

ARIZONA WIC CONCEPT TESTING

*Qualitative Findings of
Focus Group Participants'
Reactions to two Ad
Campaign Concepts for
the Arizona WIC Program
and Recommendations for
Campaign Development*

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*Prepared by:
Limetree Research &
Moses Inc.*

WIC Outreach Project Timeline

Dates 2013-14	WIC Outreach Program Activity
March	Request for Proposals Released to 30 Companies
April/May	Committee Review of 14 Proposals/ALAWA represented Nita Marlette, Yavapai County
May	Contractor Selected
June	Advisory Board Meeting to provide direction/ALAWA represented by Donna Beedle, Maricopa County, and Becky Howard, Adelante Healthcare
Summer	Formative Research
September	Quantitative Survey
October - January	Outreach Project put on hold due to lack of WIC budget
February - April	Creative concepts developed and reviewed
May	WIC Outreach Project activities resumed; ALAWA Outreach Workgroup formed

Why Conduct This Research?

WIC is life changing for many people...How can we design a campaign to make people comfortable enough to explore WIC and all it has to offer?

This evaluation aimed to determine which of two campaign concepts designed for the Arizona WIC program would better resonate with WIC-eligible women.

It also aimed to determine which concept would be most attention grabbing, and most effective at encouraging participants to explore eligibility.

Additionally, research explored changes needed to make the campaigns resonate and sought to identify whether the messages were true to the target market's life experiences.

Lastly, focus group participants were asked which of two WIC food lists and WIC ID folder options would be more useful and preferred.

Campaign Goal

Increase awareness, enrollment and retention

Research Approach

Step 1: Statewide Survey

Identify representative perceptions, drivers & behaviors

512 WIC-eligible women: current, previous & never participated

Step 2: Focus Groups

Explore key survey findings on a detailed & emotional level designed specifically to inform the campaign creative brief

Step 3: Concept Test

Determine which concept most motivates action through resonance

Background

Among WIC-eligible women who have never participated, the #1 reason cited (44%) is *I'm not eligible.*

- ➔ For this reason, the call to action in these concepts explicitly directs people to find out whether they're eligible.

Among WIC-eligible women who previously participated and chose to leave, nearly 1 in 3 (32%) said they'd return if WIC offered a less embarrassing grocery store experience. Most of these women are food insecure.

- ➔ For this reason, we used the focus groups to explore stigma, among other barriers. We found it's pervasive and extends far beyond the grocery experience.

Pre-campaign survey

Background

Pre-campaign focus groups

The Problem: Stigma

Embarrassment, shame, judgment are widely associated with WIC. They're also the barriers we can most effectively address.

"There's something that stigmatizes it...It's hard for human beings to ask for help and get help without feeling something attached with it like shame, or judgment."

Concept Test Methodology

Online Focus Groups

WIC-eligible women in target audience

Group 1 English Previous Participants

Group 2 Spanish Previous Participants

Group 3 English Never Participated

Group 4 Spanish Previous Participants

Group 5 English Never Participated

Concept Test Recruitment

Spanish

- Facebook ads
- Calls to pre-campaign survey respondents
- Calls to past participants from WIC database
- Promotoras

English

- Facebook ads

You Do a Lot, We Help A Little

"I think this is the best campaign because it's the most relatable with moms. The wording is humorous but definitely something that all moms can relate to. They're also very clear that WIC helps. They're saying moms do a lot, or you do a lot, but that WIC helps, so that is clear to people that you can look into how they can help you. It's just very supportive of all the things that moms do. It's friendly looking and it's very clean graphics."



Campaign Overview

Moms already handle so much on their own and juggle lots of responsibilities in caring for their kids. Moms don't need WIC to do everything for them, but just be there with a little help to make ends meet. With WIC, a little can mean a lot.

We Stand Behind Moms Who Stand Behind Their Kids

"I think it points out a little more the idea that we can all be different, but as moms our focus isn't on our differences. It's about how to be the best mom we can be and that you can be strong and not be alone even if you're different."



Campaign Overview

Moms support their kids in so many ways. WIC is there to stand behind moms because moms do so much for their children. We want everyone to know how important moms are, that we have their backs, and that we support the efforts of moms and WIC.

