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Campaign Paper #3

Topic: I am creating a persuasive campaign that will convince more UNL students to engage in safer sex practices, specifically by using condoms to prevent sexual transmitted diseases and infections.

Goal: My goal is to persuade UNL students to use condoms during sex, in order to prevent the spread of STI's and STD's. In particular, I want to increase the number of this campuses students who use condoms by 10 percent. I plan to measure this via the conduction of surveys. Since this can be a very personal topic, survey takers will remain anonymous to encourage more honest answers. The surveys will be sent out in the form of an email, and examples of some questions will include, "Do you think wearing condoms is important?" and "Since viewing this campaign, are you more inclined to use a condom?" I will also measure this by monitoring the city's STI and STD rates after the campaign has been introduced. I will then compare those rates to those before the release of the campaign.

Target Audience: My target audience for this campaign is college aged students who attend the University of Nebraska-Lincoln and who are sexually active. According to Beltran and Yoon's article titled, *Healthy Intimacy in College*, a 2019 study from our own school, the University of Nebraska-Lincoln, found that 54% of their students reported having sex during the school year. Since this issue is only caused by committing some sort of sexual act, I want to target those actively engaging in sexual practices. Furthermore, since the college aged demographic is one that is most at risk for contracting these types of illnesses, I think that is very important for this campaign to be aimed at those who are both directly affected and causing this issue.

Revisions: The two major revisions I have implemented in this campaign are using different course concepts and how I will measure my goal. In addition to conducting a survey, I will now be monitoring the city's STI and STD rates and see if they decrease after my campaign is released. I will use and have added five theories to help me communicate my message and achieve my goal within this campaign. I will be using the IMC model, narrative paradigm, HSM model, Immanuel Kant's Categorical Imperative, and the human nature perspective.

Campaign Theories

Seeing the strengths and weaknesses of past campaigns, and knowing the topic, goal, and target audience for my current campaign, I will be implementing five course theories and concepts into my campaign. These concepts include the narrative paradigm, the categorical imperative, the human nature perspective, and the IMC and HSM models. Each of these concepts will use unique forms of communication to help persuade my audience of UNL students to use condoms, and consequently lower STI and STD rates within this demographic.

The first concept I will be incorporating into my campaign is the narrative paradigm. The narrative paradigm was developed by Fischer, and essentially rejects the rational world paradigm. The rational world paradigm states that people are rational individuals and therefore make their decisions based off both the quality of arguments and the evidence tied to them. The narrative paradigm differs because it states that human behavior can be better understood, and people can be persuaded easier using storytelling/ personal experiences as well as drama. For the narrative paradigm to work however, the narratives being told must have coherence and fidelity. Coherence is how well the story hangs together and connects to the story's overall meaning and impact. Fidelity is whether or not the story rings true to members of the audiences' own experiences (Larson, 2013).

The second concept I will be using is Immanuel Kant's categorical imperative. The categorical imperative is made up of three parts: law, means, and rights. Now for an action to be considered ethical, it must pass the constraints that each of these parts demand. The law states that humans should act in a way that ought to become a universal law. The means states that humans should act in a way that does not use others as a means to get to an end, but instead always at the same time as an end. Rights state that humans should act as if they live in a world full of only right (Larson, 2013). If at any point in time an act violates the law, means, or rights of the categorical imperative then it is not ethical.

The third concept I will rely on in this campaign is the human nature perspective. The human nature perspective is one of six ethical perspectives and is the belief that the underlying core of humanity can be promoted (Larson, 2013). It believes that if everyone acted more ethically that the world would become a better place.

The fourth concept I will use in my campaign is the IMC model. IMC stands for integrated marketing communication and was developed in the 1990s. This model aims to present a unified set of messages so that the different parts of the brand collectively make the brand as a whole better. It also can be used to reach previously ignored populations and capitalize on new technologies like the internet. Ultimately IMC's goal is to create a unique relationship with the consumer by using several forms of communication (Larson, 2013). Those forms of communication are advertising, direct marketing, public relations, event planning, sales promotion, packaging, and personal selling. Building the brand that is going to be marketed is also at the forefront of the IMC model, so creating a brand name, slogan, and logo is also necessary for this model to be used (Larson, 2013).

