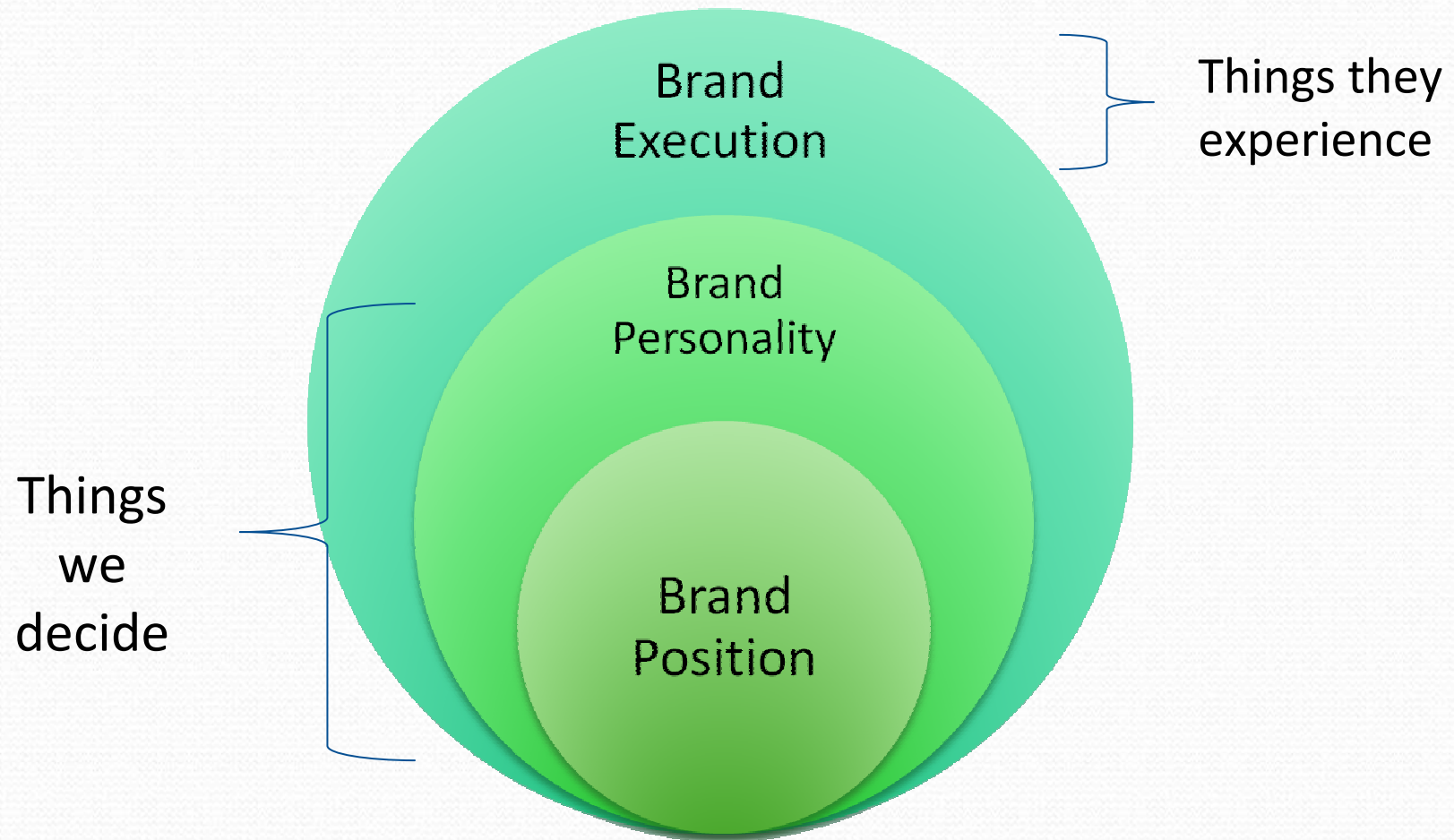
Recognition, Promise & Delivery

- How do you create a brand's identity?
- Start by establishing what it stands for
- Build brand awareness – recognition in minds of consumers
- Make a distinctive offer – promise something consumers want or need – better than competition
- Deliver it, consistently