Comments on Likeability



"Values our efforts; makes us feel important."

- Reduces stigma. Makes getting help feel more normal.
- Scenarios are relatable, true-to-life
- Catchy, friendly, clean graphics
- Fun; humorous
- Appealing to millennial moms
- Tone perceived as positive, warm, encouraging
- Piques curiosity - "What can WIC help me with?"
- Participants who had never been on WIC preferred this campaign



"We don't feel alone, we feel their support, they make us feel important."

- Use of the word "support" was well-received
- Reduces stigma and alleviates the shame of being on a government assistance program
- Likely to move people to explore what WIC offers
- Wearable buttons encourage acceptance and unity
- Previous AZ WIC participants and Spanish Speakers preferred this campaign.

Fighting Stigma



1. *"People might not understand everything you have to do as a mom."*
2. *"It's nice to be recognized."*
3. *"Social media will help with stigma. Putting it out there (normalizes) it."*
4. *"They say asking for help is not necessarily a bad thing - it's normal."*
5. *"I like the slogan because it's saying you're doing your part as a mom."*
6. *"It's saying we're all moms. It removes the barrier of WIC mom vs other moms."*

Fighting Stigma



1. *"The only way to make people less judgmental is to reach out to the community."*
2. *"Even though you're strong, you can ask for help and that's ok."*
3. *"Even if you're hardworking, you can still get help."*
4. *"I like 'there are only moms.'"*
5. *"When I was nervous about using WIC it wasn't about what others thought - it was ME thinking I should be able to do this on my own. It speaks to where I was at in terms of how I related to WIC."*

Effectiveness of Moving Moms to Action



"I would say smart advertising because ... It's a lot more relatable on an average, not like a, "I need help," or, "I'm a WIC mom," or, "I'm not a WIC mom." It's more relatable on an average level."

"I can relate to those stories." It might just bring the memory to her or the picture in her mind of what her daily life is, and then she might say, "How can WIC help me or someone I know?" It might encourage her to find out more."

Effectiveness of Moving Moms to Action

"The support that they provide. We support the mom. We're behind the mom. This helps us more and maybe we don't feel ashamed of asking for this help and feel that we are supported."

"I would be more confident to look for help and information to raise our children and feed them correctly."

"This campaign would make me want to see what the whole program was about, even if I didn't want it for myself."



Concerns



- Unclear as to what WIC has to offer or how WIC can help (but also intrigued, curious)
- Concerns that “a little” could be interpreted as not worth the effort
- Needs deeper, more emotional stories, maybe even WIC-related stories; include activities for boys and older preschoolers
- Could use more balance between fun and hard work; makes them feel tired thinking about all the things they do



- Doesn't translate as accurately
- Colors and images deemed not as catchy. It lacks emotional elements for a good connection to the audience.
- Those who had never been on WIC felt it was geared toward single moms and made WIC participants seem weak and in need of support
- Confused by “show your support for WIC moms” when ad says “there are no WIC moms, only moms.”

Campaigns Exclude Dads and Other Caregivers

"The campaign [You Do A Lot] does not talk to dads or grandparents, it is geared toward stereotypical mom figures."

"I think it [Stand Behind} would be good if it was changed from moms to families, because even parents is not necessarily good because it's not always the case..."



Participants want campaigns to target everyone who cares for children, not just moms. All groups agreed that the campaigns failed to include men and other caregivers.

The makeup of the modern family has changed and WIC should be inclusive of all types of families. This should be reflected in campaign concepts.

WIC clinics have also seen an increase in the number of men and other caregivers who attend appointments with the mom, or instead of the mom.

