

“That Guy” Post-Campaign Launch Focus Group Testing

A Report to:



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Fleishman-Hillard Research
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EXECUTIVE SUMMARY

According to the 2002¹ Department of Defense Survey of Health Related Behaviors among Military Personnel, binge drinking is two times higher among the military population than the civilian population (about two-fifths and one-fifth, respectively). In particular, the incidence of heavy alcohol use and/or binge drinking is highest among younger, junior-level, enlisted male service members. With the goal of ensuring the health and well-being of all military personnel, TRICARE Management Activity is addressing this issue through an Alcohol Abuse Prevention Education Campaign that will draw attention to the current levels of excessive drinking, inform service members about the negative consequences associated with such behavior, and encourage them, in the long-run, to change their behaviors and reduce their consumption of alcohol.

In order to determine the types of relevant and persuasive messages, activities, and creative concepts the campaign should feature, Fleishman-Hillard conducted several focus group sessions in 2006 and 2007 across services with the target audience of enlisted service members who are 18 to 24 years of age to determine their current awareness of and attitudes about this issue. Based on this feedback, Fleishman-Hillard developed a communications strategy and associated creative platform for the education campaign. This report presents findings from the March 2007 focus group discussions conducted at Camp Lejeune, Fort Bragg, Pope AFB and NAS Pensacola.

¹ The 2005 Health Related Behaviors among Military Personnel survey shows that binge drinking rates have remained relatively stable since the 2002 survey. The 2005 estimate of binge drinking is 45% for the military.

AWARENESS OF THAT GUY

In general, many junior-enlisted service members at Fort Bragg, Pope AFB, NAS Pensacola, and Camp Lejeune are aware of the That Guy campaign.

Among the 455 service members who initially qualified for the focus groups during on-site, face-to-face screenings at the installations, more than half (58%) are aware of the That Guy campaign. More importantly, at bases where installation support is greatest, awareness is even higher. Eight-three percent (83%) of service members at Camp Lejeune, Fort Bragg, and Pope Air Force Base are aware of That Guy. In addition, among those who participated in the focus group discussions, they not only understand who That Guy is, they also believe That Guy is relevant and real.

Service members at all four installations cited billboards and posters as the main vehicles through which they saw or heard anything about the campaign. While word about That Guy is getting out, the focus group findings suggest that communication vehicles may not always be driving junior-enlisted service members to the Web site. This indicates that service members are getting the message (don't binge) but they may not be reading or hearing about the harms associated with excessive drinking.

In general, the service members perceive all or most of the advertisements tested during the discussions as relevant and realistic. In addition, most could describe and, therefore, could clearly demonstrate that they understood the purpose of our message associated with each print advertisement.

Implications: Because the off-line marketing activities (e.g., billboards, print ads, coasters, etc.) do not appear to be driving the focus group participants to the Web site, a more directed message guiding readers to the site should be considered. Billboards, in particular, should perhaps feature the Web site more prominently. Additionally, the campaign may need to create more stand-alone pieces and/or activities that contain more "core" content, which is currently housed at www.thatguy.com. That Guy can take its messaging a step further and reinforce its call to action in new and different ways, including the Web site.

Installations with more support from the chain of command, and as a result, a greater number of launch activities by FH, have higher levels of That Guy recognition and awareness. (See the table that follows on the next page.) At Camp Lejeune, Pope AFB, and Fort Bragg, That Guy was clearly visible on and off base, and junior-enlisted service members clearly had seen or heard something about the campaign. However, at NAS Pensacola, the campaign had less on-the-ground support from the local Command. And as a result, fewer launch activities were undertaken by FH and fewer service members are aware of That Guy.

Additionally, anecdotal input from leadership at several installations suggests that the turnkey nature of the program makes it easy for them to support and endorse the campaign. Promoting the ease of the campaign to

implement at the installation level (and promoting case histories and success stories from installations where the campaign was successfully launched) could make more installations eager and open to adopting it for their service members.

Installation	That Guy Activities Spring 2007	Awareness of That Guy Based on Focus Group Recruiting Surveys	#1 and #2 Sources Through Which Service Members Heard About That Guy
Camp Lejeune	<ul style="list-style-type: none"> • Radio promotions and on air spots • Radio events • Billboards • Installation newspaper ads • Convenience store ads • Shuttle bus ads • Installation support and distribution of That Guy giveaways (posters, coasters, etc.) • PSA in movie theater or TV 	86%	<ul style="list-style-type: none"> • Billboards, 61% • Posters on base, 28%
Pope AFB	<ul style="list-style-type: none"> • Radio promotions and on air spots • Radio events • Billboards • Installation newspaper ads • Convenience store ads • Shuttle bus ads • Bathroom ads • Installation support and distribution of That Guy giveaways (posters, coasters, etc.) • PSA in movie theater or TV 	84%	<ul style="list-style-type: none"> • Posters on base, 86% • Billboards, 74%
Ft. Bragg	<ul style="list-style-type: none"> • Radio promotions and on air spots • Radio events • Billboards • Installation newspaper ads • Convenience store ads • Bathroom ads • Installation support and distribution of That Guy giveaways (posters, coasters, etc.) • PSA in movie theater or TV 	79%	<ul style="list-style-type: none"> • Billboards, 55% • Newspaper ads, 50%
NAS Pensacola	<ul style="list-style-type: none"> • Radio on air spots • Billboards • Installation newspaper ads • Convenience store ads • Shuttle bus ads • PSA in movie theater or TV 	32%	<ul style="list-style-type: none"> • Billboards, 40% • TV ads, 33%

Implications: Command support at the installation level for That Guy is beneficial to program awareness. To ensure successful outreach efforts across installations, the campaign should identify and document best case studies from bases with high levels of awareness and activities, such as Camp Lejeune and Pope AFB. Additionally, the campaign should continue to provide guidelines and suggestions on how to make and keep That Guy a viral campaign. Given the leadership's positive reception to the campaign, it is likely that most bases will be open to guidelines and instructions on how to implement the campaign on their base.

REACTION TO THAT GUY CAMPAIGN

Service members appreciate the humorous nature of That Guy. However, some also suggest more serious messaging where appropriate.

Focus group participants volunteered that they prefer clear, direct messaging and outreach that is “not too clever.” They like the humor and attention-grabbing ads and messages. In addition some would also like to see the campaign discuss the more serious consequences of excessive drinking such as DUI, auto accidents, or STDs. A few went as far as to suggest that the campaign consider implementing scare tactics such as the *Truth* campaign.

There were a few service members who openly acknowledged during the discussions that they are alcoholics and that, “Nothing (including That Guy) could stop me from drinking.” While these and other service members are receptive to the campaign’s humor, a few volunteered that in some cases the campaign gives them fodder or an excuse to be That Guy. This particular type of feedback (while it did not occur often) typically came from the service members who, based on their stories, appeared to be very serious or heavy (versus occasional or situational) binge drinkers. In contrast, some of the other focus group participants believe the campaign can make a difference by reminding service members about the importance of not drinking to excess. For example, one service member reported that he called for a ride after seeing a That Guy poster in the restroom of a bar. He claimed that the poster reminded him, in a non-threatening way, that he had already consumed too many drinks and should not drive.

Implication: Incorporating some serious consequences may be important to the campaign in the long run. It appears that the humor grabs the attention and draws junior-enlisted service members into the campaign, but there appears to be a call for placing some more emphasis on consequences in order to motivate junior-enlisted members to change their behaviors and reduce their alcohol consumption.

In addition, the feedback from such a wide variety of service members during the discussions suggests that the campaign should further analyze the DoD’s Health-Related Behaviors Survey to determine the demographic and attitudinal differences between “more serious/heavy” binge drinkers versus “occasional or situational” binge drinkers. (FH has submitted a formal Data Use Agreement and request to the TMA Privacy Office for this survey data.) Doing so can help further guide effective campaign strategy by identifying more specific ways to communicate with the “occasional or situational” binge drinkers. The focus group findings suggest this type of binge drinker will be more receptive to the campaign and be more willing to hear its main message: do not drink to excess.

