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**Rochester Institute of Technology**  
College of Imaging Arts and Sciences  
School of Design  
Department of Graphic Design

A Thesis submitted to the Faculty  
of the College of Imaging Arts and Sciences  
in candidacy for the degree of Master of Fine Arts

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**The Impact of Graphic Design on the Target Audience:  
Designing an Effective Social Marketing Campaign**

by Cynthia Kent Childs  
May 1999

# Approvals

**Chief Advisor**

Deborah Beardslee  
Associate Professor  
Graphic Design

\_\_\_\_\_ Date  
11 May 1999

**Associate Advisor**

Patti Lachance  
Associate Professor  
Graphic Design

\_\_\_\_\_ Date  
May 11, 1999

**Associate Advisor**

Dr. Kijana Crawford  
Associate Professor  
Sociology

\_\_\_\_\_ Date  
May 11, 1999

**Outside Expert**

Barbara Berges  
Lactation Consultant  
Co-President, RRBN

\_\_\_\_\_ Date  
5/11/99

**Chairperson**

Nancy Ciolek  
Chairperson  
School of Design

\_\_\_\_\_ Date  
5.11.99

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\_\_\_\_\_ Date  
May 11, 1999

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## **Thesis Project Definition**

*Introducing, identifying and understanding the nature of the problem – including history, situation and goals.*

### **Overview**

This study will focus primarily on addressing audience considerations in the design of visual communications for social marketing purposes. Well-designed and thoughtful visual communication can be a powerful tool for educating people and promoting social change. This study will focus on how to best design those visual communications. Special consideration will be given to the message (how the message is communicated through the use of images, typography, and language), how to best communicate that message through media selection (print, multi-media, or interactive) and format (brochure, poster, web site, video, etc.). (See Appendix I for the original thesis project proposal)

### **Social Marketing**

Social marketing is a special form of marketing which uses commercial marketing techniques to change opinions, attitudes and behaviors in order to promote public health, environmental, and social issues. Social marketing campaigns are being used more frequently, both in “developed” countries like the United States and in developing countries throughout the world. AIDS prevention, anti-drug and anti-smoking, and drinking-and-driving are examples of some issues which have utilized social marketing techniques to educate the public. Social marketing is a unique union between modern marketing techniques and health education which utilizes the mass media, as well as other communication techniques. In order for these campaigns to be successful, and to compete in an increasingly over-stimulating visual and auditory environment – the average American is exposed to over 3000 advertising messages each day – they need to be thoughtfully and skillfully designed in terms of the campaign strategy, the message and the media.

The challenge of a social marketing campaign is to encourage people (the target audience) to change their attitudes, opinions, and/or behaviors. Anyone who has ever tried to quit smoking understands how difficult it is to change their behavior. A campaign usually tries to first raise awareness of the issue among the target audiences, then to make it possible for them to change their behavior. In many situations, the target audience may not recognize the issue as a problem. For example, people did not believe that cigarette smoking was hazardous to their health until efforts to educate the public were initiated. The first step in the fight against smoking was to inform the public of the hazards, then try to empower people to quit, prevent people from starting at all, and enacting legislation and taxes which make smoking difficult.

### **Graphic Designers and Social Marketing Campaigns**

Information which exists about social marketing does not discuss specifically the design of the visual communications which are an integral part of many social marketing campaigns. Additionally, graphic designers are often more familiar with designing for commercial situations than for social marketing campaigns. Designing for a social marketing campaign requires an in-depth understanding of the target audiences and the issue which the campaign is addressing, with continual evaluation of the messages and materials throughout the design and implementation process.

## **Thesis Project Definition** continued

### **Goal of this Thesis**

The goal of this thesis is to determine how to best design visual communications within the context of a social marketing campaign in order to most effectively reach the target audience. The goal of any social marketing campaign is to most effectively reach the target audience and to inspire them to change their attitudes, opinions or behaviors concerning a given issue. Understanding how to design visual communications within the context of a social marketing campaign will strengthen the effectiveness of the campaign as well as enrich the graphic designer's ability to design those communications appropriately.

### **Breastfeeding as the Topic**

This thesis study will use the promotion of breastfeeding as content for a social marketing campaign. Breastfeeding was chosen for several reasons. The benefits of breastfeeding are well known, yet many women still choose to bottle-feed their babies. Breastfeeding rates have been falling in the United States for the last ten years, while the evidence in favor of breastfeeding is getting more and more powerful. The benefits of breastfeeding last well beyond weaning for both the mother and baby. Additionally, this particular graphic designer has a strong personal interest in breastfeeding. The objectives of this campaign will be (1) to increase the number of women who choose to breastfeed their babies; (2) to increase the duration for which they breastfeed; and (3) to change our cultural attitudes towards breastfeeding (to "normalize" breastfeeding). The study will identify specific target audiences and determine which media, formats, and messages would be most effective in reaching them.

---

## Research and Analysis

*Describing facts, principles, theories or relationships that have been discovered to help to solve the problem.*

Research for this thesis consisted of reading several books and articles which covered the three essential areas of study: social marketing, graphic design, and breastfeeding. In order to develop a thorough understanding of social marketing principles, the researcher read textbooks on the topic as well as several articles about successful and unsuccessful social marketing campaigns. Several graphic design precedents which have dealt with social action, controversial issues, and public health issues were reviewed and analyzed. In order to develop a comprehensive understanding of breastfeeding and the cultural issues which surround breastfeeding, several books and articles were read. Existing materials which have been produced to promote breastfeeding, as well as some formula ads, were collected, compared, and analyzed.

### Social Marketing

Social marketing is a special form of marketing which uses commercial marketing techniques to change opinions, attitudes and behaviors in order to promote public health, environmental, and social issues. Creating and implementing a social marketing campaign requires a thorough understanding of the issue to be promoted, why people behave the way they do, what forces are working against the campaign (competitors, cultural or religious practices and beliefs), who is the target audience (primary, secondary, and even tertiary), what are the resistance points which keep the target audience from changing their behavior, and how can the campaign best reach the target audience (with what message and using what media).

### Social Marketing Process

The following outline illustrates the steps used to define, create, and implement a social marketing campaign. This outline was adapted from *Social Marketing: New Imperative for Public Health*, by Richard K. Manoff, and was referred to continually throughout the thesis project process as a guideline for each step. This outline was particularly helpful during the design phase of this campaign.

#### Strategy Development

Strategy development is based on qualitative research.

1. *defining problem and setting objectives*  
also identifying collaborators, decision makers, resources
2. *identifying target audiences*  
primary, secondary, tertiary
3. *defining the proposed behavior change*
4. *identifying the resistance points for each target audience*  
behaviors, attitudes, or opinions which interfere with adoption of desired behavior change
5. *assessing media availability*  
what is available, what is appropriate, how does target audience respond to different media



## Research and Analysis continued

### 6. *designing the product*

the product, regardless of its source, represents an innovative item to the consumer or requires the adoption of a new behavior (it can be a purchased product such as a condom, a homemade product such as oral rehydration salts, or an “invisible” product such as breastmilk or the idea of breastfeeding)

### 7. *choosing distribution systems – for messages and products*

for messages, what media and format will be used;  
for the product, how will the product be distributed  
(through retail outlets, health clinics, etc.)

## Strategy Formulation

### 1. *message/s: the vital element*

what is the principle point to communicate?

### 2. *target audience and segments*

for whom is the message intended?

### 3. *media*

what media will we use?

### 4. *product*

what is the product?

### 5. *research*

formative (qualitative) evaluation tracks the process;  
summative (quantitative) evaluation measures results

### 6. *integration with other ongoing activities*

other programs, non-governmental organizations (NGO),  
government, etc.

## Strategy Implementation

### 1. *preparation of prototype materials*

pre-testing message alternatives; deciding on product name/logo,  
packaging, pricing, promotion and sales materials

### 2. *materials testing*

messages are tested for comprehension, cultural relevance,  
practicality, emotional appeal, persuasiveness, memorability,  
media, and formats; requires qualitative research, need reasons  
behind reactions

### 3. *final production of materials*

(simultaneously develop media plan)

### 4. *program inauguration*

consider training of health care workers, personnel, and  
retailers/distributors, time required to produce materials,  
media arrangements

## Research and Analysis continued

### Strategy Assessment

#### 1. *formative evaluation*

are we on the right track? strengths and weaknesses;  
evaluate 2-4 times during campaign, assuming a time frame of one year; qualitative, small in scale, rapid feedback, pinpoints weaknesses

#### 2. *summative evaluation*

impact of campaign, is it meeting objectives?  
quantitative, often of KAP (knowledge, attitudes, practices) type  
(evaluate three times – i.e. baseline, during, and after)

### Message Design Criteria

One of the most important components of the social marketing campaign is the message. The following outline highlights criteria to consider when designing the message for a social marketing campaign. As with the outline of the social marketing process, this one was also adapted from *Social Marketing: New Imperative for Public Health*, by Richard K. Manoff, and was referred to continually, especially during the research, synthesis, and ideation stages of the thesis process.

*Design of messages is the major task of social marketing. When improperly executed, it can constitute social marketing's critical weakness. (Manoff, p. 156)*

*A well-designed message goes beyond the problem, the desired action, and its benefits to deal with the resistance points – behavioral constraints that act as barriers to desired behavior change. The complete message will focus on the resolution of these resistances. Messages that acclaim the superiority of 'mama's milk' do not deal with the heart of the breastfeeding problem. Though everyone agrees that 'breast is best,' a wide chasm separates belief from behavior. (Manoff, p. 156)*

### Content

#### 1. *the problem*

the problem, for example, is not just the decline in breastfeeding, but for a working mother, the problem is how to manage breastfeeding around her job

#### 2. *the target audience*

the target audience must be clearly identified and appropriately segmented

#### 3. *resistance points*

resistance points must be discovered, by research, and neutralized so the target audience can respond to the message

#### 4. *solution*

by neutralizing resistance points the target audience can be receptive to the solution

#### 5. *required action*

the solution depends on the target audience carrying out the required actions, which should be reasonable, practical, and acceptable

## Research and Analysis continued

### 6. *authoritative source*

the appropriate authority depends on the message  
and the authority's relevance to the subject

## Design

### 1. *the single idea*

each message should address a single idea directed at a special  
problem of a specific target audience

### 2. *language and cultural relevance*

the style and expression of the message must be suitable  
to the target audience

### 3. *situation and character identification*

people may more readily identify with aspirations (like somebody  
famous or beautiful) rather than realities (a mirroring of themselves)

### 4. *distinctive message style*

the sounds, look, tonality, and key language should be consistent  
throughout the campaign (assuming that the campaign will use  
more than one message)

### 5. *low fatigue index*

a message which remains interesting and captivating as well  
as instructive and persuasive for as long as possible

## Persuasion

### 1. *reason why*

a message must communicate the reason for its proposal  
and why it is desirable

### 2. *empathy*

empathy with the target audience is necessary because emotion  
always affects decision-making

### 3. *concern arousal*

target audience must feel concern for the problem, but not guilt  
or paralyzing fear

### 4. *action capability*

action capability is the compatibility between what the message  
is asking the target audience to do and what they are capable  
of performing

### 5. *believability*

messages must be within the permissible limits  
of the target audience's belief system

### 6. *creativity*

creative message designers use imagination and intuition  
for reaching people's minds and hearts

### 7. *benefits*

the benefits of the new behavior provide the incentive to change,  
but they must be realistic

## Research and Analysis continued

### Memorability

#### 1. *idea reinforcement*

reinforce the idea by aiming for maximum awareness

#### 2. *minimizing distractions*

keep out clutter by only including the essential elements of the message

#### 3. *reprise*

repetition to enhance memorability

## Graphic Design Precedents

Several graphic design precedents which have dealt with social action, controversial issues, and public health issues were reviewed in order to understand what has been done before, what was successful, and how they were received by the intended audience. Information about several designers, artists, and collective organizations, as well as examples of their work, were collected. The following list describes the precedents which were reviewed. Examples of the actual work are in Appendix 2.

