

## **Float 4 Life - Marketing Campaign Overview**

### **Executive Summary**

Float 4 Life is a water safety class for infants and toddlers, 6 months to 4 years of age which will be introduced and offered in the 2012 summer session at the Omaha Kroc Center. It is offered in partnership with the Joshua Collingsworth Foundation

### **Marketing Goals**

- To target families with children 6mo-4years in age without swimming experience
- To create awareness of childhood drowning and water safety issues
- To encourage families to sign up for and attend a Float 4 Life class session
- To execute this marketing campaign starting April 2012 to run through June 2012 (estimate)
- To create awareness of the Joshua Collingsworth Foundation and its mission
- To keep the total marketing plan costs within budgetary allowances

### **Research**

- Strengths
  - The JC Foundation has had success with sharing their mission and life saving message in Florida (Fort Lauderdale, Martin County, Merritt Island, South Florida, and Tequesta), Missouri (Southeast Missouri) and Nebraska (Grand Island, Lincoln and McCook). The one contact listed on their website in Omaha, Face-Up First's (via Brownell-Talbot) website link is broken.
  - The JC Foundation has a strong message with an emotional appeal.
  - Timely, as summer swimming season is about to start.
- Weaknesses
  - This is the first time this program will be offered at the KROC center in Omaha.
  - Services are not currently marketed as bi-lingual.
  - Parents must be present during classes
- Opportunities
  - People are concerned with their children's well being and safety.
- Threats
  - Consumers in our target market (Hispanic and Sudanese Families) do not see the importance of learning how to swim or teaching their children how to swim or send them for swimming lessons.

- Current Situation – The JC Foundation is looking to broaden their exposure for their message initially in the Omaha Area and then expand to other areas via the Salvation Army KROC centers.
- Competitors/Others in the field? – [www.infantswim.com](http://www.infantswim.com). They do not have any listed instructors within 100 miles of Omaha. Within 500 miles of Omaha they have 48 instructors; they have 754 registered instructors within 10,000 miles. Infant Swim is an organization that teaches swimming instructors how to teach their method. Once teachers know the method they can register with [infantswim.com](http://infantswim.com) and be listed on their website. They are an International Organization with eight other countries listed on their website. Infant Swim does not emphasize any bi-lingual services.
- Who is the Target Market? – Parents and Guardians of children age 6 months to 4 years. Secondary target: Grandparents of grandchildren age 6 months to 4 years.
- What can we do for The JC Foundation? – Create awareness of their mission and develop a partnership with the KROC centers across the US. Translate their website and mission into Spanish and Sudanese.
- Where can we make the biggest impact? By spreading the story of Joshua and the life saving messages to families in the Omaha, Bellevue and Surrounding Areas. By offering classes via the Salvation Army KROC Center in Omaha.

## Creative

- Creative Considerations
  - The JC Foundation uses the “Josh the Otter” book to spread their message through the communities they focus in.
- Campaign Objectives
  - To spread message of importance of water safety for children 6 months to 4 years of age.
  - To get parents to enroll their children in the Float 4 Life classes at the Omaha KROC center.
- Target Audience
  - Parents and Guardians of children 6 months to 4 years of age. Secondary: Grandparents with grandchildren 6 months to 4 years of age.

- THE BIG IDEA

- Float for Life is the motto of the water safety program of the JC Foundation. A water flotation device is a lifesaver. We would use a lifesaver as a key connection component in the Float 4 Life campaign.
- Awareness of the need for education on water safety for children is a key component to this campaign.
- Throwing the parents a line represents the KROC center giving parents, guardians and grandparents the information they need in order to keep their children safe around water. This idea would be used internally when communicating to KROC center employees the program and its goals.
- Water comes in many forms, not just pools, rivers and lakes but also bathtubs, wading pools, spas, and hot tubs and it's important for us to make that connection when communicating to our target audience as they may not see a need for water safety education.
- Provide an incentive for early registration.