INTRODUCTION

BACKGROUND

According to the 2002² Department of Defense Survey of Health Related Behaviors Among Military Personnel, binge drinking occurred in about two-fifths of the military population (42%) compared to a civilian benchmark of about one-fifth (17%). In particular, the incidence of heavy alcohol use and/or binge drinking (two different measures in the Survey of Health Related Behaviors) is highest among those who are men, younger (18 to 25 years of age) or junior-level, and enlisted members in pay grades E1 to E6. These figures are important to note and be concerned about because binge drinking (five or more alcoholic beverages consumed at the same time or within two hours of each other, at least once in the past 30 days) can result in a negative consequence such as death or injury from a traffic accident, fall, fire, or drowning; marital violence; child abuse; homicide; and suicide. Additional risks for service members who are heavy drinkers are weight gain and failure to meet military weight for height requirements. Failure to maintain those standards can result in an administrative discharge.

In 2005, TRICARE Management Activity, on behalf of the Department of Defense, selected Fleishman-Hillard to develop, test, launch, and evaluate an Alcohol Abuse Prevention Education Campaign specific to binge drinking that targets active duty enlisted military personnel, pay grades E1 to E4 who are 18 to 24 years of age.

The objectives of the campaign are two-fold:

- Raise awareness regarding the negative effects of excessive drinking.
- Help reduce alcohol abuse among active duty military.

This campaign complements the Military Health System's overarching goal of becoming a proactive, rather than reactive, healthcare system whose purpose is to help create healthy and agile forces and families by encouraging them to align positive health choices as lifetime priorities.

In December 2006, the Web site, www.thatguy.com, went live and the campaign was launched in three pilot markets to reach four installations including Fort Bragg and Pope AFB (Fayetteville, NC), Camp Lejeune (Jacksonville, NC) and Pensacola NAS (Pensacola, FL). This effort included online and offline marketing activities such as Internet banner advertising, billboards, convenience store and bathroom advertising, shuttle bus and base newspaper advertisements. The campaign also conducted radio promotions, including on-air

² The 2005 Health Related Behaviors among Military Personnel survey shows that binge drinking rates have remained relatively stable since the 2002 survey. The 2005 estimate of binge drinking is 45% for the military.

promotional spots and live remote events at local clubs where That Guy giveaways were distributed to the target audience. In addition, a thirty-second Public Service Announcement (PSA) began airing at installation movie theaters prior to R-rated movies.

In March 2007, on behalf of the Department of Defense and TRICARE for the Alcohol Abuse Prevention Education Campaign called That Guy, Fleishman-Hillard (FH) conducted 15 focus group discussions with a total of 131 junior-level, enlisted military members (E1s through E4s) at three installations in North Carolina (Camp Lejeune, Fort Bragg, and Pope Air Force Base) and one installation in Florida (Naval Air Station Pensacola).

RESEARCH OBJECTIVES

The primary purpose of the focus group discussions was to obtain feedback regarding:

- Awareness and recall of the campaign within their installation or their community,
- That Guy communications vehicles and advertisements, and
- Negative and influential consequences that they associate with binge drinking.

This information and feedback will help make it possible to recalibrate and fine tune the campaign in ways that more effectively resonate with the target audience and also help ensure that new communications efforts (including advertising) encourage these junior enlisted service members, in the long run, to change their behaviors and reduce their consumption of alcohol.

RESEARCH METHODS

Fleishman-Hillard's Research division conducted 15 one-hour focus group discussions with enlisted, active duty military personnel (junior-level E1 through E4) who are primarily men (several, but not all, of the discussion groups included women) and are 18 to 24 years of age. The table below outlines the focus group design.

Table 1

Installation (Branch of Service)	Pay Grade	
	<i>E1s to E3s</i>	<i>E4s</i>
Fort Bragg (Army), 22 participants	<ul style="list-style-type: none"> • 3 March 19, 5:30 p.m. • 4, March 19, 7:00 p.m. 	<ul style="list-style-type: none"> • 6, March 20, 5:30 p.m. • 9, March 20, 7:00 p.m.
Pope Air Force Base (Air	<ul style="list-style-type: none"> • 13, March 21, 5:30 p.m. 	<ul style="list-style-type: none"> • 17, March 22, 5:30 p.m.

Force), 58 participants	• 16, March 21, 7:00 p.m.	• 12, March 22, 7:00 p.m.
Naval Air Station Pensacola (Navy), 15 participants	• 3, March 27, 5:30 p.m. • 6, March 26, 7:00 p.m. • 6, March 26, 5:30 p.m.	None*
Camp Lejeune (Marines), 36 participants	• 8, March 29, 5:30 p.m. • 7, March 29, 5:30 p.m.	• 11, March 29, 7:00 p.m. • 10, March 29, 7:00 p.m.
Total (131)	66	65

*E4s are not as likely to be stationed at NAS Pensacola because the base is more likely to train E1s to E3s at this installation.

We conducted the discussion groups within a conference/meeting room at the installations shown above. No one other than Fleishman-Hillard personnel attended and observed the discussions to ensure that participants would candidly speak about binge drinking within the military.

QUALITATIVE RESEARCH

This report summarizes key findings from 15 in-depth group discussions. When reviewing the findings, please keep in mind that they are based on discussions with a limited number of service members. The questionnaires completed by service members during the discussions have been tabulated and the results included in this report to provide the reader with a directional sense of service members' recall of and attitudes toward various creative concepts developed for the campaign.

The reader should also keep in mind that the findings should not be considered representative of all E1 through E4 service members. Nevertheless, these findings provide valuable insight into how junior-level, enlisted service members may likely respond to the campaign's creative concepts.

HOW TO USE THIS REPORT

Paraphrased comments, presented in italics throughout this report, are based on notes taken during the discussions, and they are labeled by installation/pay grade (E1 to E3 versus E4). These comments, selected from the Fleishman-Hillard observer's notes, sometimes represent a summary of the statements made by several service members within the same group. The comments that Fleishman-Hillard included within this report typically reflect those that are most helpful or descriptive in illustrating an overall finding. This is why, in some cases, one installation/pay grade may be quoted more often than others.

DETAILED FINDINGS

1. ESTIMATED AWARENESS OF THAT GUY

On-site interviewing of the target audience suggests that a majority of junior-enlisted service members are aware of That Guy.

To recruit service members for the That Guy focus groups, professional interviewers positioned themselves at key on-base locations where junior enlisted personnel are likely to frequent (e.g., on-base convenience stores, bars, recreation centers, and so on). They intercepted and interviewed junior-looking service members to identify those who are active duty, E1 to E4, 18 to 24 years of age, users of the Internet, and drink alcoholic beverages on a regular basis and/or drink several alcoholic beverages at a time when they do drink. These screening questions (and the order in which they were asked) are listed below:

1. Are you between 18 and 24 years of age?

- 1 YES – CONTINUE
- 2 NO – TERMINATE – Thank you.
- 3 REFUSED – TERMINATE – Thank you.

2. Are you currently pay grade:

- 1 E1 through E3 – CONTINUE
- 2 E4 – CONTINUE
- 3 NONE OF THESE – TERMINATE

3. Are you currently on active duty?

- 1 YES – CONTINUE
- 2 NO – TERMINATE
- 3 REFUSED – TERMINATE

4. Are you currently stationed at _____(NAME OF BASE)?

- 1 YES – CONTINUE
- 2 NO – TERMINATE

5. Please tell me which of these statements that I'm about to read apply to you. Your responses to these questions are confidential, and we're using these questions to determine the discussion group in which you may qualify to be a participant on DATES. CIRCLE EACH ONE TO WHICH THE RESPONDENTS ANSWERS "YES." ROTATE ORDER ASKED.