Branding Behaviors

- What is a product in the end? Products and services are collections of benefits at a price point
- Behaviors have the same quality – we do them (or not) because of costs and benefits
- We choose healthy or unhealthy behaviors – smoking, being active or not – based on perceived costs/benefits
- Social cognitive theory (Bandura 1986; 2004): Brand identification encourages adoption in the target group (and others who want to be like the target group)
- Brands serve an organizing function for health messages, frame benefits, simplify choices (Evans & Hastings, 2008)

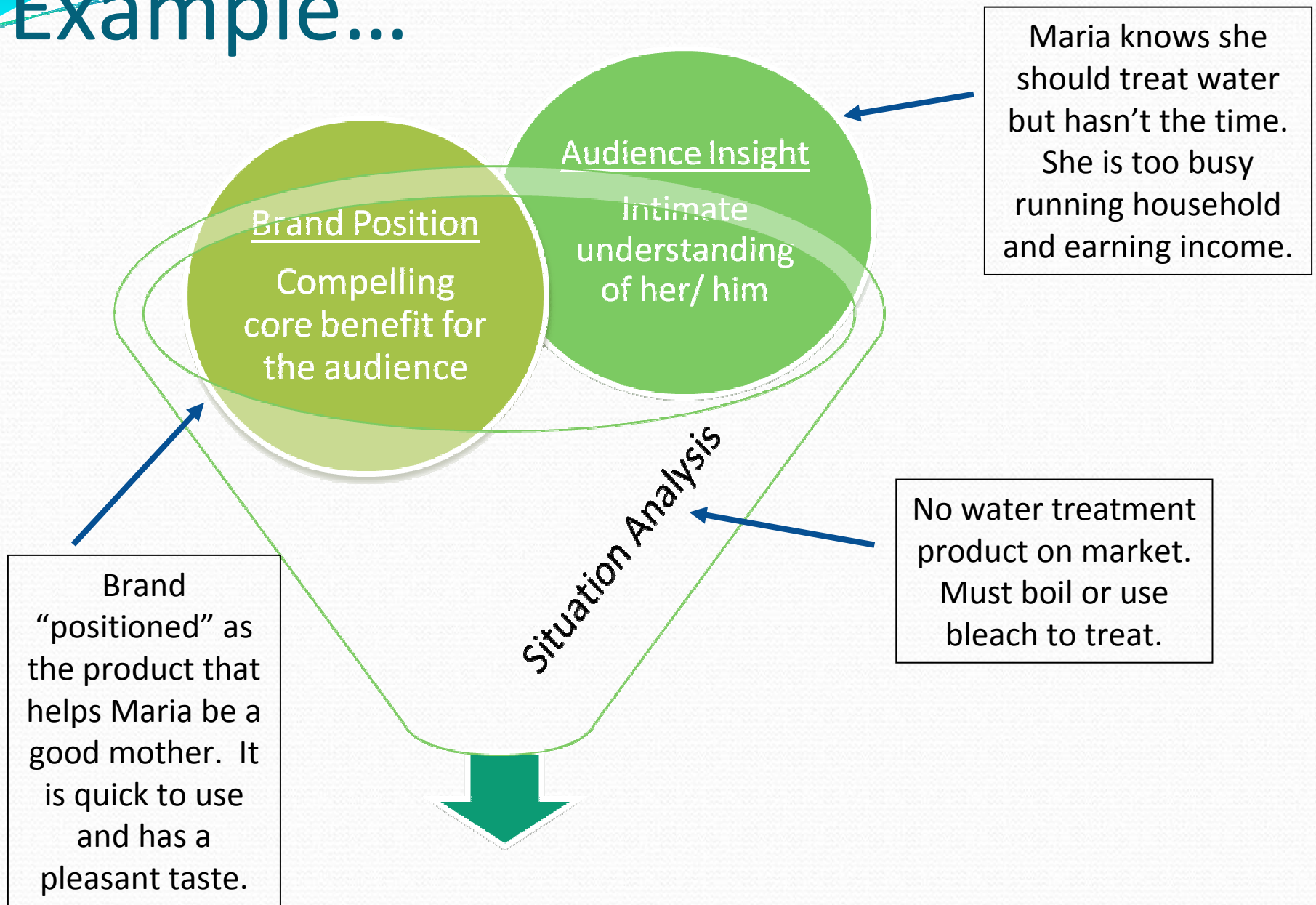
Anatomy of a Brand...



