

# STICKS

Social Norms Campaign for Highschool Teens



## Sticks Campaign

**Target:** Highschool teens

**Strategy:** Sticks is a great first year social norms campaign for high school students. Sassy enough to get their attention but positive enough to convey the healthy norm. This campaign features messages that reminds students that drinking does not make them a better dancer!

# STICKS



“Brain”



“Breath”



“Dance”



“Marijuana”



“Soda”

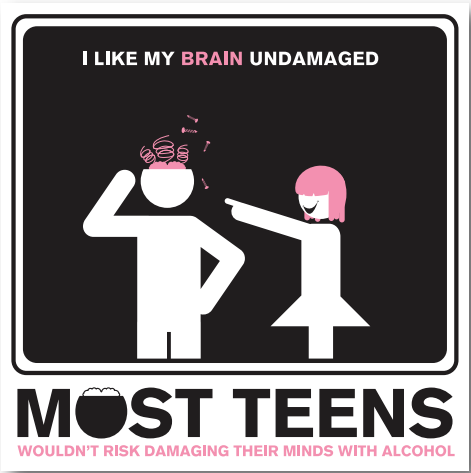
12"x18" Posters



**Banners**

2'x6' or 3'x8'

Available in any poster design  
Please indicate on order form



**Floor Adhesive**

24"x 24"

Available in any poster design  
Please indicate on order form



**Pencil**



**Key Tag**  
1" x 1.75"



**Awareness Bracelet**



**Bumper Sticker**  
3"x 10"



**Static Cling**  
5" x 7"

Available in any poster design  
Please indicate on order form



T-shirt



Sticker  
4" x 3"



Folder

## Frequently Asked Questions

### What if I don't know much about social marketing?

We've used all of these campaigns in our coalition work and will be happy to provide you with online or on-site training before you get started. In fact, we highly recommend it!

### How much does it cost?

That depends! Because these campaigns aren't "packaged" to sell in bulk, we're able to work with you to decide what types of things you might need, in what size and quantity. Since we also have experience in using the campaign, we can work with you to assess your priority population to determine what types of things will be well received. Just shoot us an email and we'll work with you to determine a budget.

### Can we add our logo?

No. Notice that there are no logos on any of the images. Remember, social marketing is about selling and promoting behavior change – not an agency logo. If you're confused about the difference, we'll be happy to provide you with necessary training to better equip you to define your strategies: social marketing, branding, education and awareness, etc...

### Does it work?

That depends on many factors. Social marketing and social norming have been the primary strategies for Charlotte County for ten years. During this time, we have realized significant reductions in youth alcohol use. We can work with your local evaluator or provide you with an evaluator to track the project if you'd like.

### Can we print locally?

Unlikely. In order to maintain the integrity of the campaigns, we don't release the images to outside printers. Historically, we beat most competitor pricing in printing. Since the only mark-up in these campaigns is designed to cover administrative expenses only, you will find the bank for your buck immense.

### Can we take advantage of training and not use your particular campaigns?

Of course! As a long-time coalition Director, I fully support a learning community. We have online and onsite training capabilities.

### Should I test these images?

Yes! We highly recommend that you do focus testing to determine if the images are a good fit for your community. We can provide some guidance on the best way to do this.

To see all of Drug Free Charlotte County's Prevention campaigns available for purchase, log on to:  
[www.bethewall.org/campaigns.htm](http://www.bethewall.org/campaigns.htm)

For more information, call Chrissy Bynum at (941) 255-0808 ext.3205 or email at [campaigns@drugfreecc.org](mailto:campaigns@drugfreecc.org)

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# Campaign Price List

	10	25	250	500	1000	2000	3000	4000	5000
<b>Awareness Bracelets</b>	—	—	—	—	\$1,147	\$2,295	\$2,835	\$3,307	\$3,712
<b>Bumper Stickers</b>	—	—	—	\$660	\$791	\$949	\$1138	\$1366	\$1640
<b>Floor Adhesives</b>	\$295	\$736	—	—	—	—	—	—	—
<b>Folders</b>	—	—	\$1419	\$1481	\$1929	\$2927*	—	—	\$4453
<b>Key Tags</b>	—	—	—	\$573	\$969	\$1872	\$2708	\$3593	\$4245
<b>Pencils</b>	—	—	—	\$248	\$375	\$677	\$951	\$1206	\$1493
<b>Static Cling</b>	—	—	—	\$741	\$827	\$1124	\$1456	\$1895	\$2253
<b>Stickers</b>	—	—	—	\$330	\$398	\$600*	—	—	\$870

\* Price reflects quantity of 2,500

**Table Banner** - \$61/each, **Large Banner** - \$130/each

### Cinema, Billboard and Print Ads

Any poster can be converted into a cinema, billboard or print ad for a fee of \$200. All modifications must be pre-approved by Chrissy Bynum.

### Poster Pricing

	50	100	250	500
<b>1 Design</b>	\$99	\$159	\$333	\$582
<b>2 Designs</b>	\$159	\$267	\$582	\$957
<b>3 Designs</b>	\$239	\$350	\$734	\$1,241
<b>4 Designs</b>	\$321	\$466	\$979	\$1,427
<b>5 Designs</b>	\$383	\$582	\$1,034	\$1,673

### Shirt Pricing

	50	100	200	250	500
<b>T Shirt</b>	\$480	\$826	\$1495	\$1848	\$3470

2XLarge or larger sizes are an additional \$2.50 per shirt

## NEED SOMETHING NOT SEEN HERE?

Call Chrissy Bynum for a quote at (941) 255-0808, ext. 3205

Please email all orders to [campaigns@drugfreecc.org](mailto:campaigns@drugfreecc.org) or fax to (941) 255-7573

If you are faxing in your order, please call to let us know in is on the way.

For more information, call Chrissy Bynum at (941) 255-0808, ext. 3205 or email at [campaigns@drugfreecc.org](mailto:campaigns@drugfreecc.org)

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