- 1 You use the Internet on a regular basis.
- 2 You always use seatbelts when you drive or ride in a car.
- 3 You have used tobacco products at least once a week over the past 30 days.
- 4 You rarely or never drink alcoholic beverages.
- 5 You drink alcoholic beverages on a regular basis.
- 6 You usually drink several alcoholic beverages at a time when you drink.
- 7 You like to go out drinking and partying a lot.
- 8 You've ridden in a motorcycle in the past 30 days.
- 9 You like to visit the on-base club for enlisted personnel.
- 10 You usually read military magazines, on a regular basis. WHICH ONES? RECORD
- 11 _____
REFUSED: TERMINATE

- IF ANSWERS “YES” TO 1 AND 5, 6, OR 7, CONTINUE.
- IF ANSWERS “NO” TO 1, TERMINATE: Thank you.
- IF ANSWERS “YES” TO 1 AND “NO” TO 5, 6, AND 7, TERMINATE: Thank you.

Among those who met these criteria (455 service members across the four installations), the interviewers asked two additional screening questions:

9. Do you recognize any of the following education programs which inform members about and discourage them from excessive drinking of alcohol?

- 1 0013
- 2 That Guy
- 3 Warrior Pride
- 4 Any others? SPECIFY: _____

10. Please look at this logo. Do you recall seeing anything about this program?

- 1 Yes
- 2 No

RESPONDENT MUST RECOGNIZE THAT GUY IN Q9 OR Q10 IN ORDER TO QUALIFY FOR THE DISCUSSION.

Among the 455 service members who initially qualified:

More than one-half (58%) are aware of That Guy (and qualified for the discussion group). See Table 2.

Awareness was highest on bases where That Guy campaign outreach is strongest:

Camp Lejeune, 86%.

Pope AFB, 84%.

Fort Bragg, 79%.

That Guy awareness is lowest at installations with considerably less outreach and support:

NAS Pensacola, 32%.

See Table 2.

Table 2
Estimated Awareness of That Guy

	Total Awareness, That Guy*	Awareness of That Guy, by name	Awareness of That Guy, by logo
Total (n=455)	58%	49%	49%
Fort Bragg (n=82)	79%	63%	62%
Pope AFB (n=80)	84%	71%	76%
NAS Pensacola (n=222)	32%	27%	27%
Camp Lejeune (n=71)	86%	73%	70%
*Awareness values are derived from handwritten tally sheets and questionnaires completed on each installation during the recruitment process. Percentages are not derived from representative samples. Actual awareness may vary from stated number.. However, the results provide the reader a directional sense of service members' awareness of the That Guy campaign.			

In addition, the recruiting screeners also measured recall of two existing alcohol abuse prevention programs in the military – the Air Force’s *0013* and the Army’s *Warrior Pride* – among this audience, and the findings reveal that:

- 13% overall awareness of *0013* across the four installations. This figure is comparable to 12% awareness of the same program among E1s to E4s as measured in the August 2006 Status of Forces Survey of Active-Duty Members (conducted by The Human Resources Strategic Assessment Program, Defense Manpower Data Center).
- 15% overall awareness of *Warrior Pride* across the four installations. This figure is somewhat comparable to 7% awareness of the same program among E1s to E4s as measured in the same survey cited above.

2. SOURCES THROUGH WHICH SERVICE MEMBERS HAVE HEARD ABOUT THAT GUY

The top three sources through which service members most frequently recall reading, hearing, or seeing something about That Guy include: billboards, 63%; posters on base, 50%; and newspaper advertisements, 35%.

During the focus group discussions, all 131 participants were asked (through a self-administered, anonymous questionnaire):

Thinking about the That Guy campaign, where have you heard or seen information about That Guy?

Table 3 shows the choices listed in response to this question. Overall, the findings reveal that:

- While billboards were consistently identified by near or clear majorities of service members across the four installations, few recalled the actual message. During the discussions at most installations, those who recalled the billboard could only describe the logo.

On Manchester road. I saw the big symbol. There might be a message but I don't know. (Pope AFB, E1-E3)

I saw it the first week I got here. I didn't know what it was though. (Fort Bragg, E1-E3)

It just says That Guy. It just has the logo. (Pensacola, E1-E3)

- The second tier sources are: online ads/banner ads (28%); a Web site* (24%); coasters (21%); or radio advertisements (21%). More specifically, 15% of all focus group participants specifically volunteered thatguy.com as the Web site through which they learned more about the campaign.

I saw it on the Pope Web site. (Pope AFB, E1-E3)

On MySpace, when you sign-in. There is a space for advertisements. I didn't click on it though. (Pensacola, E1-E3)

It sounded real. It sounded like a conversation I'd had before. (Camp Lejeune, E1-E3)

I heard something on 105.1. I can't remember. There was some guy talking in the background about That Guy. (Fort Bragg, E4)

It (coaster) made me laugh. It was kind of a reminder not to drink too much. (Pope AFB, E1-E3)

We're collecting them (coasters). They're funny and it's ironic that we're getting wasted using them. (Pope AFB, E4)

*Many participants specifically identified www.thatguy.com, but not one service member was aware of That Guy's MySpace page.

The number two ranking of posters appears to result from outreach efforts at Pope AFB. As several service members from Pope commented during the discussion groups: *They're everywhere!*

Table 3
Sources Through Which Service Members
Have Heard About That Guy

	Total (n=131)	Pope (n=58)	Ft. Bragg (n=22)	Pensa- cola (n=15)	Lejeune (n=36)	E1-E3 (n=66)	E4 (n=65)
Billboards	63%	74%	55%	40%	61%	64%	63%
Posters, on base	50%	86%	23%	--	28%	49%	51%
Newspaper ad	35%	48%	50%	13%	14%	41%	29%
Online ad, banner ad	28%	43%	14%	7%	19%	30%	25%
Web site	24%	36%	27%	13%	6%	21%	26%
Coasters in local bars	21%	43%	--	--	8%	21%	22%
Radio ad	21%	16%	9%	13%	42%	18%	25%
Posters in restrooms	15%	19%	23%	--	11%	15%	15%
TV ad	15%	10%	5%	33%	19%	17%	12%
Posters, in local bars	13%	17%	18%	--	8%	15%	11%
Ad at base movie theater	12%	24%	--	--	6%	14%	11%
Signs on shuttle buses	7%	14%	5%	--	--	6%	8%
Posters, in convenience store	4%	5%	5%	--	3%	5%	3%
Temporary tattoos	2%	2%	5%	--	--	2%	2%
Other	13%	10%	9%	33%	11%	15%	11%
No answer	2%	--	--	13%	--	3%	--

- Only service members at Pope AFB, Fort Bragg, and Camp Lejeune recall seeing That Guy posters. No posters were distributed at NAS Pensacola.

I saw the standard poster. The guy coming into the bar and everyone looking at him. I saw it on base. The looks on the girls' faces caught my eye first, then I saw the slogan. (Camp Lejeune, E4)

There's a Don't Be That Guy poster in my office. (Pope AFB, E4)

It's eye-catching. There are usually things to read in the bathroom. It's funny. It's one of the first things you see when you walk in. (Fort Bragg, E4)

- Phantom awareness (awareness of advertisement prior to its actual existence) of That Guy communication vehicles exist at all four bases. In particular some recall seeing That Guy advertisements in local newspapers and on TV that do not exist:

The guy went to the bathroom. He sets his cup of beer down and is peeing in another cup. He picks up the cup with pee and drinks the pee. And it says 'don't be that guy.' (Fort Bragg, E4)

The guy was trying to kick a soccer ball and he kept falling and his friend held his keys up and said let's go. So he put his beer down. (Pensacola, E1-E3)

- Nevertheless, correct recall about specific That Guy messages occurred several times where the participant was accurately quoting or paraphrasing actual That Guy messages or advertising copy. For example, several were able to recite, "They're not laughing with you, they're laughing at you."

I saw "toilet paper doesn't make a good pillow" in the base newspaper the other day. (Fort Bragg, E4)

3. PERCEPTIONS OF THAT GUY'S PURPOSE

Service members associate That Guy with drinking and/or “stupid” behavior.

All focus group participants had the opportunity to articulate, in their own words, their perceptions of That Guy's purpose. In general, service members associate That Guy with drinking and/or stupid behavior. More specifically:

- Many recognize it is specifically related to drinking.