- Tone

- The importance of Water Safety, Life is Precious, "Float Early, Float First, Float 4 Life." We want to try to instill a sense of urgency and importance in attending classes.
- Try to avoid a "scare tactic" approach, although it may be an underlying thread. We will aim for an awareness and education tactic.
- Every day, about ten people die from unintentional drowning. Of these, two are children aged 14 or younger. Drowning is the sixth leading cause of unintentional injury death for people of all ages, and the second leading cause of death for children ages 1 to 14 years.
- In 2007, there were 3,443 fatal unintentional drowning (non-boating related) in the United States, averaging ten deaths per day. An additional 496 people died from drowning in boating-related incidents.<sup>1</sup> & <sup>2</sup>
- More than one in five people who die from drowning are children 14 and younger.<sup>1</sup> For every child who dies from drowning, another four received emergency department care for nonfatal submersion injuries.
- Nonfatal drowning can cause brain damage that may result in long-term disabilities including memory problems, learning disabilities, and permanent loss of basic functioning (e.g., permanent vegetative state).
- Children ages 1 to 4 have the highest drowning rates. In 2007, among children 1 to 4 years old who died from an unintentional injury, almost

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<sup>1</sup> (source: Centers for Disease Control and Prevention, National Center for Injury Prevention and Control. Web-based Injury Statistics Query and Reporting System (WISQARS) [online]. [cited 2011 Apr 6]. Available from: URL: <http://www.cdc.gov/injury/wisqars>)

<sup>2</sup> Centers for Disease Control and Prevention. Wide-ranging OnLine Data for Epidemiologic Research (WONDER) [online]. (2010) Available from URL: <http://wonder.cdc.gov/mortsql.html>

30% died from drowning.<sup>1</sup> Fatal drowning remains the second-leading cause of unintentional injury-related death for children ages 1 to 14 years.<sup>3</sup>

- Children can drown in as little as one inch of water.<sup>4</sup>
- Never leave a child unsupervised in or around water in the home. Empty all containers immediately after use and store out of reach
- Never leave a child unsupervised in or around a swimming pool or spa, even for a moment. Never rely on a Personal Flotation Device or swimming lessons to protect a child. Learn CPR and keep rescue equipment, a telephone and emergency numbers poolside.

- Possible Messages:

- Why water safety? Because children can drown in as little as one inch of water and because kids like Joshua might have been saved if water safety techniques like the ones being taught at the Ray and Joan Salvation Army KROC center were available. Prevent tragedy, be aware of the dangers of water in and around your home and contact the KROC center to participate in their Float 4 Life classes.
- Because kids like Sofia/Diego (Hispanic names) might have been saved. Because kids like Charuni (Sudanese girl name) might have been saved. Because kids like Samir (Sudanese boy name) might have been saved.
- Personalize it to help the parents/guardians/grandparents see themselves in the story and help get the messages across.
- What's more important than the style of swim suit you dress your toddler in? Their safety around water!

### **Creative Executions/Media Plan**

- Television : Local television spots are recommended, with a Public Service angle. (budget allowing/trade possible, WOWT and/or COX)
  - Public Service Spots about water safety and new classes at KROC
  - Have television camera crew cover first day of classes.
- Radio (budget allowing/trade possible)
  - Create 30 sec radio spot for radio partners on the importance of water safety and classes at KROC. (Radio Logo, KGBI)
- Print (budget allowing/trade possible)

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<sup>3</sup> Borse NN, Gilchrist J, Dellinger AM, Rudd RA, Ballesteros MF, Sleet DA. CDC Childhood Injury Report: Patterns of Unintentional Injuries among 0-19 Year Olds in the United States, 2000-2006. Atlanta (GA): Centers for Disease Control and Prevention, National Center for Injury Prevention and Control, 2008.