The last concept I will be using to help achieve this campaign's goal is the HSM model. Like the ELM model, the HSM model identifies two routes that humans take when processing information. Those two routes are the systematic processing route and the heuristic processing route. The systematic processing route processes information with careful consideration and requires mental effort to be used when humans are making a decision. The heuristic processing route however, processes information quietly with the use of cognitive shortcuts so that a decision is made quickly and without much thought (Larson, 2013). Unlike the ELM model the HSM model allows for both processing routes to occur simultaneously, making it a more applicable and well-rounded model.

Persuasive Strategies and Messages

Since sex can often times be a taboo topic, I believe that it would be best for this campaign to use multiple mediums to convince students to use condoms. The forms this message will be communicated through are a guest speaker, free distribution of unique customized condom wrappers, a video advertisement, and then after all of these events/advertisements have been ran a survey will be sent out via email to see if the campaign influenced viewers to change their sexual practices. Each of these channels will contribute to the campaign's higher purpose which is to persuade UNL students to use condoms during sex to prevent the spread of STIs and STDs.

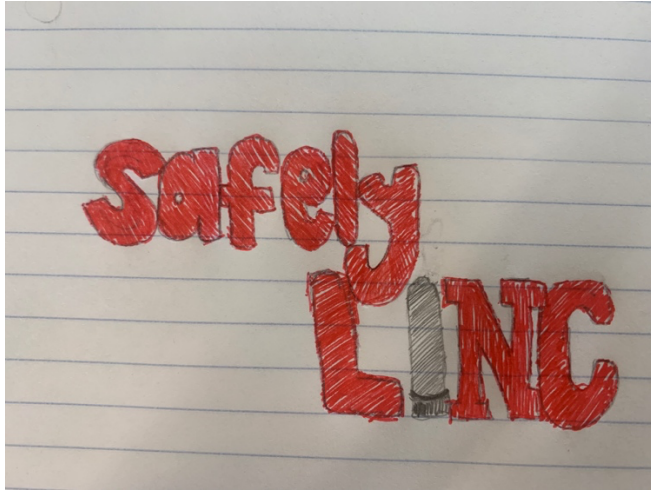
Before creating posters, running a video advertisement, distributing condoms, and even having a guest speaker come, it is important that my campaign develops a brand name, logo, and slogan so that my campaign is both easier to recognize, remember, and communicates its associated goal.

Campaign Brand

Brand Name: Safely Linc

Slogan: Make Sex Safe Again

Logo:



My intentions with both the brand name and the logo were to incorporate current slang and aspects of Lincoln. This was done purposefully in order to target UNL students' identity both as a young person and as a Husker. I also tried to draw a condom over the letter "i" in "Linc" to have protection remain at the forefront of this campaign. Sneaky link is a recent colloquialism that most younger generations are familiar with. A "sneaky link" is someone who you are hooking up with casually and privately, not a lot of other people are supposed to know. In this case, I changed sneaky to safely and the spelling of link to "Linc" as a reference to Lincoln, Nebraska. I also tried to mimic UNL's same kind of N in the logo and use red to further target my audience of UNL students. The reference to sneaky link, the changing of spelling from link to Linc, the Husker N, the color red, and the condom draped over the letter i, are all aspects of this logo that communicate the message of using a condom, and appeal to the unique identity of a UNL student.

The brand name and logo of this campaign help reach the identity of a UNL student and allude to condom use but the slogan is what really communicates the campaign's goal. The reason I chose the slogan: Make Sex Safe Again is because it is one that is already somewhat familiar to most people, and it also clearly communicates my goal of persuading more students to have safe sex. Former President Trump coined the slogan: Make America Great Again during the 2016 election and whether individuals were for or against him, this slogan was everywhere. It is arguably one of the most well-known slogans as well as catchy. I chose to make my slogan "Make Sex Safe Again" because I knew that it would be remembered easier due to Trump's closely related renowned slogan. The slogan also is very transparent and communicates exactly what it says.