Not to be that guy. To not go out and get totally belligerent and look totally stupid. (Pope AFB, E4)

It's about not getting wasted and being that guy who does stupid things. (Pensacola, E1-E3)

It says to drink in moderation. Know your limits. (Fort Bragg, E1-E3)

- Several associate it with drinking and driving, and a few say this is attributable to the billboards being located on roadways.

Don't be the guy that goes out there and screws up and drinks and drives. (Fort Bragg, E1-E3)

- They associate it with responsible drinking rather than abstinence.

That Guy, to stop binge drinking. (Pope AFB, E1-E3)

Basically about drinking responsibly, not say not to drink. Zero DUIs, zero underage drinking, one drink an hour, three drinks a night. (Pope AFB, E1-E3)

- Many can relate to the term That Guy because it is a phrase they often hear and use to refer to someone who messes up (especially through leaders in the military).

I've heard it before. My friends and I say it all the time. You don't want to be that guy that ruins the party. (Pensacola, E1-E3)

One of my NCOs always says, “Don't be that guy.” (Fort Bragg, E4)

4. REACTIONS TO THAT GUY ADVERTISEMENTS

Among nine print advertisements tested, the top three (most well liked) are: Urinal, That Guy throwing up, and Drunk Dials.

Focus group participants had the opportunity to independently and anonymously evaluate each of the nine different print advertisements (including installation newspaper, shuttle bus and billboard ads) in terms of the extent to which they like each (using a five-point rating scale – see Table 4). They were also asked to rank their top three choices among the seven print advertisements (see Table 5). The print advertisements that emerge as those that resonate best are listed below (based on how much each respondent liked each ad and the proportion who ranked each one as their highest or second highest choice):

- Urinal concept receives the highest scores -- percent who like it and percent who rank it number one or two: 83% and 56%, respectively.
- That Guy throwing up and being a burden on his friends concept (78% and 42%, respectively).
- Drunk Dials concept (75% and 51%, respectively).

After rating the advertisements, the service members discussed their reaction to and perceptions of each advertisement. In general, the service members perceive all or most of the advertisements as relevant and realistic.

In addition, most could describe and, therefore, could clearly demonstrate that they understood the purpose of our message associated with each print advertisement.

Table 4
Ratings of That Guy Advertisements

	Total (n=131)	Pope (n=58)	Ft. Bragg (n=22)	Pensa- cola (n=15)	Lejeune (n=36)	E1-E3 (n=66)	E4 (n=65)
“Like a Lot”							
Cell phone (drunk dials)	50%	45%	36%	60%	61%	56%	43%
Mean Score	4.1	3.9	4.0	4.3	4.4	4.2	4.0
Guy lying on stomach (urinal)	42%	26%	64%	40%	56%	42%	42%
Mean Score	4.1	3.9	4.6	3.9	4.3	4.2	4.1
Guy throwing up	33%	26%	50%	27%	36%	35%	31%
Mean Score	4.0	3.6	4.5	4.1	4.1	4.2	3.7
Shaved head	21%	16%	32%	47%	11%	26%	15%
Mean Score	3.5	3.4	3.6	4.1	3.4	3.7	3.3
Guy in ambulance	15%	7%	18%	33%	17%	14%	15%
Mean Score	3.3	3.0	3.7	4.1	3.3	3.5	3.2
Billboard advertisement	10%	7%	5%	40%	6%	17%	3%
Mean Score	3.2	3.2	3.4	3.8	3.0	3.5	3.0
Guy with eyes blacked out/ “hitting” on girl*	3%	2%	--	13%	3%	5%	2%
Mean Score	2.4	2.2	2.5	3.1	2.4	2.7	2.0
Shuttle bus ad	26%	19%	41%	20%	31%	33%	19%
Mean Score	3.5	3.2	4.1	3.2	3.6	3.8	3.1
Girl with vomit on shirt	(n=51) 22%	NA	NA	(n=15) 27%	(n=36) 19%	(n=30) 30%	(n=21) 10%
Mean Score	3.3	NA	NA	3.1	3.4	3.4	3.2

*Teaser advertisement. Feedback from respondents is not relevant due to the context in which they were exposed ad.

Table 5
Rankings of That Guy Advertisements

	Total (n=131)	Pope (n=58)	Ft. Bragg (n=22)	Pensa- cola (n=15)	Lejeune (n=36)	E1-E3 (n=66)	E4 (n=65)
Cell phone (drunk dials) – Ranked highest	29%	22%	32%	27%	39%	32%	26%
Ranked highest/ second highest	51%	52%	41%	47%	58%	53%	49%
Guy lying on stomach (urinal)– Highest	28%	35%	32%	7%	22%	21%	34%
Ranked highest/ second highest	56%	57%	55%	33%	64%	45%	66%
Guy throwing up -- Highest	20%	21%	18%	--	28%	21%	19%
Ranked highest/ second highest	42%	43%	55%	13%	45%	45%	39%
Guy in ambulance -- Highest	10%	10%	9%	13%	8%	9%	11%
Ranked highest/ second highest	21%	19%	23%	40%	17%	21%	22%
Shaved head -- Highest	9%	9%	5%	40%	--	12%	6%
Ranked highest/ second highest	21%	24%	14%	53%	6%	24%	17%
Guy with eyes blacked out/“hitting on girl”* -- Highest	2%	3%	--	7%	--	3%	2%
Ranked highest/ second highest	4%	5%	5%	7%	--	6%	2%
	(n=51)	--	--	(n=15)	(n=36)	(n=30)	(n=21)
Girl with vomit on shirt– Ranked Highest	4%	--	--	7%	3%	3%	5%
Ranked highest/ second highest	10%	--	--	7%	11%	10%	10%

*Teaser advertisement. Feedback from respondents is not relevant due to the context in which they were exposed to the teaser ad.

In general, their feedback reveals that:

- The service members appear to prefer the advertisements that reflect the gritty realism of binge drinking, but they also appreciate a touch of humor (e.g., “urinal” showing the service member passed out in front of a urinal).

I’ve seen this at a lot of parties, and people pee all over them. (Pope AFB, E1-E3)

- Many dislike the cartoonish effect associated with some of the print advertisements.

It seems kind of cartoonish. I want to see something real. (Pensacola, E1-E3)

Why are their heads so big? I don’t like it. (Pope AFB, E4)

- E1s to E3s, in general, were more likely to “like” the print advertisements than their more senior E4 counterparts. (See shaded portion of Table 4.)

- When focusing on the messages within each of the advertisements, they tended to feel the following two resonated best with them:

- “What you won’t remember, your friends will.” (And some suggested using this message with the “urinal” poster/image.)

What you remember being funny, your friends won’t remember it that way. (Pensacola, E1-E3)

- “Waking up with more than just a hangover.” (However, some suggested using new or different images that would more realistically convey a service member who had been “messed with” by his/her colleagues. In particular, they recommended showing someone whose face/body has been treated with markers [the brand name Sharpie was frequently mentioned], shaving cream, or make-up [applies to men only]. Some service members suggest completely different images to complement this message. In particular, they recommend developing images that convey the possibility of STDs, unwanted pregnancies, and/or waking up with someone with whom they wish they hadn’t gone home.)

Table 6 shows the strengths and weaknesses that service members associate with each of the seven print advertisements.