### **Kissing doesn't kill: Greed and indifference do**

*Kissing doesn't kill* was a transit poster which showed several mixed race and single sex couples kissing. It was designed by Gran Fury/ACT UP, a collective of artists and designers trying to raise awareness about the AIDS crisis and government inaction towards it. The poster was very provocative and typical of much of the collective's work in the late 1980s and early 1990s. The group's logo was an upside-down pink triangle with the words "silence = death."

### **Racism**

*Racism* was a series of ads, produced by Benetton, which were often placed on billboards. They use striking photography and no text, except the Benetton logotype, "United Colors of Benetton." The ads were intended to provoke people to think about racial issues. The photographs were of a black woman breastfeeding a white baby; three kids, one white, one black and one Asian, all sticking out their tongues, which are, incidentally, all pink; two naked babies, one black and one white, sitting on potties; two kids, one white and one black, hugging; two women, one black and one white, holding an Asian baby; and several other examples of multi-ethnic pairs and groups of people interacting in perfectly normal ways.

### **Get Out**

*Get out* is a billboard designed by Barbara Kruger which addresses the issue of violence against women. The image is a black and white photo, cropped in closely, of a woman's face, at a 45° angle, behind a wire fence. The white text is reversed out of black and red bars across the photo. The black bar on top says "If you are beaten If you are hurt If you are scared If you need help," then "GET OUT" in a red bar, and a phone number appears at the bottom in a black bar. This confrontational billboard is typical of Kruger's well-known style.

## **Research and Analysis continued**

### **Not Me, Not Now**

*Not Me, Not Now* is a campaign to reduce teen pregnancy in Monroe County, New York. The campaign has used a variety of media, such as posters, TV and radio ads, teaching guides, and billboards, to target teens with the message of abstinence from sexual activity. Pamphlets for parents have also been designed which encourage them to talk to their kids and offer suggestions on how to have a productive conversation about sex.

### **Children's rights first!**

*Children's rights first!* is a campaign in Mwanza, Tanzania, by *kuleana* center for children's rights, which advocates for children's rights. The campaign uses billboards, booklets, newsletters, calendars, and a variety of other media, workshops, and counseling to raise awareness about children's issues, such as education, abuse, and girls' rights, and to try to change people's attitudes and behaviors towards children.

### **Loving support makes breastfeeding work**

*Loving support makes breastfeeding work*, by Best Start Social Marketing, is a social marketing campaign to promote breastfeeding, particularly among low-income women and WIC clients (see Glossary, page 31). The campaign includes three billboards, three posters, three pamphlets, three radio ads, three TV ads, and a support guide for counselors. The messages focus on embarrassment, work and breastfeeding, and family support. The program has been piloted in several states and is still ongoing.

These campaigns were analyzed based on several factors: cause/purpose of piece, target audience, message, approach used (educational, humor, etc.), media (print, video, etc.), format (pamphlet, newsletter, billboard), single or multiple pieces, quality of design, language (simple, complex), imagery (drawings, photos), text/imagery ratio, colors, distribution, timing, duration of campaign (see Appendix 3 for the matrix).

All of these campaigns, except for *Not Me, Not Now* and *Loving support makes breastfeeding work*, were fairly provocative – they challenged people's attitudes and beliefs by using bold graphics and blunt language. The *Loving support* series is softer, both in its approach and its visual presentation. *Not Me, Not Now* is very straightforward and personalized – the message comes from kids to kids.

## **Breastfeeding**

A comprehensive understanding of breastfeeding and the issues which inhibit breastfeeding required researching the benefits of breastfeeding as well as the cultural, social, and political issues related to breastfeeding. The issues surrounding breastfeeding in this culture are far more complex than just making sure women have the correct information about breastfeeding. The following list of "issues which inhibit breastfeeding" was compiled from information gathered in research, personal experience, and conversations with mothers and lactation consultants. Issues from this list have become the foundation for the messages developed during the ideation stage.

**What issues inhibit breastfeeding?**

**Institutional Practices**

Formula companies are very powerful advertisers and market formula in a way that makes women believe that it is as good as (or better than, easier than) breast milk.

Traditional hospital practices (which have been heavily influenced by formula companies) interfere with successful breastfeeding.

Most women rely on their medical practitioners for advice and instruction, yet many doctors and nurses are not trained in breastfeeding management and therefore do not feel comfortable nor have the expertise to offer advice to women about breastfeeding (doctors are also heavily targeted by formula companies).

Breastfeeding and bottle-feeding are presented as equal choices by doctors, nurses, and many pregnancy and child care books and magazines.

Many women do not feel comfortable asking for accommodations at work, such as breaks and a comfortable place to pump breastmilk, so that they can continue to breastfeed when they return to the workplace after having a baby.

People feel more comfortable being able to measure what a baby eats (a practice which originated with formula feeding). The amount of breast milk that a baby gets in a feeding is not measurable (or even visible).

Scheduled feedings were introduced with formula. Many people, both institutionally and personally, want to impose scheduled feedings on breastfed babies. (this is also a cultural issue)

Obscenity laws have sometimes been used to intimidate and prosecute mothers who have breastfed their babies in public.

**Cultural Issues**

Women's breasts in our culture are viewed as sexual objects, consequently many women feel uncomfortable with a baby at their breast.

Many women (or men) have never seen a woman breastfeeding her baby.

Americans are uncomfortable with the idea of sleeping with their babies (which makes nighttime breastfeeding much easier).

Many women feel uncomfortable breastfeeding in public, and therefore resort to bottle-feeding so that they have more (perceived) freedom to go out. (this is also an individual issue)

Many people are embarrassed by seeing a woman breastfeeding her baby.

## **Research and Analysis continued**

We are a culture of convenience, and bottle-feeding is perceived to be more convenient.

The most common symbol of a baby in our culture is the bottle – it is seen as the norm.

We are so accustomed to scheduling everything we do. We want to be able to schedule baby's feedings as well. (this is also an institutional issue)

### **Family Issues**

A husband, or partner, may be uncomfortable with his wife's breastfeeding, and not support her efforts.

In most cases, the mothers of women having babies now did not breastfeed, and therefore cannot offer advice or support.

Mothers want the fathers to share in the parenting role and feel that feeding the baby a bottle is something that fathers would be willing to do.

### **Individual Issues**

Many women feel uncomfortable breastfeeding in public, and therefore resort to bottle-feeding so that they have more (perceived) freedom to go out. (this is also a cultural issue)

Women lack the self-confidence to breastfeed successfully.

Women are uninformed (or under-informed) about the benefits of breastfeeding, or they don't receive totally accurate information.

Women lack support from partners, family, friends, and health care providers.

People believe that breastfeeding is time-consuming, inconvenient, and painful.

Women don't like the idea of breastfeeding.

## **Research and Analysis continued**

### **Existing Materials to Promote Breastfeeding**

Existing materials used to promote breastfeeding were collected from a variety of sources: several lactation consultants who work in area hospitals, the Learning Curve catalog of Weingart Design which sells pamphlets and posters about breastfeeding and other maternal and infant health issues, La Leche League catalog, a local WIC office, New York State Department of Health, and Motherwear catalog, which sells special clothes for breastfeeding mothers and publishes several breastfeeding guides. Formula ads from parenting magazines were also collected. All these materials were catalogued and analyzed using the same criteria as were used to evaluate the precedents described on page 8.

Several generalizations can be made about these materials. Most of them are text intensive, even though the majority are intended for 6-8th grade reading levels. Most are two color pieces, usually black and a pastel color. The majority are illustrated with drawings, as opposed to photographs. They are generally educational in nature, instructing mothers in the why to, how to, and when to of breastfeeding. Many of them are comprised of a series of brochures or flat pieces of paper and are generally not very well designed. Several cite the benefits of breastfeeding without mentioning any disadvantages of formula, because they try not to make a woman feel guilty for bottle-feeding. They are distributed by health care workers to women during pregnancy – usually after a woman has already decided whether or not she will breastfeed – or while breastfeeding.



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## Synthesis

*Describing interrelationships and patterns – sorting, sequencing, ordering information or parts of the problem.*

### Target Audiences

One of the most critical components of the social marketing process is developing a comprehensive understanding of the target audience – not just who they are, but why they behave the way they do, what the resistance points are which keep them from changing their behavior, and identifying the most effective ways to reach them. These considerations are integral to the process of designing visual communications. A thorough understanding of the target audience of the visual communication enriches the design as well as its effectiveness.

Based on the list of “issues which inhibit breastfeeding” (see pages 9-10) and on readings in Manoff’s *Social Marketing*, the following is a list of potential target audiences of a comprehensive social marketing campaign to promote breastfeeding. Any comprehensive campaign would need to address primary, secondary, and even tertiary target audiences, because the issues surrounding breastfeeding are far more complex than simply educating women about the benefits of breastfeeding – most women know that breastfeeding is better for their babies, but many still choose to formula-feed.

### Primary Target Audiences

mothers

to understand the benefits of breastfeeding and the problems associated with bottle-feeding; to decide to breastfeed and to continue breastfeeding

by stage of pregnancy:

pregnant women  
lactating women

by work status:

working moms  
stay-at-home moms

by income/education:

WIC/low-income/less educated moms  
middle- and high-income/educated moms

by age:

older moms (over 40)  
teen moms

women under 45

to understand the benefits of breastfeeding and feel empowered to choose breastfeeding when they have their own babies

## Synthesis continued

### **Secondary Target Audiences**

#### **grandmothers**

to encourage them to support their daughters' choice to breastfeed even if they themselves did not breastfeed

#### **families**

to encourage and support mom in her efforts to breastfeed

fathers

relatives

#### **health care providers**

to make them comfortable with promoting breastfeeding (health care providers have been heavily targeted by formula industry, and are generally not trained in breastfeeding management)

obstetricians and obstetric nurses

pediatricians and pediatric nurses

family practice providers

#### **hospitals**

to revise traditional hospital practices which inhibit breastfeeding (separating mom and baby, giving baby a bottle, scheduling feedings)

### **Tertiary Target Audiences**

#### **formula industry**

to abide by the International Code for the Marketing of Breastmilk Substitutes, which forbids advertising, free samples, glamorizing artificial feeding, etc.

