State and Local Messaging
September 14, 2017

FFY2017 AzNN Webinar Series | Arizona Nutrition Network

Sue Briody | Social Marketing Manager
AzNN Brand History

1998

2007

2009
Logo Confusion

Champions for Change
Arizona Nutrition Network

USDA

Public Health Services District
Coconino County

Grow a Healthy Child

Maricopa County
Public Health

ChooseMyPlate.gov

Milk Go Low

Maricopa Healthy

A Healthy Food & Activities App

Deparment of Economic Security
Your Partner For A Stronger Arizona

AZDHS
Health and Wellness for all Arizonans
STAKEHOLDER RESEARCH
Research Goal: Conduct formative research through focus groups with various audiences to determine common message to be used by all partners beginning in Federal Fiscal Year 2018.

Target Audiences: Arizona Nutrition Network state and local staff
ADHS Nutrition & Physical Activity staff, ADHS Sister Programs, Local Implementing Agencies

Focus Groups:

<table>
<thead>
<tr>
<th>Audience</th>
<th># of Participants</th>
<th>Location</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>AzNN, DES Staff</td>
<td>8</td>
<td>Phoenix</td>
<td>March 28</td>
</tr>
<tr>
<td>ADHS Nutrition &amp; Physical Activity staff</td>
<td>6</td>
<td>Phoenix</td>
<td>April 11</td>
</tr>
<tr>
<td>Maricopa &amp; Yuma Local Implementing Agencies</td>
<td>16</td>
<td>Phoenix</td>
<td>April 13</td>
</tr>
<tr>
<td>Pima County Local Implementing Agency</td>
<td>4</td>
<td>Tucson</td>
<td>April 14</td>
</tr>
<tr>
<td>Coconino, Yavapai, Navajo Counties Local Implementing Agencies</td>
<td>4</td>
<td>Flagstaff</td>
<td>April 20</td>
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</table>
Key Findings

• Inconsistency among AZNN identity elements is confusing to everyone.

• Existing “visual assets” may no longer be appropriate for the AzNN of the future.

• The line up of multiple logos on materials is confusing, but many believe, unavoidable.

• LIA’s agreed that one single identity would be nice, but were not sure if this was possible.

• LIA’s also felt strongly about the need to self identify.
CONCEPTS
Concepts

• Four top advertising agencies were tasked to take the research conducted and develop concepts

• 13 concepts were presented, reviewed and discussed.

• Three concepts were chosen from the 13 to test with our target audience.
The Chosen Three

be well arizona
reshape arizona
AZ Health Zone

ARIZONA DEPARTMENT OF HEALTH SERVICES
Health and Wellness for all Arizonans
TARGET AUDIENCE FOCUS GROUPS
Target Audience Research

**Research Goal:** Determine preferences regarding new logo concepts among target audience.

**Target Audience:** Low-income (SNAP eligible) moms, ages 18 to 49, with kids ages 2 to 11; statewide

**Focus Groups:** Seven groups

<table>
<thead>
<tr>
<th>Audience</th>
<th>English</th>
<th>Spanish</th>
<th>Location</th>
<th>Date</th>
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<tbody>
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<td>Low-income (SNAP eligible) moms, ages 18 to 49, with kids ages 2 to 11; statewide</td>
<td>1</td>
<td>-</td>
<td>Flagstaff</td>
<td>June 19</td>
</tr>
<tr>
<td>2</td>
<td>1</td>
<td></td>
<td>Tucson</td>
<td>June 21</td>
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<td>2</td>
<td>1</td>
<td></td>
<td>Phoenix</td>
<td>June 26</td>
</tr>
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</table>
Positive Comments:

• I like the orange, because Arizona is known for citrus.
• I like that it’s self-explanatory.
• With “bewell,” you can associate that with wellness, like healthy.

Negative Comments:

• The running guy threw me off a little bit.
• We wouldn’t read it all because too much is going on.
• I didn’t understand the orange.
Positive Comments:
• It’s just simple and easy to digest.
• It’s clear, I like the color, it’s professional. It says what it is trying to do and to the point.
• I like the creative “a.”

Negative Comments:
• It looked like recycling.
• It says to me that I’m out of shape and that I need to reshape.
• It’s very vague. If this logo is all you see on a billboard then I’m not going to have any idea what they are talking about or any interest in it.
Positive Comments:
- If it was on a computer, it would make me want to click it.
- It stands out and is simple.
- The name makes you think you’ll find information about being healthy.
- I like the “good health starts here.”

Negative Comments:
- I didn’t like the color green, it was hard to see, including the tagline.
- It was boring to me. The colors and the font for AZ Health Zone are boring, so I just didn’t like it. It didn’t pop out at all to me and wasn’t appealing.
- I thought that Target was putting on a healthy thing, like it was part of Target going green maybe
WINNER!

AZ Health Zone
GOOD HEALTH STARTS HERE.
AZ Health Zone

- The agency that developed AZ Health Zone, were tasked with taking the focus group feedback and update the design, color and any graphics required to convey the message.

- In addition to the design, Brand Standards will be provided to ensure consistency throughout the state.

- The design was presented to ADHS and DES on **Wednesday, September 13, 2017**.
AZ Health Zone
Healthy Starts Here
azhealthzone.org / zonadesaludaz.org
Brand Guidelines

Brand guidelines, are an essential part of an effective marketing strategy. Essentially, a brand guideline is a document that guides employees and designers on how different elements of the business should be used. For example, brand guidelines might suggest how to use the following things:

- Fonts – including the look and sizes of headers and body text
- Logos – including the right colors, the right sizes, the right alternative logos etc.
- Color pallets – what specific colors should be used in online and print material
- Approved images
- Tone of voice and stylistic guidelines
Rollout

- AzNN is working with contracted vendors on a rollout timeline to begin transitioning Champions for Change to AZ Health Zone across all platforms.
- Materials developed prior to October 1, 2018 can be used until stock runs out.
- All new materials will be branded with AZ Health Zone – Healthy Starts Here.
- The FFY2018 Policy and Procedures Manual will be updated to reflect the new Brand Standards and requirements.
- Eatwellbewell.org and comesanovivemejor.org will be refreshed to match the brand colors and the URL’s will be redirected to azhealthzone.org/zonadesaludaz.org.
- FFY2018 is the year to develop two new marketing campaigns. These campaigns will reflect the new brand.
Expectations

• If SNAP-Ed funds the execution, no matter what the platform may be, beginning October 1, 2017 the only brand implemented across all programs will be AZ Health Zone – Healthy Starts Here.

• Local Agency logo’s will not be approved on any materials funded by SNAP-Ed.

• Each program will provided with a version appropriate to their organization.
Importance/Benefit of One Brand

• Having one strong brand keeps communication clear and concise, and avoids feeding customers information overload.

• The more brands, the more money you will need to spend, and cause more confusion.

• One strong brand can work effectively across several or all of your projects while helping them build equity for one another.
Questions??
THANK YOU!