Winning Elements



1. Translates more seamlessly to Spanish
2. Perceived as both authentic and relatable – critical elements in marketing to millennials
3. Greater longevity
4. Reduces stigma
5. Colors, imagery and wording deemed catchy
6. Graphics have positive emotional pull
7. Participants enjoyed the humor (another element that appeals broadly among millennial moms)
8. Acknowledges all that moms do



1. Participants liked what they perceived as a more direct call to action
2. Social media components
3. Collateral elements (i.e., buttons for cashiers)
4. Reduces stigma
5. Participants loved the use of the word "support"
6. Participants loved the spirit of "together we are unstoppable" and "nothing can divide us"

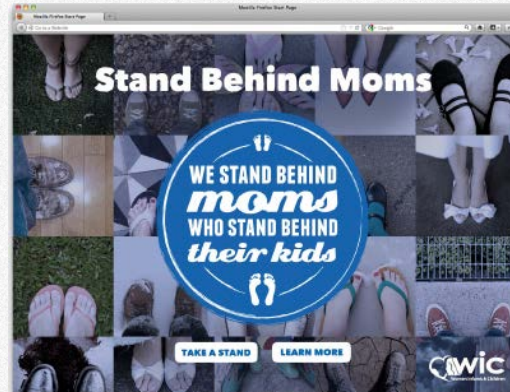
Suggested Modifications

1. Feature experiences that relate directly to the help WIC provides, such as picky eating
2. Incorporate messages relatable to both moms and dads
3. Include examples of activities for sons
4. Provide messages that are evenly balanced between the work and play of being a parent or caregiver



Interactive

"I really liked the standpoint of the community involvement and taking it to social media. I really do think that that is powerful, and I like that it could reach more people than just the moms. Somebody could think about someone that they know would benefit from the program."



Keep an interactive component in the *You Do A Lot* campaign. Make it something that can be shared on Facebook to further spread the message.

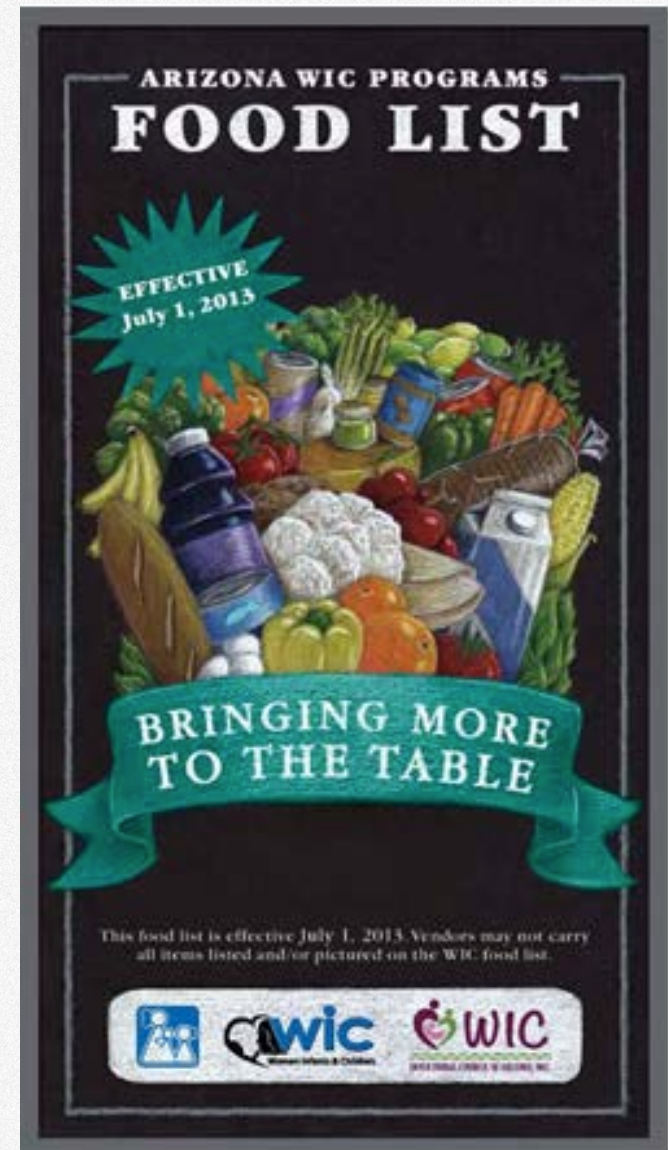
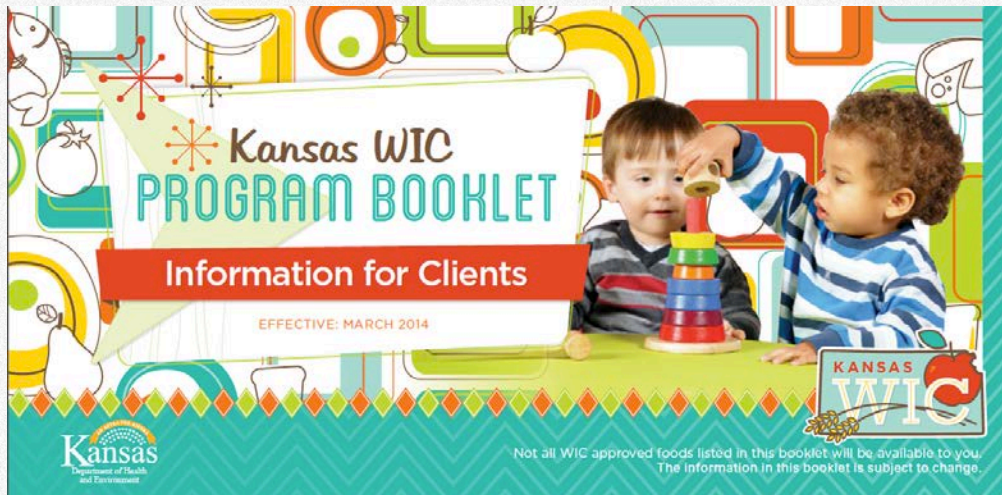