#### **industry**

to make accommodations for breastfeeding women at work: time off and a comfortable place to pump breastmilk or breastfeed their babies.

small v. large companies

blue collar v. white collar

#### **government officials**

to enact and enforce legislation protecting a woman's right to breastfeed her baby anywhere and providing workplaces with incentives to support breastfeeding women

#### **community**

to recognize breastfeeding's benefits and tolerate it in public  
low, middle, high income neighborhoods

#### **students and young people**

to understand the benefits of breastfeeding and feel empowered to choose breastfeeding when they have their own babies

K-12 (in health education classes)

college students

16-25 year olds not in school

## Synthesis continued

A social marketing campaign to promote breastfeeding would not necessarily address all of these target audiences, but in order for a campaign to be effective, it would need to address more than just the obvious target audience of pregnant women. A comprehensive campaign would need to at least address the primary target audience of mothers, secondary target audiences of women's partners and families and the medical establishment (doctor, nurses and hospitals), and tertiary target audiences of government officials, industries where moms work, communities, students and young people.

### **Assessment of Existing Materials and Programs**

The breastfeeding materials which were collected were organized within a matrix, with target audiences on one axis and "issues which inhibit breastfeeding" on the other (see Appendix 4 for matrix). Each piece was placed into a particular location in the matrix based on which audience(s) was being targeted and which issue(s) was being addressed. Not surprisingly, most of the existing materials were targeted at pregnant or lactating women and dealt with mostly individual issues of information and confidence, and dispelling myths about breastfeeding. Some materials addressed issues of embarrassment and breastfeeding in public, but these were also targeted at mothers.

Two companies, Medela, a breast pump manufacturer, and Motherwear, a catalog of clothing for breastfeeding mothers, have programs to promote breastfeeding to businesses, encouraging them to set up workplace accommodations for breastfeeding mothers. In government, Representative Carolyn Maloney of New York has proposed legislation which offers a variety of protections to breastfeeding mothers, at work and in public, and also provides tax breaks for companies which set up lactation programs. UNICEF's Baby-Friendly Hospital Initiative addresses hospital practices which inhibit breastfeeding by presenting guidelines for hospitals which want to promote breastfeeding. Many local hospitals have applied for Baby-Friendly status. The World Health Organization and UNICEF have also established an International Code for the Marketing of Breast Milk Substitutes, which forbids formula companies from advertising to the public, from giving away free samples, and puts several other restrictions on formula companies' marketing efforts. The United States has approved these guidelines, but does not enforce them.

A few campaigns to promote breastfeeding, such as Best Start's *Loving support makes breastfeeding work*, have focused efforts on a broader target audience, such as the community, but their distribution has been seriously limited because of funding.

### **Selection of Target Audience and Theme**

The conclusion of this assessment of what has already been done to try to promote breastfeeding is that very little has been done to address the cultural issues which inhibit breastfeeding (see pages 9-10). Rarely are any efforts addressed at secondary audiences such as grandmothers, families, health care providers and hospitals or at tertiary audiences such as the formula industry, industry, government officials, community, students and young people. In general, women have the information about the benefits of breastfeeding, yet many still choose to bottle-feed, or give up on breastfeeding within a few weeks after birth. Therefore, the impact of the knowledge, attitudes, and opinions of secondary and tertiary audiences on a woman's decision about breastfeeding is critical.

## Synthesis continued

As mentioned before, a comprehensive campaign would need to address a range of target audiences in order to be effective. However, only one target audience has been selected for the purposes of this thesis project. Because very little has been done to target the general community about breastfeeding, the designer chose to target broad groups of people within the general community, such as mothers and women, fathers and family, teens and young adults, observers, and employers, for this project. And because cultural norms have a powerful impact on a woman's beliefs and practices, this project will address several of the cultural issues listed on pages 9-10. Billboards have been selected as the medium because of their very public nature and prevalence in the Rochester area.

Much of the research on breastfeeding attitudes and opinions highlighted embarrassment as one of the most significant deterrents towards breastfeeding. By using such a public format as a billboard, the issue of breastfeeding becomes a public issue. If the community is aware of breastfeeding as an issue and can be "desensitized" to breastfeeding in public, then more women will hopefully feel comfortable choosing to breastfeed their babies in a variety of different places.

### **Social Marketing Process**

The following outline of the social marketing process is the same outline which appears starting on page 3. In this case, instead of an explanation of each step, the details of this particular project are noted.

#### **Strategy Development**

1. *defining problem and setting objectives*  
problems: low rate of breastfeeding initiation,  
short duration of breastfeeding  
objectives: (1) to increase the number of women who choose to breastfeed their babies; (2) to increase the duration for which they breastfeed; and (3) to change our cultural attitudes towards breastfeeding (to "normalize" breastfeeding).  
(this thesis project focuses on the third objective)
2. *identifying target audience/s*  
primary: women  
secondary: hospitals, doctors, families  
tertiary: government, businesses, community
3. *defining the proposed behavior change*  
(message – depends on target audience)  
change public perception of breastfeeding – to see it as normal, healthy and desirable
4. *identifying the resistance points for each target audience*  
(through research) people, both mothers and observers, are uncomfortable with breastfeeding in public; breastfeeding is inconvenient
5. *assessing media availability*  
(media – TV, billboards, print, multi media...)  
TV, billboards, transit posters (outside & inside)  
– very public media with widespread coverage

## Synthesis continued

### 6. *designing the product*

breast milk and breastfeeding (includes more than just nourishment – it is comfort, bonding, warmth, health); idea of breastfeeding

### 7. *choosing distribution systems*

(format – commercial, ad, billboard, poster, brochure,...)  
billboards

## Strategy Formulation

### 1. *message/s: the vital element*

breastfeeding is normal, convenient, healthy

### 2. *target audience and segments*

community and segments within: mothers and women, fathers and family, teens and young adults, observers, employers

### 3. *media*

print: billboards

### 4. *product*

breastfeeding, idea of breastfeeding

### 5. *research*

formative (qualitative) evaluation tracks the process,  
summative (quantitative) evaluation measures results

### 6. *integration with other ongoing activities*

RRBN (Rochester Regional Breastfeeding Network), New York State Department of Health, WIC, La Leche League

## Strategy Implementation

### 1. *preparation of prototype materials*

ideation

### 2. *materials testing*

evaluation/pre-testing

### 3. *final production of materials*

implementation

### 4. *program inauguration*

dissemination

## Strategy Assessment

### 1. *formative evaluation*

intermediate evaluation

### 2. *summative evaluation*

retrospective evaluation

## Synthesis continued

### **Message Design**

The following outline of the message design criteria is the same outline which appears on pages 5-7. In this case, instead of an explanation of each step, the details of this particular project are noted.

#### **Content**

##### *1. the problem*

lack of community and family support  
uncomfortable with breastfeeding in public  
baby = bottle as cultural norm  
breasts as sexual objects

##### *2. the target audience*

community (segments within: mothers and women, fathers and family, teens and young adults, observers, employers)

##### *3. resistance points*

uncomfortable with exposed breast,  
uncomfortable with breastfeeding in public  
breast and bottle are equal  
breastfeeding is inconvenient

##### *4. solution*

desensitization of public to seeing breastfeeding  
“normalize” breastfeeding  
increase community support

##### *5. required action*

being more comfortable with breastfeeding  
support and encourage women’s efforts  
see breastfeeding as normal, healthy, and desirable

##### *6. authoritative source*

famous people  
babies  
breastfeeding moms

#### **Design**

##### *1. the single idea*

breastfeeding is normal

##### *2. language and cultural relevance*

simple message, clearly presented  
provoke people to think  
raise awareness

##### *3. situation and character identification*

breastfeeding moms, some dads

##### *4. distinctive message style*

blunt, provocative

##### *5. low fatigue index*

multiple levels of information (photographs, text, tag-line)

## **Synthesis continued**

### **Persuasion**

1. *reason why*  
tag-line which carries throughout series
2. *empathy*  
appealing to a broader group by highlighting issues to which people can relate
3. *concern arousal*  
raising awareness of breastfeeding issues
4. *action capability*  
encourage people to re-evaluate their attitudes
5. *believability*  
using “real” people (as opposed to super models)  
in familiar situations
6. *creativity*  
designing billboards which appeal to people on multiple levels
7. *benefits*  
asking people to see breastfeeding as “normal”

### **Memorability**

1. *idea reinforcement*  
series of billboards with a consistent theme
2. *minimizing distractions*  
simple, clear design
3. *reprise*  
billboards are seen every time someone drives or walks by

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## Ideation

*Describing the generation of conceptual solutions and preparation of a range of preliminary design approaches.*

After determining which target audience to address and which media would be most effective for this project, several messages were generated which deal with the cultural issues which inhibit breastfeeding (see pages 9-10 for those issues). After generating about 40 different ideas for verbal messages and visual layouts, the messages were catalogued by which cultural issues they addressed. Those which dealt with the most issues were selected. For example, the message “If he were sucking on a bottle, you wouldn’t look twice” addresses several cultural issues, such as women’s breasts in our culture are viewed as sexual objects; many women (or men) have never seen a woman breastfeeding her baby; many women feel uncomfortable breastfeeding in public; many people are embarrassed by a woman breastfeeding her baby in public; and the most common symbol of a baby in our culture is the bottle. The goal of these messages is to encourage people to think about these issues by challenging cultural beliefs and attitudes. The messages are provocative without being confrontational (see Appendix 5):

“At 3:00 AM, what is convenient about this?” (a bottle)

“You eat at the mall. Why can’t he?”

“If he were sucking on a bottle, you wouldn’t look twice.”

“These are not equal choices. Get the facts before you make a decision.”

“We think a bottle is just as good. He disagrees.”

These messages were used to design a series of five billboards. While the series as a whole targets the general community, each billboard targets one or two particular segments within the broader group: partners/fathers, teens/young adults, the observer, mothers, and employers/working moms. For example, “You eat at the mall. Why can’t he?” is targeted at teens and young adults, who cite embarrassment about breastfeeding as the single biggest deterrent to breastfeeding when they have their own children. The woman breastfeeding in the ad is younger than the average mother and dressed in trendy clothes. Other people who shop and eat at the mall will also be able to relate to this particular message.