Certeza water treatment



Example...



Positioning Statements

3 Parts

- Target
- Frame of Reference
- Point of Differentiation (PoD) (Benefit)
 - Emotional (Social)
 - Functional

Summary statement model:

For (target), (brand) is the
(frame of reference) that (PoD)

Certeza



Brand
Position

Target

- Maria

Frame of Reference

- All possible water treatment methods

PoDs

- Emotional: being a good mother
- Functional: easiest to use, pleasant taste

Positioning behavior



The image shows a Newport advertisement. It features a man and a woman playing football. The man is in the foreground, wearing a maroon jersey, and is holding a football. The woman is behind him, wearing a blue top, and is also smiling. The background is a green field with trees. The text 'Newport pleasure!' is written in large, stylized orange letters. Below this, there is a box with the following text: 'Lights Box: 9 mg. "tar," 0.8 mg. nicotine; Medium Box: 13 mg. "tar," 1.0 mg nicotine; Box: 18 mg. "tar," 1.3 mg. nicotine av. per cigarette by FTC method.' Below this box, there is a smaller box with the text: 'SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.' At the bottom right, there are three packs of Newport cigarettes: 'Newport Lights', 'Newport Medium', and 'Newport Lights'. Below the packs, it says 'Visit us at newport-pleasure.com' and 'Restricted to Adult Smokers 21 or Older.'

Brand Personality



Brand
Personality

What if your brand were to suddenly come alive?

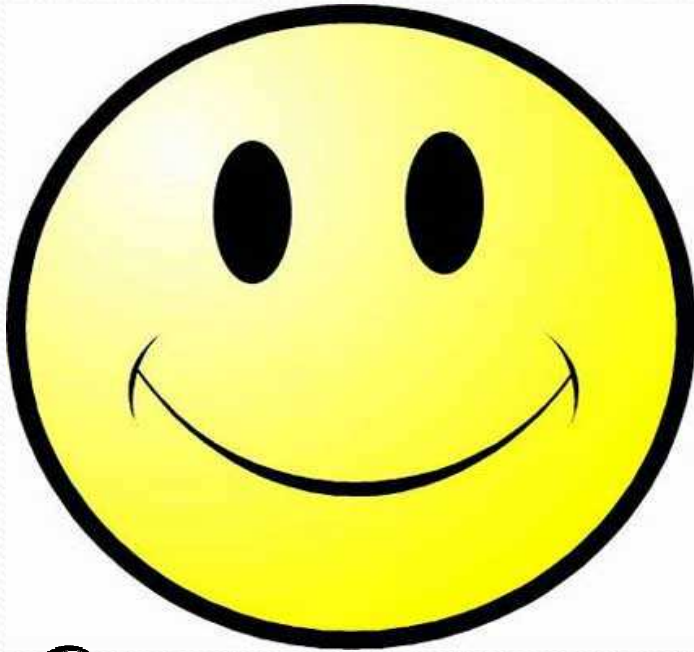
What would s/he say and do?

How would s/he say and do it?

Brand Personality

Brand
Personality

- Compare 2 fictional condom brands



Good Times



Spartan

Brand Personality

- Is the expression of the emotional PoD of the brand
- Is expressed in adjectives, like describing a person

Good Times
makes safer sex
FUN!



What could the
brand
character be?

Brand Personality

- Shapes the tone & sometimes the content of communication pieces

Good Times is
upbeat, friendly,
likes to party...



How might that be
expressed through
packaging, media,
etc.?

Anatomy of a Brand...

“The only strategy the consumer experiences is execution”
– *A.G. Lafley P&G CEO*

Brand

Brand
Position

Brand Execution

If someone from your target group were to draw your brand, what would they draw?

Does your brand “own” any of the following execution elements?

Color

Brand
Execution



Brand
Execution

Symbol



Logo



Coca-Cola

Tag Line

- “It’s the real thing.”
- “I’m lovin it.”