Food List and ID Folder

Food Lists

Focus group participants were asked to decide if they were shopping for WIC-approved foods, which food list would they prefer?

Participants like materials that are fun, with a more modern design like the Kansas booklet. Photos and well organized information are **crucial** to making it easy to find the right food items and eliminate problems at checkout.



Winning Elements

Photos. And logos if allowed.

Color. Consider changing CANNOT BUY to red so it stands out more.

Organization. “[Arizona] seems more organized than the first one [Kansas]. It just seems like a whole bunch of information all over the place.”

Tips on what to look for.

PEANUT BUTTER

16 - 18 oz jar

Any brand

- Smooth/Creamy
- Crunchy

CANNOT BUY: peanut butter spreads, peanut butter with added flavors or fortified peanut butter, natural or organic

DRIED BEANS/PEAS

Up to 1 lb bag

Any brand

Your choice of:

- Dried Beans
- Peas
- = Lentils

CANNOT BUY: soup mixes

CANNED BEANS

14 - 16 oz can

Any brand

CANNOT BUY: green beans, baked beans, flavored beans, pork and beans or chili beans, soups, beans containing added sugars, fats, meats or oils

FISH

5 - 15 oz containers

Any brand

Available to exclusively breastfeeding mothers and pregnant or breastfeeding mothers with twins or triplets.

LIGHT TUNA, CHUNK

- Packed in water or oil

PINK SALMON

- Packed in water or oil

CANNOT BUY: albacore tuna, tuna spreads, or any other type of salmon, lunch packs, or fish with added flavoring

SOY MILK

Half gallon containers only

- 8th Continent, Pacific Natural Foods, Silk, or WestSoy (Original or Vanilla)
- Great Value (Original)

CANNOT BUY: any other size, container, type, flavor or brand

WHOLE GRAINS

100% WHOLE WHEAT BREAD/ ROLLS/BUNS

12 - 32 oz packages

Product labels for breads/rolls/buns must include the words **100% Whole Wheat**. Whole wheat flour must be the first ingredient listed. Recommended brands that have 100% Whole Wheat products to meet the above criteria include:

TORTILLAS

8 - 32 oz packages

WHOLE WHEAT TORTILLAS:

- Best Choice
- Celia's
- Chi Chi's
- Don Pancho
- Food Club
- Great Value
- Guerrero
- Herdez
- Hy-Vee
- IGA
- Kroger
- La Banderita
- La Burrита
- Lil' Guys
- Mama Lupe
- MiCasa
- Mission
- Ortega
- Pritie of Kansas
- Santa Fe
- ShurFresh

CANNOT BUY: any other brand

SOFT CORN TORTILLAS:

Any brand

- Yellow or White

BROWN RICE

12 - 32 oz containers

Any brand

- Instant
- Quick
- Regular

CANNOT BUY: products with added sugar, salt, flavoring, fat or oil

Things to look for when buying whole wheat bread...