The initial assessment of existing breastfeeding materials (see page 11) and the graphic design precedents (see pages 7-8) influenced several decisions for these new layouts. For example, the designer decided to use photographs as opposed to illustrations, brighter colors instead of pastels, and provocative language similar to that used in several of the precedents. The decisions to target the general community and to use a very public format for the messages, such as billboards, were also influenced by the initial materials assessment. Over 30 preliminary layouts were done for each billboard. After several initial layouts were generated (see Appendix 6), further ideation consisted of focusing on one variable at a time, such as color (Appendix 7), grids (Appendix 8), cropping of original photography, headlines, and tag-lines. Most of the ideation was done with images scanned from magazines, books, and catalogs. Original photography was done once the billboard designs were more finalized.



## Ideation continued

### Initial Ideation on a Series of Five Billboards

Initial ideation focused on different uses of the composition space and different types of images and backgrounds. This exploration led to some general decisions about the billboard designs: to use black and white photography because the color photos were too distracting and because black and white photos would make the mothers and babies more ethnically neutral, therefore appealing to a broader audience; and to include a tag-line, such as “Give breastfeeding a chance”, and a sponsor, the Rochester Regional Breastfeeding Network, which would be listed in a black bar across the bottom of the billboard.

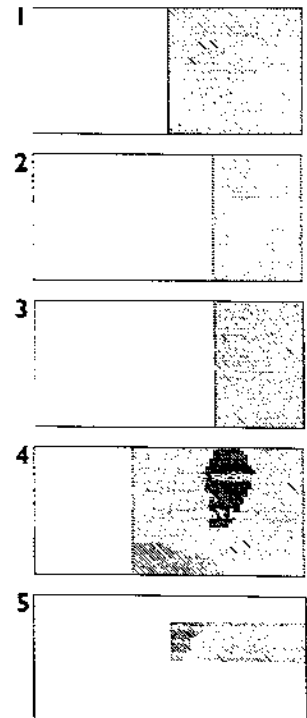
### Color Schemes

After the preliminary exploration of broader design considerations, ideation focused on testing one variable at a time. The first of these variables was color. The photographs would be black and white, but each billboard would have a color element in it. Four color schemes were tried, each with five different colors – one for each billboard (see Appendix 7). The bright color scheme was orange, red, purple, blue and green. The red and the orange were determined to be too harsh. Five colors in the magenta-to-blue-green range were tried: magenta, purple, medium blue, turquoise, and teal. These colors seemed too soft and didn't offer enough of a range. Earth tones were tried but were determined to be too dull. The last color scheme was to use black and white with a blue tag-line.

The color scheme which was selected for the billboard designs combined the first two color schemes by substituting the red and orange with magenta and medium blue (Appendix 7.1). After printing a color swatch on the final output device, the green was altered slightly, making it more of a blue-green. The final color choices were blue-green, medium blue, dark blue, purple and magenta.

### Grid Structures

The next variable which was explored was the grid structure for the billboard layouts. During color exploration, the billboard designs were equally divided in half, with the photo image on one half and the headline reversed out of a solid color on the other half (1). This grid choice was determined to be too static by giving equal emphasis to both the photo and the headline. Several alternative grids were explored (see Appendix 8 and thumbnails to the right). Instead of half-and-half, the billboard was divided into two-thirds and one-third. Several variations of the two-thirds/one-third grid were explored. In one alternative, the photo was on the two-thirds side and the text reversed out of color was on the one-third side (2). A variation on that was to have the photo on two-thirds, the color block on one-third and the text overlapping both, using half of the billboard (3). Another alternative switched the text/color and photo so that the photo was on one-third of the space and the color and text took up two-thirds (4). The final alternative was having the photo as a full-bleed with a color bar imposing on the image with the text reversed out of the color bar (5). This last solution was determined by the thesis committee to be the strongest because it put the focus on the photograph, while the color bar was still strong enough to attract attention.



## Ideation continued

### **Cropping of Original Photography**

At this point in the ideation process, original photography was taken. The designer found three moms who agreed to be photographed while breastfeeding their babies. The babies were two, three and seven months old. One mom was African American and the other two were European American. Several Hispanic women were also asked, but were not willing or able to be photographed. Some of the photos also included the father. A graduate student in photography at RIT, Jessica Burko, took the photographs. With the new photos it was necessary to explore a variety of cropping alternatives. Because of the long horizontal format of the billboard, and because it was necessary to include enough of the babies to make the image recognizable, cropping of the photos usually focused on the breastfeeding babies, and did not include the mothers' faces, except in "These are not equal choices..." Several different ways of cropping each image were explored, such as cropping in very tightly on the breastfeeding baby versus including more of the mother and some of the background. Also, several different camera angles were explored, such as looking at the mother from the front, from the side, and from slightly above. Final cropping solutions focus in closely on the baby, showing enough of the mother to clearly indicate that the baby is breastfeeding.

### **Headlines and Tag-lines**

Several different headlines were explored for each billboard:

**At 3:00 AM, what is convenient about this?**

"At 3:00 AM, what is convenient about a bottle?"

"At 3:00 AM, a bottle is not convenient."

**You eat at the mall. Why can't he?**

"If I can eat at the mall, so can she."

"Everyone has the right to eat out."

"We eat out together."

**If she were sucking on a bottle, you wouldn't look twice.**

"You wouldn't notice if he were sucking on a bottle."

**These are not equal choices. Get the facts.**

"Breast and bottle are not equal choices."

"If you were him, you'd choose mom."

**We think a bottle is just as good. He disagrees.**

"Some think a bottle is just as good. He disagrees."

"He doesn't think a bottle is just as good."

"A bottle is not as good."

For the first four designs, the original headline was chosen as the strongest. For the fifth one, "we" was changed to "some" because some people felt "we" meant the sponsor of the billboards, the Rochester Regional Breastfeeding Network. For each of the headlines, the words "breastfeeding" or "breastmilk" are not used – the headlines must work together with the photos in order to convey the message.

## **Ideation continued**

Because the headlines don't directly mention breastfeeding, it is necessary to give the viewer a clue to what they are supposed to do – a “call to action”. A tag-line gives that clue and also unifies the series of billboards. Ten different tag-lines were tried:

Breastfeeding – give your baby the best

Breastfeeding – not the only choice. Just the best choice.

Breastfeeding is the natural choice

Breastfeeding – healthier food for healthier babies

Breastfeeding – real food for real babies

Give breastfeeding a chance

Breastfeeding – the first step for a healthier baby

Breastfeeding – the organic choice

Breastfeeding – the way nature intended

Breastfeeding – the best choice for the new generation

The original tag-line, “Give breastfeeding a chance”, was selected because it was the most active of the choices.

## **Final Designs**

The final billboard designs, with design decisions based on exploration of these variables: color, grid, cropping, headlines and tag-lines, are in Appendix 9.

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## Evaluation

*Describing testing strategies that were used and the resulting selection of possible design solutions.*

### Preliminary Evaluation

After the billboard messages were selected, a preliminary evaluation was done with the members of the Rochester Regional Breastfeeding Network, a group of lactation consultants and breastfeeding professionals, whose goal it is to promote breastfeeding to the health care community within the Rochester area. The evaluation took place at two different times, due to scheduling conflicts. The first group of three people met with the designer and filled out evaluation forms. The second group met during their regularly scheduled meeting and discussed the designs with Barbara Berges, an outside expert for this thesis project, using the questions from the evaluation form. Five billboard designs were presented to them (see Appendix 5). The designer also met with Ms. Berges individually to discuss the designs.

The evaluation form gave this brief explanation:

“These five ads are being designed for billboards in the Rochester area. At this stage, I am focusing on the development of the message rather than the layout. Please evaluate them by answering the following questions. Thank you very much for your time and thoughtful feedback.”

The following questions were asked for each of the five billboard designs:

- What do you think is the message of this ad?
- Whom do you think the message is targeted at?
- What do you think is strongest about this ad?
- What do you think is weakest about this ad?
- Do you think it will be effective? Why or why not?

The feedback was very positive overall, with some helpful suggestions.

For the billboard, “At 3:00 AM...” the respondents felt that an already-prepared bottle IS convenient, and that the bottle should be shown being prepared, with a tired parent and a screaming baby.

“You eat at the mall...” needs to show a younger, less white mom wearing trendy clothes, and in a more mall-like scene.

“If he were sucking...” made some people uncomfortable because of the word “sucking,” but they felt that using the word “drinking” might dilute the effect of the message.

Respondents really liked the compare and contrast technique of “These are not equal choices...”

Some people were confused about who the “we” was in “We think a bottle is just as good...” and suggested using “some” or “you” instead.

## **Evaluation continued**

### **Ongoing Evaluation**

Throughout the ideation stage of the thesis process, ongoing evaluation has been conducted with the thesis committee members and chief advisor, both individually and as a group. The whole committee met twice to evaluate designs. The strongest designs and elements of the designs were agreed upon, and ideation continued based on those decisions. Between committee meetings, the designer met individually with the chief advisor and associate advisors to get feedback.

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## Implementation

*Describing how the project was refined, developed and produced to its final form or application.*

The final stages of ideation, after all the variables were explored, focused on refining the final design solutions (see Appendix 9). Implementation of the final billboard designs involved re-scanning the photographs for larger output. For the thesis exhibition, the final billboard layouts were placed into photographs of actual billboards and their contexts around downtown Rochester, to give the viewer a more realistic viewing situation (see Appendix 10). Additionally, one of the billboards was printed in large format, 72" x 33", so that the viewer could experience the full visual impact of a billboard's large size.

From the beginning of the design phase of this project, these billboards have been planned to fit into actual billboard dimensions. In the Rochester area, there are two sizes of billboards. The smaller 25' x 12' billboards, for which this project is designed, are more commonly used for social marketing campaigns where multiple billboards are used simultaneously to thoroughly and rapidly penetrate the market. These billboards are often placed at intersections or in parking lots throughout business and residential neighborhoods. The larger 48' x 14' billboards are usually used for longer time frames and by companies who are trying to establish an image in the community. They tend to be located along busy roads and highways.

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## Dissemination

*Describing plans for future audience interaction – how could this product or information be distributed/used in the future?*

Ideally, these five designs would be placed on actual billboards in the Rochester area, and then in other cities where there is an organization interested in promoting breastfeeding. However, dissemination of these billboards involves locating funds for billboard production (about \$200 per design) and space rental (\$500-700 per month). Initial efforts to secure funding would focus on the Rochester area, where Lamar Outdoor Advertising owns 500 billboards. One or two copies of each design could be produced and placed in a new location each month, for six months or a year, to reach more people and to keep people interested in the messages.

This project, due to limitations of time and resources, focused on only one aspect of a social marketing campaign to promote breastfeeding – addressing cultural issues of breastfeeding targeting several segments within the broader group of the general community. A more comprehensive, and hence more effective, social marketing campaign would need to address primary, secondary and tertiary target audiences using both the mass media and more personal interventions. Education and legislation, in addition to raising awareness, would also be important components.

