

HORIZON FOUNDATION

“Better Beverage Finder”



THE CHALLENGE

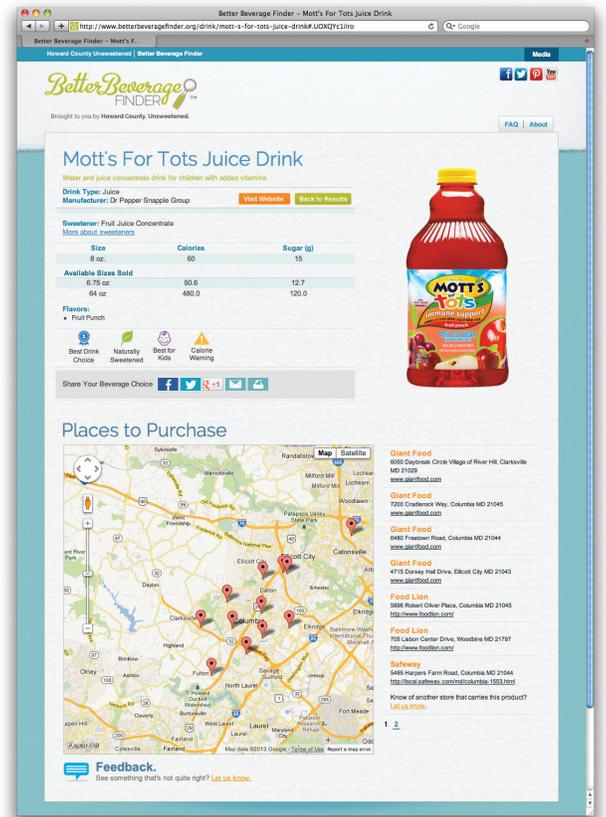
Brilliantly packaged, expertly marketed and scientifically formulated to please us, sugary drinks are now a staple of the American diet. And they are making us fat, one of the biggest factors contributing to the obesity epidemic. Our challenge: Help the Horizon Foundation and Stratacomm public relations reverse the trend in Maryland's Howard County, population 300,000, situated between Washington, DC, and Baltimore, MD.

TYPICAL APPROACH

Educate residents into submission. Tell them just how unhealthy sugary beverages are in a finger-wagging campaign that pushes such attractive alternatives as tap water and low-fat milk.

OUR APPROACH

Reveal the emerging norm of moms unwilling to give children sugary drinks and give every parent a taste of more attractive choices – “better beverage choices a mom can love.”



As Horizon created a Better Choices Coalition, we built and promoted a Better Beverage Finder, an online and mobile platform that allows users to sort through more than 300 healthy beverages sorted by beverage type, sweetener, suitability for children and presence of caffeine. Once a user finds a drink they like they can map where to buy it nearby and see which location is open. Also part of the campaign was advertising that positioned a concern about what children drink – and a desire to seek alternatives – as what most Howard County mothers were doing.



THE RESULTS

The 'Howard County Unsweetened' campaign, which included a separate advocacy component, launched in December 2012. The campaign websites featuring the Better Beverage Finder received over 9,000 visits during the first six months of the campaign. The tool was featured in local and national news publications, including the Washington Post and Baltimore Sun, as an innovative approach to tackling the obesity epidemic. Women ages 25 to 54 comprise the social media fan majority, illustrating that the campaign is likely reaching its intended audience of local moms. An evaluation component will take place after the first year of the campaign.