STEP 1: Check the Label

Label says "100% Whole Wheat"

STEP 2: Check the Ingredient List

Whole Wheat flour is the first ingredient listed

STEP 3: Check Ounces in Product

Make sure you don't go over the ounces listed on your WIC check

PEANUT BUTTER/SOY MILK/BEANS/FISH/WHOLE GRAINS

JUICE

64 OZ. SHELF STABLE OR REFRIGERATED

11.5-12 OZ. FROZEN CONCENTRATE

Only when specified on your WIC check

JUICE CONTINUED

Only these brands of 100% Juice; no added sugar or sweetener

64 OZ. SHELF STABLE

<p>Apple</p> <ul style="list-style-type: none"> • Langers • Seneca • Shurline • Treetop • Western Family 	<p>Grape</p> <ul style="list-style-type: none"> • Langers (including purple or white grape) • Shurline • Welch's (including purple or white grape) • Western Family 	<p>Pineapple</p> <ul style="list-style-type: none"> • Langers <p>Tomato</p> <ul style="list-style-type: none"> • Campbell's <p>Orange*</p> <ul style="list-style-type: none"> • Any brand • Grapefruit* • Any brand
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64 OZ. REFRIGERATED

<p>CAN BUY</p> <ul style="list-style-type: none"> • Orange* (any brand) • Grapefruit* (any brand) 	<p>CANNOT BUY</p> <ul style="list-style-type: none"> • Odwalla and Naked brands of refrigerated juice
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11.5-12 OZ. FROZEN CONCENTRATE

<p>Apple</p> <ul style="list-style-type: none"> • Langers • Old Orchard • Seneca • Shurline • Treetop • Western Family 	<p>Grape</p> <ul style="list-style-type: none"> • Old Orchard • Western Family • Welch's (including purple or white grape) 	<p>Pineapple</p> <ul style="list-style-type: none"> • Dole (including pineapple oranges) • Old Orchard <p>Orange*</p> <ul style="list-style-type: none"> • Any brand • Grapefruit* • Any brand
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* Calcium fortified allowed. Organic NOT allowed. Allowable containers include plastic bottles, cartons and cans only.

Only when specified on your WIC check

- 55-6 oz. containers of Dole Pineapple, Donald Duck Orange and V8 Juice (any type)
- 8 oz. containers of Sunko juice boxes (any flavor)

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ID Folder

"I have lost it a couple of times because they didn't fit in my purse, the first one will fit better."

"I like the tri-fold and I can open it and kind of look at everything together instead of digging through a file in a pocket. But I feel like that one might be damaged with me throwing it in and out of my diaper bag or purse."

Participants were asked to review two ID folders, (one from Oregon and the current Arizona folder); and asked to give their opinion on which they felt would be most useful while shopping for WIC foods and which they preferred in terms of size and graphic design.

Overall, focus group participants were split on which they preferred. Upon further analysis most in the previous groups preferred the smaller Oregon tri-fold. However, there were concerns about durability.



Recommendations: ID Folder

size

Most focus group participants wanted a smaller sized book that was "thinner, less bulky" so that it is less noticeable.

Color

Participants want bright appealing colors used on the voucher/ID folder. One participant mentioned using the colors from the You Do A Lot campaign.

Graphic Design

Participants would like to see pictures of families on the ID folder and an appealing design. While participants were not concerned about the use of bright colors, they were concerned about the size of the "WIC" logo, and want it to remain small.

ID Cards

"The mini-card that goes on the keychain. That might be something to think about because then you could put it on your keychain. If you did lose something, you don't lose your keys, and if you do, you can find them."



Sample shown to the focus group

Focus group participants liked the idea of a peel-off ID card, and feel that it would be more convenient and less noticeable than having to carry the blue book to the store each time. However, they were concerned they might lose the card.



Example combined ID and keychain card from:
<http://www.andreonicards.com/>

Participants suggestions to prevent losing the card include: adding a peel-off ID card to the current ID folder or creating a keychain ID card. Another option not mentioned by focus group participants would be a to use a combined ID/keychain card.

Your Turn



Thank You!

Questions?