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## Retrospective Evaluation

*Assessing the final product to determine strengths and weaknesses – how could future versions be improved?*

### Written Evaluation

An evaluation of the final billboard designs involved having several groups of people fill out an evaluation form (see Appendix 11) for the series of five billboards. The designs which were shown to people were the ones which had been placed into photos of actual billboard contexts. Thirty-eight forms were filled out at the exhibition of the thesis project in the Bevier Gallery at RIT. Evaluation forms were placed at the exhibition site and were voluntarily completed by some of the people who viewed the project. The project was also taken to Margaret's House, RIT's on-campus day-care, where thirty-three parents, grandparents, and staff filled out forms one afternoon. In addition, the project was evaluated at the Student Alumni Union on RIT's campus, where 23 students, faculty members, and staff stopped to fill out forms. Eight members of the Rochester Regional Breastfeeding Network (RRBN) were also asked to reevaluate the designs. In total, 102 people filled out evaluation forms.

For an actual social marketing campaign, this evaluation would occur before any final materials were produced, in order to ensure that the messages and designs would be the most effective in promoting change. Evaluation would also occur throughout the campaign to see if any of the materials needed to be updated or altered. The ultimate evaluation of the campaign would determine how the campaign has affected breastfeeding rates and people's attitudes towards breastfeeding.

### Results of the Evaluation

Results of the written evaluation were primarily positive. The messages of the billboards were fairly clear and well-targeted, and the majority of respondents felt that the series of billboards would be effective in encouraging people to think positively about breastfeeding. The billboard format seemed appropriate to over half the respondents. Specific design elements, such as photographs and colors, also seemed appropriate to the majority of the respondents. See Appendix 12 for complete results.

### Questions about messages and target audiences

The first section of the evaluation form asks two questions for each billboard design: "In your opinion, what is the message of this billboard with regard to breastfeeding?" and "Who do you think is the target audience for this billboard?" Because the first question was open-ended, the responses varied tremendously. However, for each billboard, one or two similar responses was given by about half the respondents. For the second question, the same one or two target audiences were selected by the majority of people for each billboard.

#### Billboard 1: You eat at the mall. Why can't he?

Forty-four respondents said the message was that it is okay to breastfeed in public and it should be accepted in public places. Ten respondents said that the message was that breastfeeding is a normal, natural thing and should not be viewed as sexual. Seventy-two people circled "observers" for the target audience, and 50 circled "mothers."



## **Retrospective Evaluation continued**

### **Billboard 2: These are not equal choices. Get the facts.**

Thirty people said that the message of this billboard is that breastfeeding is better or healthier than bottle feeding. Eighteen said that the message is that breastfeeding might be the better choice – get the facts and then decide. Seventy-eight respondents indicated “mothers” as the target audience.

### **Billboard 3: If she were sucking on a bottle, you wouldn't look twice.**

The message of this billboard, according to the responses, was interpreted in several slightly different ways. Thirteen said breastfeeding in public should be just as accepted as bottle feeding; 12 people said the message was about dispelling the idea that breasts should be viewed as only sexual; 11 said it was okay to breastfeed in public; nine said that breastfeeding in public makes people uncomfortable and it shouldn't; and eight said breastfeeding is a normal and natural part of life. “Observers” was given as the target audience by 75 respondents.

### **Billboard 4: At 3:00 AM, what is convenient about this?**

Fifty-five respondents said the message of this billboard was that breastfeeding is more convenient than bottle feeding. Seventy-seven people put “mothers” as the target audience and 51 put “fathers.”

### **Billboard 5: Some think a bottle is just as good. He disagrees.**

Twenty-nine people said the message of this billboard was that babies prefer breastfeeding or breastmilk. Thirteen said that breastfeeding is healthier than bottle feeding, and seven said that fathers can be involved and interested in baby's feeding. Sixty-three people circled “mothers” for the target audience and 55 circled “fathers.”

## **Questions about the series as a whole**

The second part of the evaluation form asks questions about the series as a whole, such as “Does this series of billboards influence your feelings, opinions, or beliefs about breastfeeding at all?” and “Do you think this series of billboards will be effective in encouraging people to think positively about breastfeeding?” as well as several questions about specific design elements. Forty-two people answered “yes” to the first question; 20 said “no” and 24 said “not really.” The most common response to “why or why not?” was that the respondent already thinks breastfeeding is good. However, 65 people felt that the series would be effective in influencing others, while only three said “no” and 11 said “not really.” The answers to “why or why not?” varied from “very strong messages” to “they're warm and fuzzy” to “sort of, depends” and “people make up their own minds.”

Fifty-five people felt that billboards are the appropriate format for this campaign, versus two who said no and 31 who were not sure. Fifty-three people said that the photographs were the first aspect of the billboards which they noticed; 13 noticed the text first and 21 noticed the colors. The remaining questions about specific design elements received overwhelmingly positive responses. Seventy-five said that the photographs did attract their attention; seven said no and four were not sure. Seventy-eight said the photographs are recognizable; three said no and four were not sure. Seventy-eight said the photographs are consistent with the messages; one said no and five were not sure.

## **Retrospective Evaluation continued**

Sixty-three said the colors attracted their attention; 16 said no and five were not sure. Seventy-seven respondents said that the billboards are clearly part of the same series; five said no and seven were not sure.

Additional comments about the series ranged from “great!” and “thought provoking” to “I don’t like the way the captions are set up.” The majority of the comments were positive and encouraging.

### **Demographics of respondents**

More than half of the respondents, a total of 57, are parents, versus 36 who are not parents. They range in age from 18 to over 50 with the bulk in the 25-34 year-old age group. Fifty-six said that their own children were/are being/will be breastfed versus 12 who weren’t or won’t be breastfed and 13 who aren’t sure. Seventy-four said that they think breastfeeding is great; eleven are not sure how they feel and one doesn’t like it.

### **Changes to Future Evaluation Process Based on Current Evaluation Experience**

If an evaluation of this project were to occur again, a few details of the forms and process could be simplified and improved. Instead of leaving the question “what is the message of this billboard” open-ended, several choices could be given, based on the answers given in the first evaluation. Having mostly multiple-choice answers would make it easier and faster for people to complete the forms as well as for the researcher to compile the forms. In the demographics section, a question was asked about whether or not your child was/is being/will be breastfed. The percent who responded “yes” was surprisingly high (69%) compared to statistics for the Rochester area (closer to 50% initiation rate at birth), and for the US as a whole. A second question asking how long they were breastfed would be helpful in order to qualify those “yes” responses. Evaluating the project with more diverse groups of people would also benefit the project. The majority of respondents were RIT faculty, staff or students meaning that they are more educated than the population as a whole.

### **Future Changes to Billboard Designs Based on Current Evaluation**

Even though the evaluations were primarily positive there were several comments about the photographs, particularly for the billboard “At 3:00 AM,…” Several people thought the hands were those of an older woman and felt that she was being inconvenienced by caring for a child. Reshooting the photography so that the hands are clearly those of a man would help with that confusion. One person suggested that the photograph for “You eat at the mall…” should include some background to indicate the mall. This comment also came up during the preliminary evaluation with the members of RRBN. Again, it would be necessary to reshoot the photograph. A few people felt the photos were dark, menacing, too similar, not light and happy. It may be possible to create a softer, lighter feel without losing too much detail.

Two people made the comment that the tag-line, “Give breastfeeding a chance,” makes it sound like breastfeeding is inferior or dying. Further testing and exploration of additional tag-lines would be necessary before final implementation of these billboards in the community.

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## Conclusion

*Summarizing overall experience and outcome – what was gained?*

This thesis project has been an extremely exciting and rewarding process for the designer. To be able to combine a variety of personal interests – social marketing, graphic design, and breastfeeding – into a meaningful project whose impact extends beyond the classroom has been invaluable. The responses to this project have ranged from uncomfortableness to indifference to great enthusiasm. As any project dealing with a sensitive or controversial issue will do, this one has provoked emotional reactions. Those reactions mean that this project has succeeded in at least one way – in bringing the issue of breastfeeding into the public realm through well-designed visual communications.

Well-designed and thoughtful visual communication can be a powerful tool for educating people and promoting social change. These visual communications can have a substantial impact on the success of a social marketing campaign when the target audience is thoroughly researched and understood, the messages are appropriately developed and tested, and the designs are thoroughly evaluated with the target audience, before implementation and dissemination of the materials.

In order for all of those things to happen, the graphic designer needs to work closely with a variety of people involved in the social marketing campaign. This multi-disciplinary team of professionals, which could include researchers, healthcare providers, marketers, social workers, designers, and any number of other allied professionals, is a critical component in the social marketing process. Designing this entire thesis project, from research to message design to graphic design, without that multi-disciplinary team has been both exciting and frustrating.

Based on the retrospective evaluation, the resulting billboards are successful in communicating the intended messages (see Appendix 12 for summary results of the evaluation). However, these billboards would be only one component of a comprehensive social marketing campaign to promote breastfeeding. A multi-disciplinary team is critical to choosing, designing, and implementing other components of the campaign. Some of those components might include training of healthcare professionals, educating moms and their families, lobbying for legislation to protect a woman's right to breastfeed in public and after returning to work, and more community outreach.

Both graphic design and social marketing are about communicating. What is the message to be communicated, who is the recipient of that message, and in what format will that message be communicated are central issues to successful design and successful social marketing. These issues have been the focus of this thesis project. This project has reinforced the importance of the graphic designer's role in a social marketing campaign, as well as the importance, to both the designer and the social marketer, of thoroughly understanding the issues and the target audiences in order to design effective visual communications as part of a successful social marketing campaign.

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## Glossary of Terms

*Defining particular terms that were used within the written documentation to aid in reader understanding.*

Breastfeeding	Breastfeeding is the process of feeding a baby milk from its mother's breasts, providing him or her with nourishment and physical closeness.
Design	To design is to arrange the parts, details, forms, colors, images and text so as to create a complete and unified whole.
Lactate/lactation	To lactate is to secrete milk from the breasts (i.e. to breastfeed).
Lactation consultant	A lactation consultant is someone who helps mothers learn how to breastfeed, provides support for breastfeeding mothers, and helps with any breastfeeding problems which arise. The designation "IBCLC" (International Board Certified Lactation Consultant) means that a person has met standards of competence and professionalism.
Marketing	Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives.
Midwife	Midwife literally means "with woman." A midwife is a person whose work is helping women in childbirth. A Certified Nurse Midwife has extra training in the care of women during pregnancy, childbirth, and the postpartum period.
Obstetrician	An obstetrician is a medical doctor who specializes in the care and treatment of women during pregnancy, childbirth and postpartum period.
Social marketing	Social marketing is a campaign to promote social change by persuading the targeted group of people to accept, modify, or abandon certain ideas, attitudes, practices, and behavior.
Target audience	A target audience is a group of people who are defined based on some common characteristics (age, gender, interests, etc.) which make them the most appropriate recipients of a marketing message.
Visual communication	Visual communication is any printed, environmental or digital presentation of ideas and information.
WIC	WIC stands for Women, Infants and Children and it is a government program which provides nutrition education and food stamps to qualifying families.