Evidence from Evaluations of Health Brands?

- Most effective branded campaigns found in tobacco control, nutrition/physical activity, HIV/STIs (Evans, Blitstein, Hersey, et al., 2008)
- Examples:
 - *truth* (tobacco use prevention – USA)
 - *loveLife* (HIV/AIDS prevention – Africa)
 - *VERB* (physical activity – USA)
 - 5-A-Day for Better Health (F/V consumption – USA)
 - Fighting Fat, Fighting Fit (Obesity prevention – UK)

Another Important Concept...

The Brand Equity
Piggy Bank



- When consumers develop 'equity' in a brand, they are more likely to buy the product or engage in the behavior

Brand equity

- Brand equity is a set of assets (and liabilities) linked to a brand's name and symbol that adds to (or subtracts from) the value provided by a product or service to a firm and/or that firm's customers (Aaker 1996)
- Brand associations: Outcome measure for brand equity
- Examples: brand awareness, loyalty, satisfaction, price premium, personality
- Consumers determine and drive the value of a brand
- They become co-owners of the brand



What are brand associations?

- Beliefs about brand's qualities; how it's perceived
- Points of comparison with other brands
- Consumers form associations based on brand positioning and personality
- Industry studies have validated constructs used in product research (Aaker, 1996; Keller et al., 1998)
- Public health studies have developed validated scales for health brand measurement (Evans et al., 2005; Evans et al., 2011)

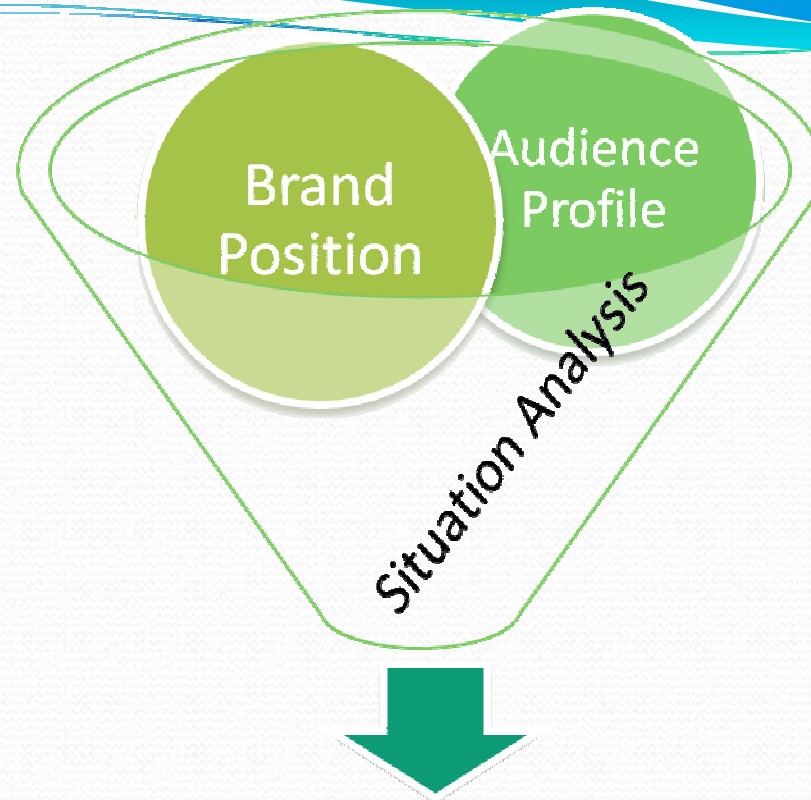
Health Brand Associations

Dimension	Public Health Relevance
<i>Price Premium</i>	Perceived premium qualities (e.g., social status) of brand relative to cost and other brands
<i>Satisfaction/loyalty</i>	Would individual recommend the brand to friend? Would you do it/buy it again?
<i>Perceived Quality</i>	Functional benefits of brand compared to alternatives
<i>Leadership/popularity</i>	How "in" is the behavior, how innovative
<i>Perceived value</i>	How much would you pay for the product? How much would you pay for a competitor?
<i>Brand personality</i>	How brand is differentiated from competitors
<i>Org associations</i>	Trusted source?
<i>Brand awareness</i>	When you think of brand, you think of what?
<i>Market share</i>	Proportion of population engaging in behavior
<i>Market price</i>	What is the product's best price point given competing products?

