



HEALTH IS HERE. MAKE IT A HABIT.

FINAL CAMPAIGN | COMMS 235 | PROFESSOR HOLLINGSHEAD

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CORE PROBLEM, GOAL, AND OBJECTIVES

Core Problem

If BYU students are not made aware of and motivated to change their unhealthy eating habits, then they will continue to have poor nutrition and face potential negative repercussions in areas such as their academic performance and/or future health.

Goal

Make BYU students aware of their unhealthy eating behaviors and motivate them to change so that they can avoid negative academic and/or health-related repercussions in the future.

Objectives

1. Raise awareness to 65% of what counts as healthy eating within the first two weeks of the campaign.
2. Increase % of students that eat breakfast every day by 20% by the end of the campaign.
3. Decrease % of students that don't eat healthy because they "don't have time" by 40% by the end of the campaign.
4. Get at least 50% of students eating 2 servings of fruit and 2 servings of vegetables each day by the end of the campaign.
5. Get 60% of students to download the app we created by the third week of the campaign.
6. Get 30% of students to participate in the celebration on the final day of the campaign.

BIG IDEA

Our big idea for our campaign is to raise awareness in the BYU community that health is important. We want to motivate students to eat healthier and instill in them better eating habits by appealing to their self-interest so they can be the happiest and healthiest version of themselves.

Big Idea Strategy

Appeal to the self-interest of students by focusing on the satisfactory feeling they receive when they set and achieve goals. Also focus on their desire to thrive, feel better, and do better.

Big Idea Message

Health is accessible. Make it a part of who you are.

Tangible Representation

Create a giant pineapple outline in the Wilkinson Center with pens and sticky notes where people can write the goals they've accomplished and/or record their progress towards eating healthier.

Slogan

"Health is here. Make it a habit."



TACTIC 3: Video

For our video, we focused on the idea of “Just Eat It,” meaning just eat all the healthy and accessible options you have in front of you over other unhealthier options. We decided to express this in a funny way by taking people by surprise and replacing unhealthy foods with fruits and vegetables. We also ended our video with a sneak peak of our logo and our slogan for the campaign: “Health is here. Make it a habit.”



Link: <https://youtu.be/Mz2jg4f2U6U>

Music: Eat it KARAOKE VERSION. (2010, January 17). Retrieved April 14, 2019, from <https://www.youtube.com/watch?v=qKXjKEI9rxo>

TACTIC 10: App

We would create an app that helps students make goals for themselves and tracks all their healthy eating progress. Challenges, reminders, and fun facts about food would be sent out as notifications every few days to help motivate students to continue participating in the campaign. Students would also be able to track the progress of BYU as a whole and have access to the 10 healthy recipes we compiled for the previous tactic. Most students spend a substantial amount of their time on their phones; thus, this app would be a convenient way for them to access and be involved with the campaign on a regular basis.