Table 6 Strengths and Weaknesses Associated with That Guy Print Advertisements		
Print Advertisement:	Strengths	Weaknesses
Cell phone (drunk dials)	<p>--Relevant and realistic</p> <p><i>It happens. You get drunk and you call a girl again and again. Your feelings come out. (Fort Bragg, E1-E3)</i></p> <p><i>It just makes you think, "I've done that." (Pope AFB, E4)</i></p> <p>--Even funny to some</p> <p><i>I love it. Everyone does it. You get drunk, you get stupid and you call people. (Pope AFB, E1-E3)</i></p>	<p>--Most don't view drunk dials as bad – "It's fun!</p> <p><i>It's more of a funny thing than something that would keep me from drinking. (Fort Bragg, E4)</i></p> <p><i>Everyone's done it. It's not that embarrassing. (Pope AFB, E1-E3)</i></p>
Guy lying on stomach (urinal)	<p>--Resonates well, most can relate to passing out near/on toilet</p> <p><i>I could see it happening. It's creative. People pass out in all sorts of dirty, crazy places. It's funny in a way. (Fort Bragg, E1-E3)</i></p> <p>--Image catches their attention (gritty realism)</p> <p><i>It's very realistic. It doesn't look cut out or like clip art. The real photos are better. (Camp Lejeune, E4)</i></p> <p><i>That guy most looks like that guy.(Fort Bragg, E1-E3)</i></p> <p>--Illustrates extreme consequence of drinking too much</p> <p><i>That's gross. That's pretty freaking sick. With the dripping piece of (toilet paper) over his head. (Camp Lejeune, E1-E3)</i></p>	<p>--A few are confused by the person's eyes being "blacked out"</p> <p>--Some feel that passing out in front of a public urinal is not very realistic</p> <p><i>More realistic in a private bathroom. It's your own fault if you're in private, but in public, your buddies wouldn't leave you. (Camp Lejeune, E1-E3)</i></p> <p><i>You wouldn't let a friend pass out in a public bathroom. In a private one, yes. People can relate more to a private bathroom. There's less risk. (Camp Lejeune, E1-E3)</i></p> <p>--Some advise that in order to be more realistic the image should show a regular toilet with no toilet paper</p>

**Table 6 (Cont.)
Strengths and Weaknesses Associated with That Guy Print Advertisements**

Print Advertisement:	Strengths	Weaknesses
Guy throwing up	<p>--Can relate to drinking to the point of puking</p> <p><i>Everyone can relate to that because everyone has seen someone puke or you have been that guy at least once. (Pensacola, E1-E3)</i></p> <p><i>Everyone knows someone that doesn't know what they did the night before. Everyone can relate to that. (Pope AFB, E4)</i></p> <p>--Image of That Guy and That Guy's friend resonate with service members (they don't want to babysit That Guy).</p> <p><i>Being with a friend who throws up and makes you a babysitter and ruins your chances to be with a girl. (Camp Lejeune, E4)</i></p> <p><i>Your friends don't want to hang out with you as much. I know people who do that every weekend. It gets old. (Fort Bragg, E1-E3)</i></p> <p><i>That's the truth. I can remember a couple of times, getting plastered and saying stupid things and I've lost some friends over it. They remember. (Fort Bragg, E1-E3)</i></p>	<p>--Belief that "everyone pukes"</p> <p><i>Doesn't bother me that much because my friends will be doing it the next night. (Pope AFB, E1-E3)</i></p> <p>--Looks like they are in an alley, not a busy bar scene</p> <p><i>There should be more people. They should be in a public place. You need more people laughing and making fun of him for it. (Camp Lejeune, E1-E3)</i></p> <p><i>Make it a bigger crowd. It looks like they're in a deserted place. It looks like a ghost town. (Pensacola, E1-E3)</i></p> <p>--Needs more vomit or needs to vomit on himself or others</p> <p><i>There needs to be more puke. He looks like a weakling because it is only a little puke. (Camp Lejeune, E1-E3)</i></p> <p><i>It would be better if had been puking on the girl. (Fort Bragg, E4)</i></p> <p>--Dislike bobble-head look of the people</p>

**Table 6 (Cont.)
Strengths and Weaknesses Associated with That Guy Advertisements**

Print Advertisement:	Strengths	Weaknesses
<p>Back of head (shaved head)</p>	<p>--Resonates well/believable; service members tend to “mess with” first buddy to pass out (markers/shaving cream/make-up, etc.)</p> <p><i>I tell my buddies if they pass out, I'm breaking out the shaving cream and permanent marker. It makes you not want to be on the receiving end. (Fort Bragg, E4)</i></p> <p><i>If you're the first one to pass out, you're going to get messed with. (Pope AFB, E1-E3)</i></p> <p><i>Whoever drinks the most or passes out first, we'll put condoms all over their face and shave their eyebrows. (Camp Lejeune, E4)</i></p> <p>--Message conveys multiple consequences of drinking too much</p> <p><i>You can go out and wake up with herpes. (Pope AFB, E4)</i></p>	<p>--Shaved head image not realistic (too perfect)</p> <p><i>The design wouldn't be that neat and clean. It'd be in chunks. More likely to see shaved eyebrows and drawings with Sharpies. (Camp Lejeune, E1-E3)</i></p> <p>--Dislike background, some think it looks like a prison yard or football field (Where is it? What is it?)</p> <p><i>What is he looking at? It looks like a prison camp or a high school. (Camp Lejeune, E1-E3)</i></p> <p><i>It looks like a poster for a movie, like he's on a football field. (Camp Lejeune, E4)</i></p> <p>--Most recommend using Sharpies or randomly shaved/cut sections of hair</p> <p><i>I see more people getting written on with permanent markers, shaving cream, or lipstick. Don't see people getting shaved heads. (Pensacola, E1-E3)</i></p>

**Table 6 (Cont.)
Strengths and Weaknesses Associated with That Guy Advertisements**

Print Advertisement:	Strengths	Weaknesses
<p>Guy in ambulance</p>	<p>--Some think it is funny</p> <p><i>It's funny. The person is in the ambulance because he's drunk and did something stupid. (Fort Bragg, E1-E3)</i></p> <p><i>You do a lot of stupid things when you're drunk. (Pope AFB, E1-E3)</i></p> <p><i>You are going to get hurt drinking. Because he just broke his leg, it's funny. (Camp Lejeune, E4)</i></p> <p>--Most agree that they don't want to go home in an ambulance</p> <p><i>You don't want to hurt yourself. You will if you drink too much. (Camp Lejeune, E1-E3)</i></p> <p><i>It's real embarrassing when everything has to stop for you because you got drunk and stupid. (Camp Lejeune, E4)</i></p>	<p>--Not realistic to some</p> <p><i>If someone really got hurt, it wouldn't be that funny. It's not as realistic. (Pope AFB, E1-E3)</i></p> <p><i>That's not real common. A better image would be a guy jumping with an umbrella. (Pensacola, E1-E3)</i></p> <p>--Associate with drunk driving and alcohol poisoning</p> <p><i>Drunk driving accident. Or a guy stumbling around, got in a fight. (Camp Lejeune, E1-E3)</i></p> <p>--Some dislike the look of the doctor/EMT (too sinister) and/or the girl with the cell phone</p> <p><i>The doctor looks evil. He has a nasty smile on his face. (Camp Lejeune, E1-E3)</i></p>
<p>Girl with vomit on shirt (Note that this ad design was never used during pilot launch)</p>	<p>--Somewhat humorous</p> <p><i>I like that one because if you puke on a girl, you're done. (Camp Lejeune, E4)</i></p> <p><i>That's pretty gross. (Pensacola, E1-E3)</i></p>	<p>--Not realistic (a date or fellow patron in a bar is more likely to puke on her or his own shoes – not someone else's shirt)</p> <p><i>When girls are around guys who are drunk (and the girls aren't drunk), they usually don't stay around for the guys to yack all over them. (Pensacola, E1-E3)</i></p>

5. PERCEIVED INFLUENCE OF THAT GUY

Money and personal relationships appear to motivate or discourage “That Guy” behavior.

In particular focus group participants had an opportunity to write down (privately and anonymously) the types of things that may deter or prevent them from drinking to excess. (See Chapter 6.)

In addition, they completed an anonymous questionnaire that asked them to rate the extent to which each of 10 different situations are likely to deter them from drinking too much on any given night. The top three deterrents are: spending too much money (64%), waking up with someone they wish they hadn't gone home with (62%), and getting into an emotional fight with a girlfriend, friend or family member (47%). Specific feedback (see Table 7) from the focus group participants regarding these deterrents reveals that:

- Most do not want to wake up with a stranger because of fears they have related to STDs, unwanted pregnancies, and harassment from friends for going home with someone who others perceive as “ugly.”