Source: Evans, Longfield, Shekhar, et al., 2011

5-4-3-2-1 Go!

Healthy Eating &
Active Living (HEAL)



Positioning

How to position
'healthy eating' and
'active living'?

5-4-3-2-1 Go! Messages

- Brand a healthy lifestyle on 5 HEAL behaviors
 - Consume 5 or more servings F/V daily
 - Drink 4 servings of water daily
 - Eat 3 servings of low-fat dairy daily
 - Spend 2 hours or less on screen time
 - Get 1 hour or more per day of physical activity
- Use community-based channels to build brand
 - Partnerships
 - Events
 - Local celebrities
 - School sponsorships
 - Outdoor advertising

5-4-3-2-1 Go!

Use 4 Ps to build 5-4-3-2-1 Go! brand:

- Promote message using multiple channels
- Place-based intervention in communities
- Reduce “price” of 5-4-3-2-1 behaviors
- Deliver “product” of healthy lifestyle



Check yourself: From the list below, suggest three types of glasses of water you like to drink. How do they feel? How does the taste of water change when it is cold, warm, or just warm to the touch? To Hg^2+



Healthy Foods, Healthy Moves
InForm Chicago



5-4-3-2-1 Go! behavioral outcomes

Multivariable logistic regression: Odds of behavior change in desired direction at follow up conditioned on brand exposure			
Outcome Variable	OR	95% CI	<i>P</i> -value
Increased fruit and vegetable consumption	1.749	1.01, 3.059	0.049
Increased water consumption	0.635	0.349, 1.156	0.1374
Increased low-fat dairy consumption	0.854	0.448, 1.627	0.631
Reduced screen time	1.401	0.788, 2.492	0.2511
Increased daily physical activity	1.097	0.516, 2.333	0.8099

- More F/V consumed at 12 month follow up among participants exposed to brand than control (Evans, Christoffel, Necheles, et al., 2011)



5-4-3-2-1 Go! brand associations

- I'd like to help 5-4-3-2-1 Go! get the word out
- 5-4-3-2-1 Go! messages are always honest
- 5-4-3-2-1 Go! messages help me eat a healthy diet
- 5-4-3-2-1 Go! messages help me to be more active
- I would like to help tell people in my community about the importance of **kids** eating right and being active
- When I think of 5-4-3-2-1 Go!, I think:
 - It's easy for **kids** to eat right and be active
 - More and more **kids** in my community are eating right and being active

Examples of Brand Relationships

- Brands seek to build emotional relationships with consumers, to build identification with core values
- Digital media provide new ways to build relationships
- Examples:
 - <http://twitter.com/#!/Bedsider>
 - <http://www.facebook.com/AbovetheInfluence>
 - <http://twitter.com/#!/CocaCola>
- Coke named 2011 brand of the year for social media
- What are they doing right? Health brands are learning.

Above the Influence (ATI) Digital

- ATI uses an social media to engage teens with the brand and position as a community for and by teens
- Facebook page with over 700,000 fans; YouTube channel to view ads and post own anti-drug videos
- Media Evaluation – nationally representative tracking study of teens' **ATI brand equity** (2011)
 - Teens with brand equity **more likely to believe they'd be better off not using drugs** (OR = 2.14, $p < .001$)
 - Teens with brand equity **more likely to believe teens today avoid using drugs** (OR = 1.86, $p < .009$)



Social media as engagement tools

- Social media = opps for brands to engage consumers
- We see brands more often, more media impressions
- Web 2.0 makes it easy to engage:
 - Simple act of clicking on a Weblink is engagement
 - Register for promotions, events
 - Play games, enter contests
- Enhances the exchange and builds brand equity
- Promotes a conversation, opportunities for research



Future Directions

- Build engagement with health brands
- Social media = opps for brands to engage consumers
- Need for more health branding experimental research
- Should we establish a broader research agenda in health branding? If so, in which domains?
- If we wanted to do a meta-analysis of health brand research in 10 years, what should we be doing now?



Thank you!

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