



# COUNCIL ON DRUG ABUSE

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## Brand Positioning Statement



## AGENDA

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- Background and Insight
- Evolving the Brand
- (Draft) Brand Positioning Statement
- Next Steps



## BACKGROUND AND INSIGHT

### Situation Analysis

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- *Various documents on youth marketing and youth substance abuse have been reviewed. Key learning and insights are as follows:*
  - First use of drugs (cannabis) occurs for a significant number of Canadian youths in Grades 8 and 9
  - Peak period of substance abuse occurs in the last years of high school
  - Key reasons for use include: escape from emotional pain, show independence, signal entry into a peer group and satisfy curiosity



## BACKGROUND AND INSIGHT

### Marketing to Youth

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- Life stage pressures cause vulnerability:

#### Grades 7 and 8:

- Acceptance by peer group of paramount importance
- Bullying is often experienced
- Approaching transition to a larger new world (high school)

#### Grades 9 and 10:

- Peer acceptance is everything. Strong pressure to be popular and achieve a social life. Drives confidence.
- Desire to control their life

- Moving house and family break up can also create high vulnerability
- Not yet adults – yet not kids



## BACKGROUND AND INSIGHT

### Marketing to Youth (continued)

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- Breaking away from reality is important – offer a world with limitless possibilities where they are in control
- Self definition is constantly changing. Strive to be part of the cultural identity – be where they are present. Associate with teen icons
- Teens want to be seen as street smart and innovative – “show me I’m smart”
- Portraying teens as having the ability to make a real difference empowers them
- Let me laugh at myself – why should characters in ads be aspirational – if you can’t laugh at yourself you miss the biggest joke of all
- Reassurance in known icons with a new twist – offers stability of a familiar world with a new accent (eg: Madonna)
- It is not so much about the facts – it is more about how others in the peer group feel about them/accept/reject them



## EVOLVING THE BRAND

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- Clarify the words we use:
  - Drug versus substance
  - Prevention versus reduction
  - Youth versus adult (teachers, parents, other stakeholders)
  - Education versus counseling
- Add emotional benefit to the brand proposition
- Tighten the (primary) target audience definition
- Develop new creative to express the brand (logo etc.)
- Create new programs and support tools that align with the brand



## VISION

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CODA (Council on Drug Abuse) is the leader in providing preventative drug abuse support, knowledge and education that empowers Canadian youth to feel in control of their lives.



## BRAND POSITIONING STATEMENT

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- CODA is the brand that provides preventative drug abuse education and support programs to youth that allow them to feel more powerful and in control of their lives.
- “The prevention authority”



## BRAND NAME

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- CODA
  - Primary and can be used on its own
- Council on Drug Abuse
  - Secondary but is never used without CODA
- Brand architecture
  - TBD. Alignment of program names to brand



## BRAND POSITIONING (continued)

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- BRAND CONSUMER BENEFIT

- Rational: CODA provides the best/most authoritative drug prevention support, knowledge and education
- Emotional: The target audience feels smart and in control of their lives. “I can handle it”.

- REASON TO BELIEVE

- Rational:
  - An extensive portfolio of drug prevention education and support programs.
  - An accessible support network to assist with drug abuse knowledge transfer
- Emotional:
  - CODA provides testimonials, stories and connection with other youth who have experienced the programs
  - CODA provides role models and relevant spokespeople who add credibility to the message



## BRAND POSITIONING (continued)

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### ○ BRAND PERSONALITY

- Smart, authentic, real enough to make me believe, cool but doesn't try too hard, engaging, makes me laugh at me

### ○ MAJOR COMPETITORS

- Drug Free Canada (not currently here/pending launch)
- CAMH
- Canadian Centre on Substance Abuse
- PAD (Parents against Drugs)
- MADD (New campaign focused on marijuana and driving)



## TARGET CONSUMER

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- Primary:
  - Youth in grades 7, 8 and 9 who are most vulnerable to drug abuse as a result of family or social pressures
- Secondary:
  - Parents, caregivers, teachers who are provided with knowledge and information to identify drug abuse issues. This is a support audience. (not “train the trainer”)
- TBD:
  - Opportunity to create segmented programs and tools for youth in grades 10, 11 and 12



## NEXT STEPS

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- Further information needs
  - Enhance drug abuse knowledge across (teen) age groupings (ie: 7-8-9 versus 10-11-12)
- Creative Brief (Cundari)
  - With Marketing Communications task team
- Youth research
  - Validate brand direction and creative expression
- New program innovation session
  - Current program “gap” analysis underway



## THE CREATIVE BRIEF (TBD)

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- Why do we need communication?
- Who are we talking to?
- What effect should the communication have on the consumer/target?
- What is the single most persuasive benefit we can offer?
- What should the consumer/target believe it?
- What are the executional considerations?
- What are the practical considerations?