Guest Speaker

One way I think students could be convinced to use condoms, is to hear the testimony of someone who didn't, and seeing how that negatively impacted their life. That being said, part of this campaign's plan is to have former NBA player Magic Johnson come to Pinnacle Bank Arena and speak about his experience contracting and coping with HIV. Starting around a month before Magic is scheduled to come and speak, three emails will be sent to all UNL students. One a month before he comes, one two weeks before he comes, and then one the day before he comes, this will be done to remind students when he will be speaking. Flyers will also be posted around the Union and Love Library to garner students' attention. The flyers and emails will communicate when the event will be taking place, that the event will be free to all students, seats will be first come first serve, and students must show proof of N-card to get in.

I chose Magic Johnson because not only is he one of the most well-known celebrities confirmed to have an STI, but he also has the most serious and life-threatening kind of STI. This

will further communicate the seriousness of using condoms because in his case is one that is very extreme. He is proof that not using protection can ruin someone's health and professional career forever.

Magic Johnson speaking about his personal experience with contracting HIV, is applicable to the narrative paradigm and human nature perspective. He is using the narrative paradigm because he is using his own personal story and all the drama surrounding it, to persuade UNL students to not make the same mistakes as him and use a condom. Since his story was widely reported on by multiple news outlets and he would have no other reason to end his basketball career or experience such invasive publicity, his story has plenty of coherence. Although most UNL students don't have realistic dreams of playing in the NBA, and therefore don't have a fear of their career being ended by a STI, Magic's notoriety paired with society's tendency to idolize celebrities, proves that this can happen to anyone. Listener's will begin to think well if this can happen to someone like Magic Johnson, this can happen to me, maintaining the story's fidelity.

Magic's story is also relevant to the human nature perspective. Using a condom in comparison to not using one is more ethical. This is because by using one you are putting yourself and your partner less at risk of contracting a STI or STD, and therefore less at risk at having to deal with the negative physical and psychological consequences of getting one, which Magic can attest to. It is also selfish to not use a condom because you are possibly endangering someone else's health, not just your own. If everyone wore a condom there would be a lot less STIs and STDs, making humanity overall better like the human nature perspective believes.

Free Distribution of Condoms

In addition to Magic Johnson's speech, condoms with wrappers unique to Lincoln will be distributed and placed in boxes inside the front of the Union and Health Center for students to take. The condoms will remain inside the boxes until they are all gone and a sign that says "Free Husker Condoms" will be placed next to each box. The condoms will be distributed by volunteers over the course of one week. These volunteers will hand the condoms out in front of the union, recreation centers, the health center, and college of business.

There will be four different kinds of wrappers each with unique images/sayings displayed on them. The first will be Safely Linc's name and logo with its slogan of "Make Sex Safe Again." on the back of the wrappers. The wrappers will be black with red font. The next condom wrapper will have an image of Lincoln's capitol building draped in a condom. This will appear on the front of the wrapper with the background of the wrapper being red. On the back of the wrapper it will read, "Capitalize on Condoms. Prevent the spread of STDs." in black font. The third wrapper will have a black background and show an image of corn on the cob with a condom on. On the back of this wrapper in red lettering will say, "Cover your Cob and Avoid STIs and STDS." The last wrapper will have an image of the Husker football team vs. the Iowa football team. On the front of the wrapper, the Huskers are in an offensive line-up and about to hike the ball. However, instead of wearing helmets they are all wearing exaggerated oversized condoms, and the Iowa team is wearing nothing on their heads at all. On the back of the condom in red lettering it will say, "Only winners use protection."