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Sponsored By Congresswoman Carolyn Maloney (D-NY)  
[www.house.gov/maloney/breast.htm](http://www.house.gov/maloney/breast.htm), (202) 225-7944

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*Jordan HealthLink at Upper Falls Boulevard WIC Program*,  
Cristin Finch, BS, Ed, CHES, Breastfeeding Program Coordinator,  
Certified Health Education Specialist, 454-2630

*Rochester Regional Breastfeeding Network*  
Barbara Berges, BS, RN, IBCLC, Co-President, Lactation Consultant, 464-3366

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## Appendices

*Labeling each tool, involvement or activity separately – enabling a reader to refer to more in-depth detail at the end of the thesis documentation.*

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## **Appendix I**

**Original Thesis Project Proposal**

## **Appendix I: Original Thesis Project Proposal**

### **The impact of graphic design on the target audience: designing an effective social marketing campaign**

The goal of traditional commercial marketing efforts is to create a mutually satisfying exchange, usually money for a good or service, between the consumer and the marketer. Social marketing is fundamentally different because there is generally no monetary exchange, but a need to affect a behavior or opinion change. How to best reach a target audience has been well-researched for commercial marketing. However, in the particular case of social marketing, where funding is much harder to come by, how to effectively reach the target audience has not been given as much attention. This study will focus primarily on addressing audience considerations in the design of visual communications for social marketing purposes.

Well-designed and thoughtful visual communication can be a powerful tool for educating people and promoting social change. This study will focus on how best to design those visual communications. Special consideration will be given to the message (how the message is communicated through the use of images, typography, and language), how best to communicate that message through media selection (print, multi-media, interactive) and format (brochure, poster, web site, video). A better understanding of these considerations would benefit graphic designers who wish to work in this area.

This thesis study will use the promotion of breastfeeding as content for a social marketing campaign. The goals for this campaign will be (1) to increase the number of women who choose to breastfeed their babies; (2) to increase the duration for which they breastfeed; and (3) to change our cultural attitudes towards breastfeeding. The study will identify specific target audiences for each goal and determine which media, formats, and messages would be most effective in reaching each audience. The contexts in which the resulting pieces might be distributed are through direct marketing, birth-class instructors, OB/GYN and midwife clinics, lactation consultants, possibly WIC/social service organizations, and the internet.

Project proposal was submitted October 1998

---

## **Appendix 2**

### **Project Precedents**

**Appendix 2: Project Precedents**

KISSING DOESN'T KILL: GREED AND INDIFFERENCE DO.



CORPORATE GREED, GOVERNMENT INACTION, AND PUBLIC INDIFFERENCE MAKE AIDS A POLITICAL CRISIS

*Kissing doesn't kill: Greed and indifference do by Gran Fury/ACT UP*

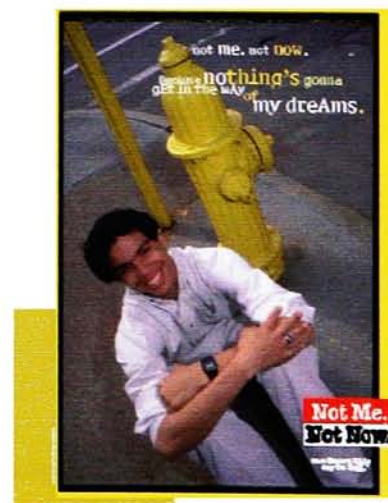
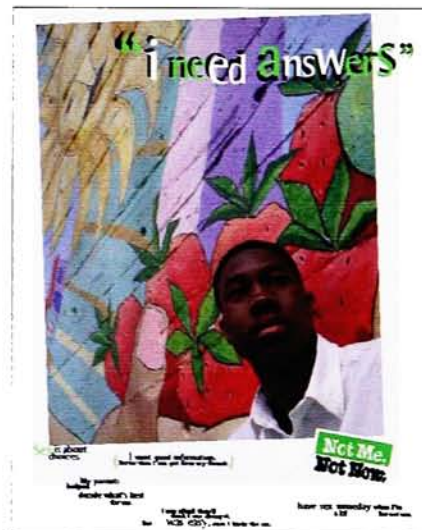
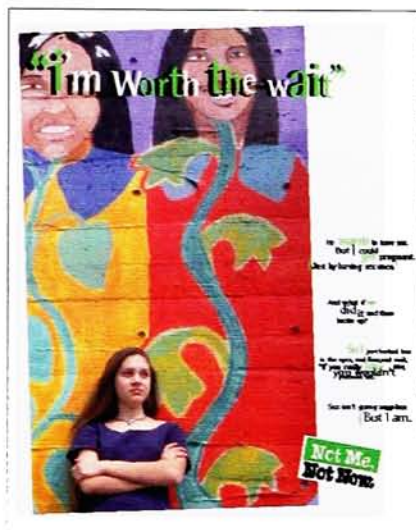


*Racism by United Colors of Benetton*

Project Precedents continued

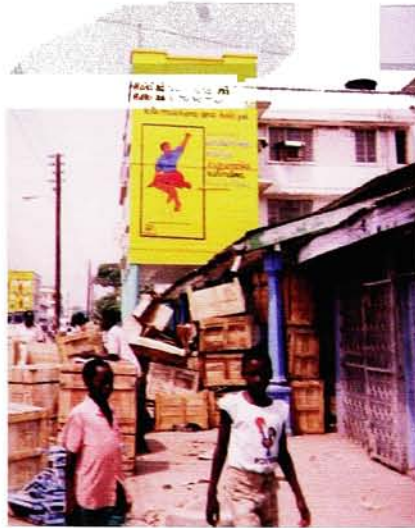


Get Out by Barbara Kruger



Not me, not now posters by Monroe County, New York

**Project Precedents continued**



*Children's rights first! murals by kuleana center for children's rights, Tanzania*




*busy moms*

Breastfeeding works around my schedule.




*loving support*  
makes breastfeeding work

A vertical pamphlet layout. At the top is a small photo of a woman and a child. Below it is a large photo of a woman in a red shirt breastfeeding a baby, with a man standing behind her. The text "busy moms" is written in a pink, handwritten font across the bottom of the photo. Below the photo is the text "Breastfeeding works around my schedule." To the left of this text is a small photo of a woman breastfeeding a baby. At the bottom is the logo "loving support" with a red heart, and the tagline "makes breastfeeding work" below it.

Don't shy away from breastfeeding.

*embarrassment?*



*loving support*  
makes breastfeeding work

A vertical pamphlet layout. At the top is a small photo of a woman breastfeeding a baby. To the right of the photo is the text "Don't shy away from breastfeeding." Below this is the word "embarrassment?" written in a purple, handwritten font. Below the text is a large photo of a woman in a purple shirt breastfeeding a baby. At the bottom is the logo "loving support" with a red heart, and the tagline "makes breastfeeding work" below it.

*Loving support makes breastfeeding work pamphlets by Best Start Social Marketing*

---

## **Appendix 3**

**Matrix: Analysis of Project Precedents**

**Appendix 3: Matrix: Analysis of Project Precedents**

**Campaigns:**

	"Kissing doesn't kill..." Gran Fury/ACT UP	Racism Benetton	"Get out!" Barbara Kruger
cause/purpose	increase awareness of AIDS and gov't inaction	provoke conversations about racism	encourage abused women to act
target audience	the "establishment", especially gov't	all people	abused women
message	silence = death	people are the same, regardless of race	get out
approach	anger, shock	provocative	confrontational
media	print	print	print
format	transit posters, shirts, buttons	billboards, magazines	billboard
single/multiple pieces	multiple	multiple	single
quality of design	good	excellent	good—very recognizable style
language	blunt	none	simple, blunt
imagery	color photos	color photos	b&w photo, tightly cropped
text/imagery ratio	20% text	1% text (logo)	25% text
colors	4c	4c	2c: black + red
distribution	San Francisco, New York	120 countries	San Francisco
timing			
duration of campaign	©1989	1989-1992	1989

Matrix continued...



**Matrix: Analysis of Project Precedents** continued

**Campaigns:**

	Not me, not now	children's rights first! kuleana	Loving support makes breastfeeding work Best Start
cause/purpose	reduce teenage pregnancy in Monroe County, NY	raise awareness of and promote children's rights	promote breastfeeding
target audience	9-14 year olds and their parents	Tanzanians (town of Mwanza)	pregnant/lactating women and families, esp. WIC
message	abstinence, parents: talk to your kids	children have rights	breastfeeding works best with loving support6t
approach	kid to kid	straight forward (awareness)	educational
media	TV, radio, billboards, videos, print	print	print, broadcast
format	ads, posters, brochures, teachers' guides	billboards, magazines, posters, booklets, stamps	4x9" pamphlets, 17x22" posters, billboards, TV and radio ads
single/multiple pieces	multiple	multiple	3 pamphlets, 3 posters, 3 TV ads, 3 radio ads, 1 staff support kit
quality of design	OK	varies (production facilities are inadequate)	good
language	3rd-9th grade reading levels	Swahili-low literacy	8th grade reading level
imagery	photos of kids	drawings & painting	color photos and cartoon drawings
text/imagery ratio	10% text	20% text	75% text
colors	4c	4c	4c: pastels
distribution	schools, libraries	Mwanza, Tanzania	WIC, billboards, TV, radio
timing	year-round	year-round	11 pilot states plus others
duration of campaign	1994-2000	1994- ongoing	©1997-1998, ongoing