Waking up in an unfamiliar place or thinking who is that? Did I use protection? I hope so. It's scary. (Camp Lejeune, E4)

Main one is having a coyote ugly experience. Waking up with someone you don't want to. (Pensacola, E1-E3)

It's scary. You don't know. She could be pregnant. STDs. (Pensacola, E1-E3)

- The exact amount that service members associate with “spending too much money” can dramatically vary from individual to individual. However, a common denominator exists among all service members as noted by those who shared with us the frustration they feel when they have spent their entire paycheck shortly after the 1st or 15th of the month – pay dates they claim are universal in the military.

Wasting a whole paycheck in one weekend. Walking out to the ATM and seeing a zero balance. (Fort Bragg, E4)

Spending a lot of money hurts. Alcohol is expensive. It's the 15th, we get smashed and then the next weekend, I can't even go out. I've got bills. (Pope AFB, E4)

You can't drink as much when you have to pay bills. Sometimes I give my ATM card to a buddy to make sure I don't spend too much. (Pensacola, E1-E3)

In contrast, relatively few service members selected getting into a physical fight (25%) or vomiting as a result of too much drinking (26%) as deterring them from drinking excessively. Regarding vomiting, the service members feel that this is part of drinking – not a big deal because everyone has “been there” at one point in time or another.

Everyone has seen someone puke or you have been that guy at least once. (Pensacola, E1-E3)

Table 7
Perceived Influence of That Guy; “Extremely/Very Likely”

	Total (n=131)	Pope (n=58)	Ft. Bragg (n=22)	Pensa- cola (n=15)	Lejeune (n=36)	E1-E3 (n=66)	E4 (n=65)
Waking up with someone I wish I hadn't gone home with Mean Score	62% 3.8	60% 3.7	55% 3.7	53% 3.7	72% 4.1	62% 3.9	62% 3.8
Spending too much money Mean Score	64% 3.7	67% 3.8	73% 4.0	47% 3.4	61% 3.6	64% 3.7	65% 3.8
Getting into an emotional fight with a girlfriend, friend, or family member Mean Score	47% 3.4	40% 3.2	50% 3.6	73% 3.9	47% 3.4	50% 3.5	45% 3.3
Passing out and getting messed up Mean Score	43% 3.1	47% 3.2	55% 3.4	40% 2.7	31% 2.9	44% 3.1	42% 3.1
Waking up in a strange place Mean Score	43% 3.1	34% 2.9	46% 3.1	53% 3.5	50% 3.3	44% 3.2	42% 3.0
Missing a chance with an attractive person Mean Score	41% 3.1	45% 3.2	36% 3.0	47% 3.3	36% 2.8	55% 3.5	28% 2.7

Table 7 (Cont.)

Perceived Influence of That Guy; “*Extremely/Very Likely*”

	Total (n=131)	Pope (n=58)	Ft. Bragg (n=22)	Pensa- cola (n=15)	Lejeune (n=36)	E1-E3 (n=66)	E4 (n=65)
Having a horrible hangover the next day	30%	38%	41%	33%	8%	39%	20%
Mean Score	2.7	2.9	3.1	2.7	2.2	3.0	2.4
Puking my brains out later that night	26%	33%	32%	33%	8%	30%	22%
Mean Score	2.7	2.8	3.1	2.9	2.2	2.9	2.5
Embarrassing myself in front of friends and strangers	28%	24%	36%	40%	25%	29%	28%
Mean Score	2.6	2.6	2.8	2.9	2.5	2.8	2.5
Getting into a physical fight with someone	25%	28%	32%	20%	20%	20%	31%
Mean Score	2.6	2.7	3.0	2.4	2.3	2.6	2.7

6. CONSEQUENCES MOST RELEVANT TO SERVICE MEMBERS

Service members volunteer short-term, rather than long-term, consequences as deterrents to excessive drinking.

The table that follows shows the types of things that service members volunteered (by writing them down, privately and anonymously, on a sheet of paper) as the types of things that may deter or prevent them from drinking to excess.

Table 8
Possible Deterrents Volunteered by Service Members

Immediate Effects, Serious (Mentioned by Many)	Immediate Effects, Less Serious (Mentioned by Some)	Long-Term Effects (Mentioned by Very Few)
<p>--DUIs, drunk driving in general</p> <p><i>Getting called into the Commander's office because of a DUI. (Pope AFB, E1-E3)</i></p> <p><i>Somehow making it home and having no idea how you made it back there. That scares the hell out of you. (Camp Lejeune, E4)</i></p> <p>--Physical harm to self or others</p> <p><i>Killing myself or someone else. (Pensacola, E1-E3)</i></p> <p>--Damage to car; in particular, some male service members take great pride in caring for their cars and do not want to see them damaged in any way</p>	<p>--Getting messed with and made fun of by friends (markers, shaving cream, make-up, etc.)</p> <p><i>Passing out and getting messed with. (Pensacola, E1-E3)</i></p> <p>--Missing out on an opportunity to meet someone of the opposite sex</p> <p>--Hangovers that last longer than a day</p> <p>--Making a fool of oneself</p> <p><i>Doing something stupid that everyone remembers on Monday. (Pope AFB, E1-E3)</i></p>	<p>--Rarely did anyone mention or volunteer long-term health (e.g., liver disease, alcoholism, being homeless) or career-related consequences</p> <p><i>My dad has sclerosis of the liver and has to take shots to the liver. Something bad like that would have to happen. I just hope I don't get that shit. (Pensacola, E1-E3)</i></p>

Table 8 (Cont.) Possible Deterrents Volunteered by Service Members		
Immediate Effects, Serious (Mentioned by Many)	Immediate Effects, Less Serious (Mentioned by Some)	Long-Term Effects (Mentioned by Very Few)
<p>--Jail (some talked about the fear that occurs when one sees a police officer's flashing lights in the rearview mirror – referred to as “cherries and berries”)</p> <p>--STDs</p> <p>--Unwanted pregnancies</p> <p>--Fights with family members, friends</p> <p><i>Getting into fights caused me to wake up in a jail cell. (Pope AFB, E4)</i></p> <p>--Memory lapse, blackout</p> <p><i>When you wake up and don't remember anything from the night before. (Pensacola E1-E3)</i></p>		

When communicating these consequences, many service members would like to see a balance of humor and serious messages.

In general, service members are receptive of the humorous approach of That Guy. However, many still desire direct, clear messaging and tend to dislike anything that is “too clever.”

While focus group participants appreciate the use of the humor, a few volunteered (in particular, those who are heavy binge drinkers based on their comments or acknowledgement that they have alcoholic tendencies) that That Guy may give them an excuse to act like That Guy. While the audience of heavy binge drinkers may require intervention rather than education, this notion suggests that continuing to weave serious consequences into the campaign may help leverage the campaign’s effectiveness in the long-run – especially among those who appear to be open to the That Guy campaign (situational or occasional binge drinkers).

It made me think of my that guy moments. I think it’s funny. (Pensacola, E1-E3)

Some focus group participants recommend incorporating more serious consequences and the use of scare tactics. Recommendations include: unwanted pregnancies, STDs, DUIs, losing rank, and hurting others. (Some of these consequences already exist and are discussed on the Web site, or will be added in the future, e.g., DUI information.)

If you get caught drunk driving on Fort Bragg, you’re done. (Fort Bragg, E1-E3)

They don’t care until they’re in front of the commander’s office and they’re in trouble for a DUI, missing work, underage drinking or public drunkenness. (Pope AFB, E1-E3)

Park a wrecked car outside the gate. It might make people stop and think about drinking and driving. (Pensacola, E1-E3)

A few focus group participants claim that scare tactics may be necessary to really get through to service members. Many cited the *Truth.org* campaign. Participants feel that images of drunk driving accidents or any alcohol-related incidence would make service members think twice.

If you scared me once, really good that would do it. (Pope AFB, E1-E3)

7. THATGUY.COM FEEDBACK

Fifteen percent of focus group participants volunteered that they visited Thatguy.com.