This medium of persuasion uses the IMC model. The distribution of free condoms paired with the unique images and phrases on each of the condom wrappers uses forms of communication like advertising, personal selling, packaging, and public relations that are present in the IMC model. One of the wrappers also has this campaign's brand name, logo, and slogan

on it which also a part of the IMC model. The distribution of these condoms uses advertising because on each of the wrappers has an image and message that is advertising the use of condoms. Furthermore, the item that is being handed out itself is a condom, so that also advertises its use. Although, this campaign is not selling anything at a price because the condoms are being handed out for free, it is rather selling an idea. This campaign uses personal selling as a part of the IMC model because volunteers will be face to face handing students' free condoms. The thing they are actually selling is the idea of using condoms to prevent the spread of STIs and STDs. Additionally, the packaging of these condoms is another way IMC is incorporated into this form of communication. Across all four variations of the wrappers, each wrapper has an image and phrase related to the city of Lincoln. This in turn will make students who are handed the condoms feel as though these condoms were made specifically for them. Most importantly, this packaging unifies both the campaign's brand as well as goal. Lastly, the distribution of these condoms can be tied to the idea of public relations. Since all of these condoms are going to be handed out on campus, students can feel like the University cares about their safety. Additionally, the unique images and sayings on these wrappers paired with the taboo topic of sex can help influence students to have more open and honest conversations about condom use, which will also contribute positively to UNL's campus and this campaign's public perception.

Video Advertisement

This advertisement will be displayed multiple times before Magic's speech on the big screens of Pinnacle Bank Arena, as a commercial on local news, and on YouTube. This advertisement will feature two female college students and two scenes. The first scene will begin with a woman named Sarah and her friend named Hailey. The scene starts off with Sarah and Hailey sitting and talking on Sarah's bed in her dorm room.

Sarah: Omg. You missed out on so much this weekend while you were home. I have so much to tell you.

Hailey: Like what?

Sarah: Well, for one, me and Chad hooked up this weekend.

Hailey: No way, you have had a crush on him forever. How was it?

Sarah: It was soooo good, he really knows what he's doing.

Hailey: Yeah, I've heard other girls say that before too. Did you use a condom?

Sarah: Um no. Who uses condoms nowadays?

Hailey: Sarahhhh... you know that he has hooked up with a lot of other people lately and if he didn't use a condom with you, he probably didn't with them either. Did you use a condom with Michael back in October too?

Sarah: No? I'm on birth control so its fine. Plus, not using a condom feels way better.

Hailey: What about STD's?

Sarah: We would know by now if him or I had an STD.

Hailey: You can never really be too sure; some STD's can exist without ever showing symptoms. I have class in 15 minutes though, I better start walking. I'll see you later.

Sarah: Yeah I know I know, I took sex-ed. But seriously I don't know anyone who has ever had an STD. It really isn't that deep. Have fun at class though. I'll see you later.

The next scene takes place two days later. Sarah is sitting on a chair in the lobby of UNL's Health Center waiting to see a doctor, obviously distressed, and is texting Hailey.

Sarah's text: I think you might have been right about Chad... I've been having some really weird symptoms lately and I'm starting to get really nervous.

Hailey's text: Like what symptoms?

Sarah: It just hurts really bad when I pee and I'm itchy. I think there might even be sores down there.

Hailey: Omg Sarah. That sounds really serious... I think you should go get tested.

Sarah: I am. I'm at the health center right now.

Hailey: Good. Tell me how it goes.

30 minutes passes and Sarah is walking out of UNL's Health Center's front doors in tears.

Sarah's text: Hailey they say I have genital herpes. I don't know what to do. It's incurable. I'm freaking out. I'm never going to be able to get a boyfriend after this. I should have listened to you and thought harder about not using a condom.

The video then ends with a message saying, "Condoms do not just protect against pregnancy, they protect you from STIs and STDs too. Be safe and always wear a condom before it becomes too late." Followed with Safely Linc's logo and slogan "Make Sex Safe Again."