---

## Appendix 4

**Matrix: Assessment of Existing Materials and Programs**

## Appendix 4: Matrix: Assessment of Existing Materials and Programs

Printed materials, campaigns or programs which exist to address issues which inhibit breastfeeding (below) for potential target audiences (right).		Potential target audiences:				
		pregnant women	lactating women	working mothers	WIC mothers	teen mothers
<b>Issues which inhibit breastfeeding:</b>						
<b>Institutional Practices</b>	Formula companies promote formula so that people believe it is as good as breast milk.					
	Traditional hospital practices interfere with successful breastfeeding.	some books about pregnancy				
	Many doctors and nurses are not trained in breastfeeding management.					
	Breastfeeding and bottle-feeding are presented as equal choices by doctors, nurses, pregnancy and childcare books.	some books about pregnancy				
	Many women do not feel comfortable asking for accommodations at work, such as breaks and a comfortable place to pump.	Medela, Ameda, Motherwear	Medela, Ameda, Motherwear	Medela, Ameda, Motherwear	Learning Curve	
	People want to measure what a baby eats.					
<b>Cultural Issues</b>	Obscenity laws have been used to intimidate and prosecute mothers for breastfeeding their babies in public.					
	Women's breasts are viewed as sexual objects.					
	Many people have never seen a woman breastfeeding her baby.					
	Many people are embarrassed by a woman breastfeeding her baby in public.					
	Bottle-feeding is perceived to be more convenient.			Avent, Medela		
	The most common symbol of a baby in our culture is the bottle—it is seen as the norm.					
<b>Family Issues</b>	Many people want to impose scheduled feedings on babies.					
	Husbands or partners may not support the mother's efforts to breastfeed.	Best Start				
	In most cases, the mothers of women having babies now did not breastfeed.	Learning Curve				
<b>Individual Issues</b>	Mothers want the fathers to share in the parenting role by feeding the baby a bottle.		La Leche League			
	Many women feel uncomfortable breastfeeding in public.	Best Start, Motherwear	Best Start, Motherwear	Best Start, Motherwear	Best Start, NYS Dept. of Health	
	Women lack the self-confidence to breastfeed successfully.	some books	La Leche League	Motherwear	Best Start	
	Women are uninformed, or don't receive accurate information, about the benefits of breastfeeding.	Ameda, Childbirth Graphics, Learning Curve	Ameda, La Leche League, Learning Curve, Medela	Ameda, La Leche League, Medela	Learning Curve, NYS Dept. of Health	Learning Curve
	Women lack support from partners, family, friends and healthcare providers.	NYS Dept. of Health			Best Start	
<b>Individual Issues</b>	People believe that breastfeeding is time-consuming, inconvenient and painful.	Best Start, Childbirth Graphics, Learning Curve	Best Start, La Leche League, Learning Curve, Medela	Best Start, La Leche League, Learning Curve, Medela	Best Start, Learning Curve	Best Start, Learning Curve
	Women don't like the idea of breastfeeding.					Learning Curve

Matrix continued...

**Matrix: Assessment of Existing Materials and Programs continued**

Printed materials, campaigns or programs which exist to address issues which inhibit breastfeeding (below) for potential target audiences (right).		Potential target audiences:				
		fathers	grand-mothers	families	students	community
<b>Issues which inhibit breastfeeding:</b>						
<b>Institutional Practices</b>	Formula companies promote formula so that people believe it is as good as breast milk.					
	Traditional hospital practices interfere with successful breastfeeding.					
	Many doctors and nurses are not trained in breastfeeding management.					
	Breastfeeding and bottle-feeding are presented as equal choices by doctors, nurses, pregnancy and childcare books.					
	Many women do not feel comfortable asking for accommodations at work, such as breaks and a comfortable place to pump.					Best Start
	People want to measure what a baby eats.					
	Obscenity laws have been used to intimidate and prosecute mothers for breastfeeding their babies in public.					
<b>Cultural Issues</b>	Women's breasts are viewed as sexual objects.	<p><b>Focus of this thesis project:</b></p> <p><b>Address the cultural issues which inhibit breastfeeding for the target audiences of community and family.</b></p>				
	Many people have never seen a woman breastfeeding her baby.					
	Many people are embarrassed by a woman breastfeeding her baby in public.					
	Bottle-feeding is perceived to be more convenient.					
	The most common symbol of a baby in our culture is the bottle—it is seen as the norm.					
	Many people want to impose scheduled feedings on babies.					
<b>Family Issues</b>	Husbands or partners may not support the mother's efforts to breastfeed.	Best Start				Best Start
	In most cases, the mothers of women having babies now did not breastfeed.		Best Start			
	Mothers want the fathers to share in the parenting role by feeding the baby a bottle.	Best Start				
<b>Individual Issues</b>	Many women feel uncomfortable breastfeeding in public.					Best Start
	Women lack the self-confidence to breastfeed successfully.					
	Women are uninformed, or don't receive accurate information, about the benefits of breastfeeding.				NYS Dept. of Health School Curriculum	
	Women lack support from partners, family, friends and healthcare providers.					
	People believe that breastfeeding is time-consuming, inconvenient and painful.				NYS Dept. of Health School Curriculum	
Women don't like the idea of breastfeeding.						

Matrix continued...

**Matrix: Assessment of Existing Materials and Programs continued**

Printed materials, campaigns or programs which exist to address issues which inhibit breastfeeding (below) for potential target audiences (right).		Potential target audiences:				
		healthcare providers	hospitals	formula industry	industry	government officials
<b>Issues which inhibit breastfeeding:</b>						
<b>Institutional Practices</b>	Formula companies promote formula so that people believe it is as good as breast milk.		WHO/UNICEF Baby-Friendly Hospital Initiative	WHO/UNICEF Code of Marketing of Breastmilk Substitutes		(WHO/UNICEF Code of Marketing of Breastmilk Substitutes)
	Traditional hospital practices interfere with successful breastfeeding.		WHO/UNICEF Baby-Friendly Hospital Initiative	WHO/UNICEF Baby-Friendly Hospital Initiative		
	Many doctors and nurses are not trained in breastfeeding management.		WHO/UNICEF Baby-Friendly Hospital Initiative	WHO/UNICEF Baby-Friendly Hospital Initiative		
	Breastfeeding and bottle-feeding are presented as equal choices by doctors, nurses, pregnancy and childcare books.		WHO/UNICEF Baby-Friendly Hospital Initiative	WHO/UNICEF Baby-Friendly Hospital Initiative		
	Many women do not feel comfortable asking for accommodations at work, such as breaks and a comfortable place to pump.				Motherwear Medela/Sarvita U.S. Rep. Maloney	U.S. Rep. Maloney
	People want to measure what a baby eats.		WHO/UNICEF Baby-Friendly Hospital Initiative			
	Obscenity laws have been used to intimidate and prosecute mothers for breastfeeding their babies in public.					State laws in some states
<b>Cultural Issues</b>	Women's breasts are viewed as sexual objects.					
	Many people have never seen a woman breastfeeding her baby.					
	Many people are embarrassed by a woman breastfeeding her baby in public.					
	Bottle-feeding is perceived to be more convenient.					
	The most common symbol of a baby in our culture is the bottle—it is seen as the norm.		WHO/UNICEF Baby-Friendly Hospital Initiative	WHO/UNICEF Code of Marketing of Breastmilk Substitutes		
	Many people want to impose scheduled feedings on babies.		WHO/UNICEF Baby-Friendly Hospital Initiative			
<b>Family Issues</b>	Husbands or partners may not support the mother's efforts to breastfeed.					
	In most cases, the mothers of women having babies now did not breastfeed.					
	Mothers want the fathers to share in the parenting role by feeding the baby a bottle.					
<b>Individual Issues</b>	Many women feel uncomfortable breastfeeding in public.					
	Women lack the self-confidence to breastfeed successfully.					
	Women are uninformed, or don't receive accurate information, about the benefits of breastfeeding.					
	Women lack support from partners, family, friends and healthcare providers.					
	People believe that breastfeeding is time-consuming, inconvenient and painful.					
	Women don't like the idea of breastfeeding.					

---

## **Appendix 5**


### **Exploration of Campaign Messages**

**Appendix 5: Exploration of Campaign Messages**



**At 3:00 AM,  
what is convenient  
about this?**

**You eat  
at the mall.  
Why can't he?**




**If he were sucking  
on a bottle,  
you wouldn't look twice.**

**These are not equal choices.**



**Get the facts before you make a decision.**



**We think a bottle  
is just as good.  
He disagrees.**

---

## **Appendix 6**

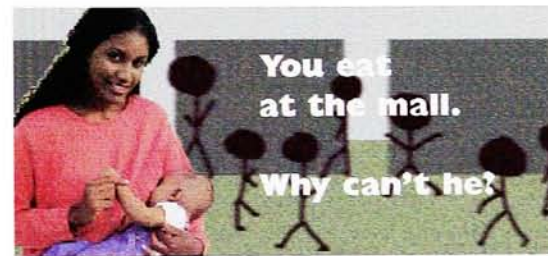
**Initial Ideation of Layouts for One Message**



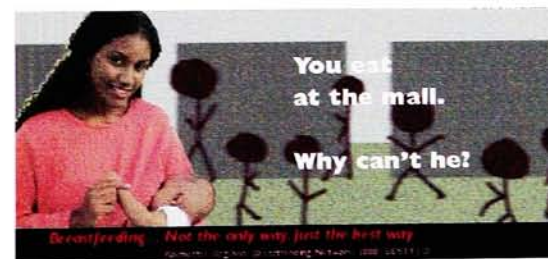
**Appendix 6: Initial Ideation of Layouts for One Message**



Mall background, full-bleed image.



Younger, minority mom.



Smaller headline, addition of tagline and sponsor.



Lighter background, different tagline.

---

## **Appendix 7**

**Ideation on Color Schemes**  
**Final Color Choice**

## Appendix 7: Ideation on Color Schemes

### Bright color scheme



### Magenta-to-blue-green color scheme



### Earth-toned color scheme



### Black and white color scheme



## Appendix 7.1: Final Color Choice



**At 3:00 AM,  
what is convenient  
about this?**

**Give breastfeeding a chance**

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**You eat  
at the mall.  
Why can't he?**

**Give breastfeeding a chance**

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**If he were sucking  
on a bottle,  
you wouldn't look  
twice.**

**Give breastfeeding a chance**

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**These are not  
equal choices.**

**Give breastfeeding a chance**

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**We think a bottle  
is just as good.  
He disagrees.**

**Give breastfeeding a chance**

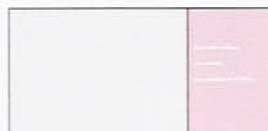
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---

## **Appendix 8**

### **Exploration of Grid Structures**

## Appendix 8: Exploration of Grid Structures



This one was selected for the series.

