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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## WIC Outreach Project Timeline

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

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.

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?
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
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.
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.
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.

“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.”
## Recommendations: ID Folder

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<th><strong>size</strong></th>
<th><strong>Color</strong></th>
<th><strong>Graphic Design</strong></th>
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<tr>
<td>Most focus group participants wanted a smaller sized book that was “thinner, less bulky” so that it is less noticeable.</td>
<td>Participants want bright appealing colors used on the voucher/ID folder. One participant mentioned using the colors from the You Do A Lot campaign.</td>
<td>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.</td>
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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.”

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.

Participants suggestions to prevent loosing 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

YOU DO A LOT
WE HELP A LITTLE

WE STAND BEHIND
moms
WHO STAND BEHIND
their kids

VISIT AZWIC.GOV TO FIND OUT IF YOU’RE ELIGIBLE.

To find out if you're eligible for WIC, or to show your support for WIC moms, visit AZWIC.gov.
Thank You!

Questions?