Among focus group participants who visited Thatguy.com, they went to the site for a number of reasons. Some were curious about That Guy after seeing a billboard or a poster on base or in town. Others were forwarded the link from co-workers or supervisors. There were also a few who went to the Web site after they had been recruited for the focus group. These individuals said they, “Wanted to find out what they were getting into.”

Overall, comments about the Web site were positive. Most think it is creative and does provide quality information. Some comments include:

It's good. Creative. You can tell they put some time into it. (Fort Bragg, E1-E3)

I watched some of the videos. There are a bunch of character profiles. It respects our intelligence. It's funny enough to be catchy. (Fort Bragg, E4)

It's pretty dead on. The profiles are pretty good. (Fort Bragg, E4)

It was funny not corny. Not like other no drinking sites that say if you drink, you're bad. (Pope AFB, E1-E3)

It's pretty cool to interact with. all the stuff on there. I've seen people like that. (Pope AFB, E1-E3)

There was random stuff of guys doing stupid stuff and people just laughing at him and ignoring him. (Pensacola, E1-E3)

It was entertaining. I like the snappy comebacks. Good graphics. It definitely shows how not to act. (Pensacola, E1-E3)

I thought it was entertaining. The jokes, how different people act when they're drunk and everyone's seen someone like that. The facts were interesting but aren't going to stop me from drinking. (Pope AFB, E4)

While most comments about the Web site are positive, a few visitors did provide some negative feedback.

I took the survey. It didn't tell me anything I didn't already know. I felt like it was preaching to me. So I didn't look at anything else. (Camp Lejeune, E4)

APPENDIX

FOCUS GROUP LOGISTICS

Fleishman-Hillard hired the services of two independent recruitment vendors to travel to the markets (Jacksonville and Fayetteville, North Carolina; Pensacola, Florida) to conduct on-base, in-person recruitment. The vendor obtained access to the bases and conducted intercept, face-to-face screening interviews with personnel who appeared to be younger members. The interviewers asked those who qualified to participate in the discussions and told them that they would receive \$50 for their participation (\$20 per person at Pensacola Naval Station). The vendor used an extensive recruitment screener that was very similar to the one used in May and September 2006 to screen/recruit focus group participants. The vendor who worked on this study (InTandem, Inc., in North Carolina, and Graham & Associates in Florida) signed a confidentiality agreement with Fleishman-Hillard and agreed to adhere to all protocol requirements approved by Fleishman-Hillard's IRB (Chesapeake Research Review) including:

- Recording any identifying information regarding potential participants' names on a piece of paper that was kept completely separate from the service members' responses to our screening questions.
- Retaining the participants' responses to the screening questions in a password protected server on Fleishman-Hillard's computer system. This information was destroyed a few days after all four installations' focus group discussions.
- Scheduling the discussions to take place during dinner hours, coinciding with the volunteers' meal period (and providing a light meal). This was done to ensure that volunteers would not need the permission of their supervisors in order to participate in a discussion.
- Making reminder telephone calls to those who qualified for the discussion and voluntarily agreed to participate.
- When addresses were available, Fleishman-Hillard Research sent a reminder letter to those who qualified for the discussion, voluntarily agreed to participate, and requested a copy of the consent form in advance.

- The participants were informed of confidentiality and privacy act provisions prior to participating in the discussion, and the participants were also told the length of time the discussion required of them during the recruiting process and immediately prior to beginning the discussion.
- The identity of the focus group participants will remain confidential, and the focus group moderator assured the participants that their name will never appear in any reports to the Department of Defense.
- The purpose of the research (and the Department of Defense's sponsorship of the research) was revealed to the participants during the recruiting process and at the beginning of the focus group discussion.
- The focus group moderator was an experienced, professionally trained moderator who is skilled at leading discussion groups with a wide variety of audiences and knows how to build trust and confidence among participants.
- In particular, the moderator used projective techniques to encourage the participants to talk about alcohol use among junior-level, enlisted active duty service members. This made it possible for participants to feel comfortable about sharing their experiences since they did not need to acknowledge that they are necessarily talking about their own behaviors. Because the focus groups involved minors (those between the ages of 18 and 20) in a discussion about drinking, the moderator told the participants that they should not reveal their age to her. (The focus group screener only asked participants to confirm whether they are between the ages of 18 and 24, not their specific age.)
- We relied upon a Fleishman-Hillard research professional to capture the comments, feedback, and suggestions from the discussion groups. This was done to enhance the candid nature of the discussions. This report does not include the names of any participants, nor does the summary of the discussion groups make it possible for anyone to identify a particular individual. The sessions were not audio-taped or video-taped.

DISCUSSION GUIDE
IN-MARKET RESEARCH POST-CAMPAIGN LAUNCH
FACILITATOR'S GUIDE
TRICARE – Alcohol Abuse Prevention Education Program
FINAL, PENDING APPROVAL, March 13, 2007

OBJECTIVES OF SESSION:

- ◆ Obtain general feedback from participants regarding the alcohol education program, That Guy. (How they heard about it, what they recall hearing/seeing, etc.)
- ◆ Assess the target audiences' awareness of and reaction to the That Guy campaign (including campaign recall).
- ◆ Assess which communications tactics and vehicles worked most and least effectively.
- ◆ Assess target audiences' perceptions of the impact of the That Guy campaign.
- ◆ Test and obtain feedback regarding new creative concepts and communications vehicles.

NOTE: THIS IS THE FH DISCUSSION LEADER'S GUIDE. IT WILL GUIDE THE FH FACILITATOR THROUGH THE DISCUSSION BUT WILL NOT BE READ VERBATIM, TO PARTICIPANTS. PLEASE NOTE THE FACILITATOR WILL ONLY READ OUT LOUD THOSE WORDS OR SENTENCE(S) THAT APPEAR IN regular type face.

I. INTRODUCTION (5 MINTUES)

A. FLEISHMAN-HILLARD INTRODUCTION/DISTRIBUTE HANDOUT A AND ASK PARTICIPANTS TO FILL OUT.

B. MODERATOR INTRODUCTION

C. Purpose: To discuss and obtain feedback about the Department of Defense's new Alcohol Abuse Prevention campaign, That Guy, and review some new ideas to generate awareness of and interest in the campaign.

D. Taking notes during discussion.

1. Notes stay with Fleishman-Hillard; no names included in the notes.
2. Discussion is confidential; no names will ever appear in a report or be associated with your comments.
3. Notes used to write an overall summary report; destroyed after writing a report.
4. Colleagues from my company, Fleishman-Hillard, are also here to listen and learn from you today.
5. I need to make sure I have everyone's consent to participate in this discussion and that you agree to and understand the terms of the consent form; **READ CONSENT FORM OUT LOUD**; does anyone not want to participate; if so, you are free to go; likewise, if anyone else decides that he (she) does not want to participate once we get started, please rest assured that you are free to leave at any point.

E. Ground Rules

1. You **don't have to raise your hand** to say something.
2. Please speak one at a time; don't interrupt.
3. Speak up/**speak loudly**.
4. We want to hear your opinion and perceptions; we want your honest feedback – you don't have to agree with others. There are no right or wrong answers, just different points of view.
5. Please respect the privacy and confidentiality of your fellow service members. In particular, please do not leave here today and share with anyone else what a particular person said.
6. The discussion is confidential; your names will not be associated with what you say unless what you share with me has bearing on your own health and well-being. Please do not share your age with me. Also, please remove any identifying badges or name tags. I have a blank adhesive name badge that you can use to cover up your own name badge if it's sewn onto your uniform.
7. End the discussion in 60 minutes.

F. PARTICIPANT INTRODUCTIONS (5 minutes MAX)

Starting to my left, please share with the group:

1. What's your first name? Let's use first names only today, and you may use a fictitious name, if you wish.
2. Where are you from – where's home? NO PROBES

II. RECALL OF THAT GUY AND CAMPAIGN FEEDBACK – TACTICS & VEHICLES (15 minutes) DISTRIBUTE HANDOUT B AND ASK PARTICIPANTS TO COMPLETE.