<sup>4</sup> <http://www.preventinjury.org/PDFs/DROWNING.pdf>

- Create direct mail piece to be mailed to 10 zip codes around the KROC center to families with children, focusing on Water Safety and the new Classes. Also target Pre Schools and Day Care Facilities, and possibly Home School Association.
  - Include article and class list in Program Guide for KROC Center.
  - Develop a brochure on water hazards and safety to have available as a handout, or contact another agency with an already developed brochure (Babies R Us) and partner with them to handout their brochures in trade for KROC class awareness.
  - Develop a flyer to distribute to local businesses.
  - Develop an insert for church bulletins.
- Outdoor & Signage
  - No plans for Billboard at this time (research partnership with Waitt or Lamar)
  - Hang Float 4 Life Banner in swimming area to coincide with launch of campaign
- Website:
  - Post information about classes and promotions on KROC center website
  - Have KROC partnership information posted on Float 4 Life website
- Internet and Social Media
  - Post information about partnership with JC Foundation on Facebook
  - Provide links to Float 4 Life website <http://www.float4life.org/> and Josh the Otter website <http://www.joshtheotter.org/>
- Magazines & Newspapers
  - Create Press Release on program and partnership with JC Foundation
  - Provide Press Release about JC Foundation and water safety classes at KROC to local magazines for publishing. El Perico (<http://issuu.com/pioneerpublishing/docs/perico100916>), Nuestro Mundo (<http://www.nuestromundonewspaper-nebraska.com/>), La Vision Latina (<http://issuu.com/pioneerpublishing/docs/vl09>) Omaha Publications: Omaha Magazine and Her Magazine, Omaha Family Magazine, Women's Edition, can't find any current local Sudanese Newspapers
- Newsletters
  - Have article about JC Foundation partnership and new water safety classes in KROC center newsletter.
- Event Media
  - Table tents for use at the KROC center events and various venues.
  - Easter Egg Hunt: Table Display at EEH, include a small card in 20 Easter Eggs for a free Float 4 Life lesson, invite mascot Josh the Otter to attend Easter Egg Hunt.

- Budget
  - To Be Determined

## **Promotions**

- Overview – with this promotional plan we are augmenting the creative strategy, encouraging parents and guardians to attend a water safety class at the KROC center in Omaha with their child or children.
- Objectives – to build a relationship between the KROC Center and current and potential customers in such a way that it shows our concern for their well-being and urgent interest in their education on the subject matter of water safety.
- Strategies
  - Josh the Otter Promotion, Mascot present and Book Signing for Josh the Baby Otter books. Drawing for 50 free books. (find donor for books) and Drawing for 10 individual lessons. This will kick off our promotional and media campaign for the KROC center classes.
  - Lifesavers Promotion, Postcards with Wrigley's Lifesavers attached will be handed out to members as they check in at the front desk. (Contact Wrigley's Lifesavers for potential donation/partnership) Postcard will promote the water safety classes at KROC and the JC Foundation message
- Optional Ideas: Partnership with CDC with focus on drowning awareness  
Partnership with Henry Doorly Zoo with focus on Otter education  
Partnership with local Babies R Us store: Babies R Us would potentially provide the KROC center with a brochure on drowning/water safety and in turn Babies R Us would promote and create awareness for the Float 4 Life KROC classes.

## **Public Relations**

- Overview
  - Our public relations campaign focuses on constructing the public's perception of the KROC Center's Float 4 Life campaign and classes as concerned with safety for the children. We want the public to understand that the KROC center is concerned with community safety, the safety of children especially around water, and the education of parents and guardians of the dangers of accidental drowning. We're coming up on the summer months and this is a good time to focus on water safety issues.

- Objectives
  - Partner with Wrigley's Lifesavers to promote water safety.
- Strategies
  - Create a handout postcard that encourages awareness of childhood drowning and includes a Wrigley's lifesaver.
- Rationale
  - Why Lifesavers? The symbol of saving lives in water based emergencies.