This video advertisement employs Immanuel Kant's categorical imperative and the HSM model. The categorical imperative consists of three parts: Law, Means, Rights. In order for an action to be considered ethical it must pass the constraints that each part lays out. Using a condom during sex can be applied to the categorical imperative because it is an ethical decision. Sarah and Chad do not pass the categorically imperative, because they betray the rules that the law, means, and rights ask for. So, this shows how not using a condom is an unethical behavior. Hailey also seems to allude to in her first conversation with Sarah. In this case, for the law, in order to be acting ethically both Sarah and Chad should have been behaving in a way that could become a universal law. Using a condom is more ethical than not because if everyone were to, hence acting universally, the spread of STIs and STDs would be greatly reduced. For the means, Sarah and Chad were not looking towards the bigger picture. In the moment, Chad and Sarah

were seeing the means as an ends. Their biggest focus was being sexually gratified, that was the ends. They were not thinking about how in that moment, not using a condom, could negatively affect them both from that moment forward. If they were to think of the means as the same time as the ends, they would have thought about how not wearing a condom in that very moment could have led to one of them contracting an STD at that same time. Lastly, are rights. Surely, as sexually active adults, Sarah and Chad are both aware that condoms can prevent the spread of STI and STDs. If they were acting in a world of only right, then they would have used a condom. Even though, both of them might have thought that the chances of getting an STD were unlikely when they had sex, they were still aware that it is possible and with that possibility in mind they were not acting ethically or “right.”

Additionally, this advertisement uses the HSM model. The first scene shows the use of the heuristic processing route through Sarah’s dialogue and the systematic processing route through Hailey’s dialogue. In the first scene, Sarah admits that she did not carefully consider using a condom at any point during her and Chad’s hook-up. Hailey reveals that Sarah knew that Chad had been with other partners previous to their hook-up, and that Sarah herself did not use a condom with her last partner, so one would assume that if she was thinking carefully and logically, she would have used a condom with him. However, we know that the decision to not use a condom was made heuristically or without much thought and quickly. We know this because Sarah did not use a condom with Chad despite her prior knowledge of both of their sexual behaviors, and her knowledge that STD and STI symptoms can remain dormant. Sarah also only thinks short-term when she is with Chad. She seems to be more focused on how it good it felt without the use of a condom, rather than the consequences that can come from not using a condom. Throughout their conversation, we can see Hailey employing a systematic processing

route when she tells Sarah the reasons she should have used a condom. Hailey carefully considers all the aspects at play here. Hailey thinks critically about how Chad and Sarah have both had other partners and the fact that Sarah did not use a condom with her last partner. She considers how some STDs do not show symptoms right away and can be spread by someone who does not even know they have one. Most importantly, Hailey alludes to how all of these things should have been thought about before Sarah and Chad had sex, not after. Hailey is indirectly reminding Sarah about how choosing to use a condom should be a well thought-out decision, made with the use of the systematic processing route or a combination of the two rather than just the heuristic processing route alone.

Email Surveys and Lincoln's STI and STD rates

Although an email survey in this case will not be used as a persuasive strategy, they will be sent out to see if this campaign had any effect on UNL student's condom use. The emails will be sent to all undergraduate students at UNL, and the survey will consist of only yes or no questions. The reason for this is because it will make the surveys faster to take, easier to understand, and therefore more likely to be completed. In the email the surveys will be advertised to consist of only ten questions and to take less than two minutes. The email will also remind students that this survey will be taken anonymously and no one will receive information on whose results are whose, they will just receive the answers to the questions. The email will provide a link that will directly take students to the survey once clicked on. Questions in the survey will include:

- 1.) Are you sexually active?
- 2.) Do you use condoms every time you have sex?
- 3.) Do you use condoms most of the time you have sex?

- 4.) Do you rarely use condoms?
- 5.) Do you ever use condoms?
- 6.) Do you think wearing condoms is important?
- 7.) Did you see Safely Linc's video advertisement on condom use?
- 8.) Did you see Magic Johnson speak at Pinnacle Bank Arena?
- 9.) Did you obtain, see, or hear about Safely Linc's condoms?
- 10.) If you saw any of the things stated in questions 6, 7, or 8 did it make you change or plan to change your amount of condom use?

In addition to the results of this survey, I will also be monitoring the city of Lincoln's STI and STD rates for up to six months after this campaign has been released. This will be done to also see if this campaign lowered the city's STI and STD rates.

Work Cited

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