- A. So let's talk more specifically about a new campaign developed by the Department of Defense. It's one that all of you have probably heard or seen something about. That's why you were invited here today. The campaign is That Guy Or Don't Be That Guy. As you probably know, That Guy is focused on curbing excessive drinking among military men and women. HOLD UP LOGO, COASTERS, ETC. TO TRIGGER RECOGNITION/DISCUSSION.

Is everyone in the room familiar with the That Guy campaign? IF SOME ARE UNAWARE, SHOW EXAMPLES, ETC.

HANDOUT A. Where do you recall hearing, reading, or seeing anything about That Guy? **USE HANDOUT B TO LEAD DISCUSSION**

PROBE: What did you see? Describe the ad for me. What did you like/dislike? Why?

III. IMPACT OF CAMPAIGN (10 minutes)

In what ways, if any, have you used or benefited from what you heard, read, or saw through any of the That Guy campaign information or activities that we've talked about?

AS APPROPRIATE, PROBE:

- A. Have you shared or discussed any of the campaign's messages or thoughts with others? IF SO: Who? For what reasons? What did you discuss?
- B. Thought about or reflected upon your own partying or drinking habits? IF SO: What were you thinking about? Did you do anything different?
- C. Thought about the possibility of drinking less? IF SO: What points or messages within this campaign contributed to your thoughts about drinking less?

IV. NEW CREATIVE CONCEPTS (10-15 minutes)

DISTRIBUTE HANDOUT C

We also want to get your feedback to a few ideas we have for promoting That Guy. **SHOW ACTUAL ADS IF AVAILABLE**

- A. CONCEPT #1: Newspaper advertisements. Please look at and read these.
1. In general, what do you like most about the newspaper advertisements, if anything? What do they communicate to you? What did you dislike about the newspaper ads, if anything?
 2. Did these newspaper ads catch your attention? Which ones? Why?
- B. CONCEPT #2: Shuttle/bus advertisement. Please look at and read this.
1. In general, what do you like most about this shuttle or bus ad, if anything? What does it communicate to you? What did you dislike about it, if anything?
 2. Did this shuttle/bus ad catch your attention? Why?
- C. CONCEPT #3: Billboard advertisement. Please look at and read this.
1. In general, what do you like most about this billboard ad, if anything? What does it communicate to you? What did you dislike about it, if anything?
 2. Did this billboard ad catch your attention? Why?
- D. DISTRIBUTE HANDOUT D – DETERRING SITUATIONS PROBE AS APPROPRIATE
- E. Let's switch gears one more time. In general, what type of activities, communications, or things do you think would make fellow service members reconsider their drinking? What would make them cut back? Why?
- F. What kinds of things (giveaway items) do you think would motivate service members to share That Guy information or stuff (posters, coasters, key chains, etc.) with their friends? What do you think service members, like yourself, would "pass on" to others? Why?
- G. Again, thinking about different ways we could promote That Guy, what do you think would really get through or reach excessive drinkers? What's the best way to get our message across to someone who is that guy? Why?

V. WRAP-UP DISCUSSION (5-10 minutes)

What do you like the most about That Guy? Least?

Thank you for your help!

HANDOUT A

Take a moment and think back to any advertisements, Web sites, promotions, campaigns or programs that recently caught your attention.

1. What advertisements, Web sites, promotions, campaigns or programs come to mind? *Describe them in the space provided.*

2. What in particular caught your attention?

3. What did you particularly like about this advertisement, promotion, Web site, campaign or slogan?

4. In what way, if any, did it “speak to you” or connect with you?

PLEASE DO NOT SIGN YOUR NAME TO THIS.

HANDOUT B

1. Thinking about the That Guy campaign, where have you heard or seen information about That Guy?
Please circle all that apply.

- 1 Advertisements at base movie theater
- 2 TV advertisement
- 3 Radio advertisement
- 4 Newspaper advertisement
- 5 Online advertisements, banner ads
- 6 Posters, on base
- 7 Posters, in local bars or clubs
- 8 Posters, in restrooms
- 9 Posters, in convenience stores
- 10 Coasters, in local bars or clubs
- 11 Signs on shuttle buses
- 12 Billboards
- 13 Temporary tattoos/stickers
- 14 Web site; please specify:
- 15 Other; please specify:

PLEASE DO NOT SIGN YOUR NAME TO THIS.

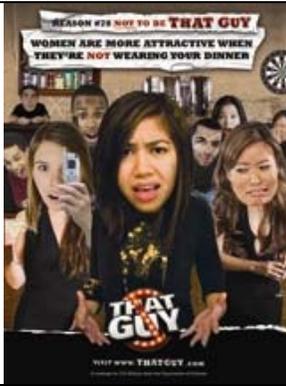
HANDOUT C

1. On a five-point scale, please tell us how much you like each of the following advertisements for That Guy. (Please circle one response for each type of advertisement shown below.):

ADVERTISEMENT	Like a lot, "5"	"4"	Neither like nor dislike, "3"	"2"	Do not like at all, "1"	Not sure
Advertisements for Newspapers						
	5	4	3	2	1	6
	5	4	3	2	1	6

 <p>WHAT YOU DON'T REMEMBER, YOUR FRIENDS WILL.</p> <p>THE HEAT</p>	5	4	3	2	1	6
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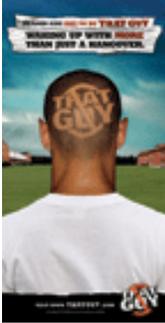
ADVERTISEMENT	Like a lot, "5"	"4"	Neither like nor dislike, "3"	"2"	Do not like at all, "1"	Not sure
	5	4	3	2	1	6
	5	4	3	2	1	6
	5	4	3	2	1	6

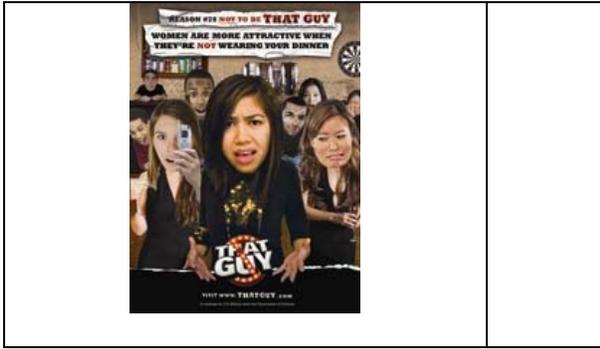
	5	4	3	2	1	6
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ADVERTISEMENT	Like a lot, "5"	"4"	Neither like nor dislike, "3"	"2"	Do not like at all, "1"	Not sure
Shuttle/Bus Advertisements						
	5	4	3	2	1	6
Billboard Advertisements						
	5	4	3	2	1	6

2. Please look at the following advertisements that could be used in a newspaper or magazine. Please rank your top three ads -- where "1" represents the **highest or best** ranking and "3" represents the **lowest** ranking.

	Rank
	<p>_____</p>
	<p>_____</p>
	<p>_____</p>

	<p>_____</p>
	<p>_____</p>
	<p>_____</p>
<p>_____</p>	<p>_____</p>



11. Looking at your first choice above,
why did you rank this one highest?

PLEASE DO NOT SIGN YOUR NAME TO
THIS.

HANDOUT D

1. How likely are each of the following situations to deter you from drinking too much on any single night? *Circle your answer.*

	Extremely Likely	Very Likely	Somewhat Likely	Not Very Likely	Not At All Likely
Spending too much money.	5	4	3	2	1
Waking up in a strange place.	5	4	3	2	1
Waking up with someone I wish I hadn't gone home with.	5	4	3	2	1
Missing a chance with an attractive person.	5	4	3	2	1
Embarrassing myself in front of friends and strangers.	5	4	3	2	1
Puking my brains out later that night.	5	4	3	2	1
Having a horrible hangover the next day.	5	4	3	2	1
Getting into a physical fight with someone.	5	4	3	2	1
Getting into an emotional fight with a girlfriend, friend, or family members.	5	4	3	2	1
Passing out and getting messed with (shaved head, drawings, shaving cream, etc.).	5	4	3	2	1

PLEASE DO NOT SIGN YOUR NAME TO THIS.