---

## Appendix 9

Final Designs

**Appendix 9: Final Designs**



**You eat  
at the mall.  
Why can't he?**

Rochester Regional Breastfeeding Network • (800) BEST-FED

Give breastfeeding a chance



**These are not  
equal choices.  
Get the facts.**

Rochester Regional Breastfeeding Network • (800) BEST-FED

Give breastfeeding a chance



**If she were sucking  
on a bottle,  
you wouldn't look twice.**

Rochester Regional Breastfeeding Network • (800) BEST-FED

Give breastfeeding a chance



**Final Designs continued**

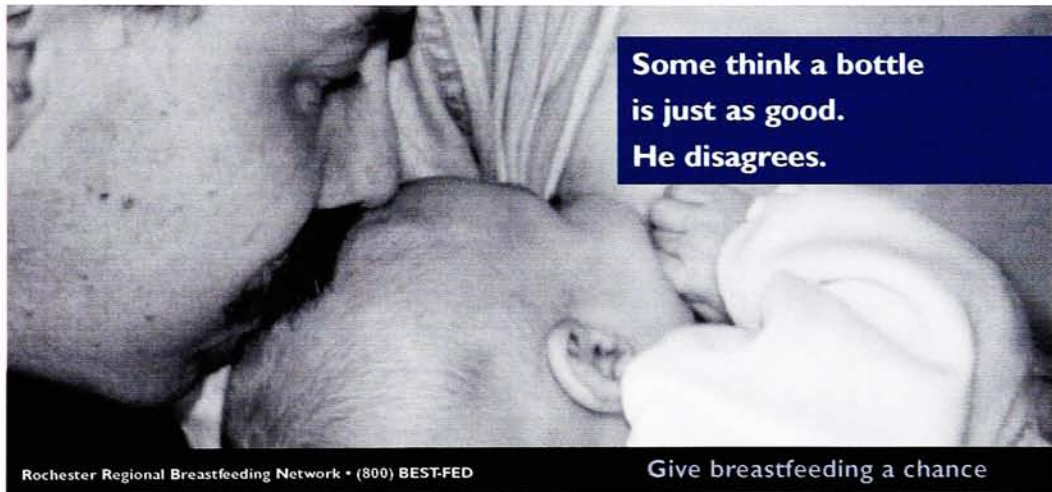
**At 3:00 AM,  
what is convenient  
about this?**

A black and white photograph showing a hand holding a syringe and dispensing liquid into a baby's bottle. The bottle is held by another hand. The background is dark, and the lighting highlights the hands and the bottle.

Rochester Regional Breastfeeding Network • (800) BEST-FED

Give breastfeeding a chance

**Some think a bottle  
is just as good.  
He disagrees.**

A black and white close-up photograph of a baby's face, showing the eye, nose, and mouth. The baby appears to be sleeping or resting. The lighting is soft, and the focus is on the baby's features.

Rochester Regional Breastfeeding Network • (800) BEST-FED

Give breastfeeding a chance

---

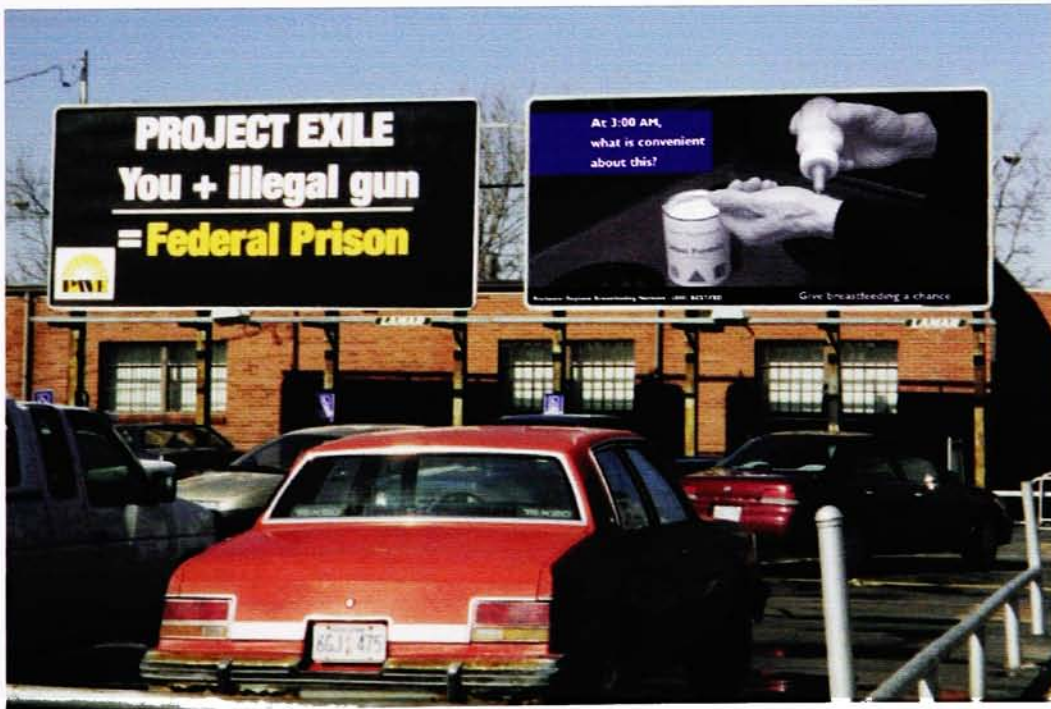
## **Appendix 10**

### **Final Designs Placed into Actual Billboard Contexts**

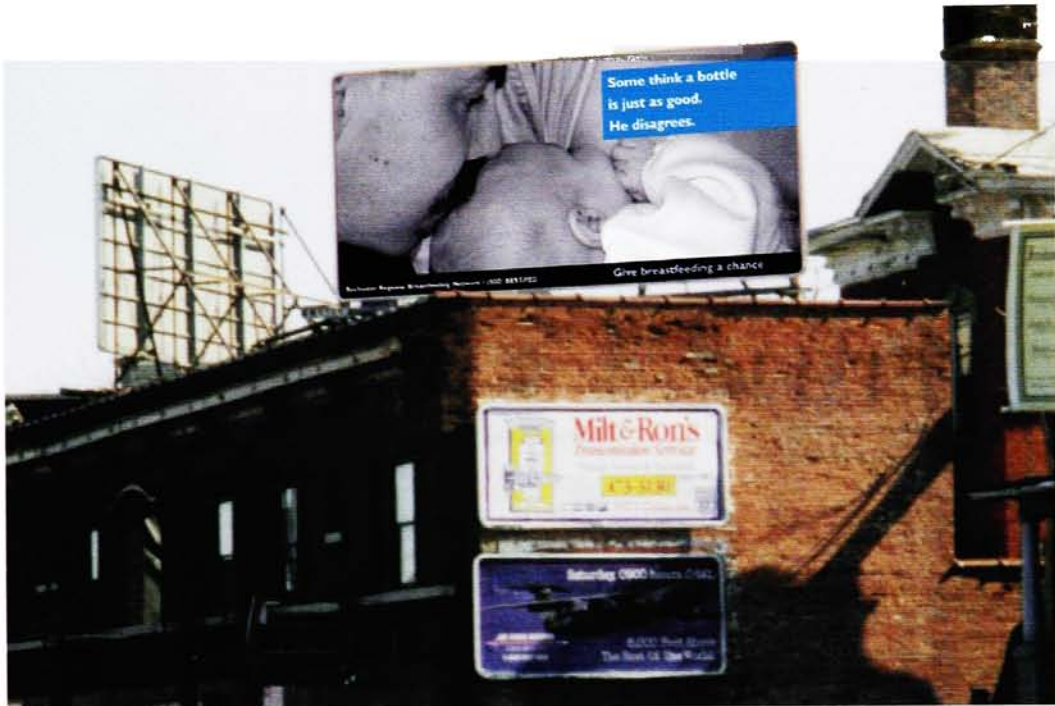
**Appendix 10: Final Designs Placed into Actual Billboard Contexts**



**Final Designs Placed into Actual Billboard Contexts continued**



**Final Designs Placed into Actual Billboard Contexts** continued



---

## **Appendix II**

**Form for Retrospective Evaluation of Thesis Project**

## Appendix 11: Form for Retrospective Evaluation of Thesis Project

### **Evaluation of Billboard Designs**

Evaluation is an important part of the thesis process as well as a critical part of social marketing. Any feedback will be greatly appreciated.

Please answer the following questions for each of the billboard designs (circle answers where appropriate).

#### **Billboard 1: You eat at the mall. Why can't he?**

In your opinion, what is the message of this billboard with regard to breastfeeding?

Who do you think is the target audience for this billboard? (circle as many as apply)

mothers    fathers    families    students/teens    observers    employers    doctors    other .....

#### **Billboard 2: These are not equal choices. Get the facts.**

In your opinion, what is the message of this billboard with regard to breastfeeding?

Who do you think is the target audience for this billboard? (circle as many as apply)

mothers    fathers    families    students/teens    observers    employers    doctors    other .....

#### **Billboard 3: If she were sucking on a bottle, you wouldn't look twice.**

In your opinion, what is the message of this billboard with regard to breastfeeding?

Who do you think is the target audience for this billboard? (circle as many as apply)

mothers    fathers    families    students/teens    observers    employers    doctors    other .....

#### **Billboard 4: At 3:00 AM, what is convenient about this?**

In your opinion, what is the message of this billboard with regard to breastfeeding?

Who do you think is the target audience for this billboard? (circle as many as apply)

mothers    fathers    families    students/teens    observers    employers    doctors    other .....

#### **Billboard 5: Some think a bottle is just as good. He disagrees.**

In your opinion, what is the message of this billboard with regard to breastfeeding?

Who do you think is the target audience for this billboard? (circle as many as apply)

mothers    fathers    families    students/teens    observers    employers    doctors    other .....

*continued on back*

## Evaluation Form continued

### Questions about the series

Does this series of billboards influence your feelings, opinions, or beliefs about breastfeeding at all?

yes no not really Why or why not? .....

Do you think this series of billboards will be effective in encouraging people to think positively about breastfeeding?

yes no not really Why or why not? .....

Are billboards the appropriate format for this campaign? yes no not sure

What other media do you think would be effective and appropriate for this campaign? .....

What is the first aspect of the billboards which you noticed? text colors photographs other .....

Do the photographs attract your attention? yes no not sure If not, which do not? 1 2 3 4 5  
comments:

Are the photographs recognizable? yes no not sure If not, which are not? 1 2 3 4 5  
comments:

Are the photographs consistent with the messages? yes no not sure If not, which are not? 1 2 3 4 5  
comments:

Do the colors attract your attention? yes no not sure If not, which do not? 1 2 3 4 5  
comments:

Are all of the billboards clearly part of the same series? yes no not sure If not, which are not? 1 2 3 4  
comments:

Do you have any other thoughts about these billboards?

### Demographics

You are: a mother a father a grandmother a grandfather not a parent

Your age: under 18 18-24 25-34 35-50 over 50

Your own children were/are being/will be breastfed: yes no not sure

How do you feel about breastfeeding: think it's great not sure don't like it other .....

Who (or what) most influenced your decision about whether or not to breastfeed? mother father spouse  
sister friend nurse doctor midwife book other ..... haven't decid

Thank you very much for your feedback!



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## **Appendix 12**

### **Summary of Results from Retrospective Evaluation of Thesis Project**

## **Appendix 12: Summary of Results from Retrospective Evaluation of Thesis Project**

A total of 102 forms were completed between the Thesis Exhibition, Margaret's House, Student Alumni Union, and an RRBN meeting. Thirty-eight forms were completed while the Thesis Exhibition was up in Bevier Gallery at RIT from April 5-21, 1999. Evaluation forms were placed at the end of the exhibit for people to fill out if they wanted to. Thirty-three forms were completed at Margaret's House, RIT's on-campus day-care, on April 22, 1999. Parents were asked if they would fill out an evaluation form when they came in to pick up their children. Twenty-three forms were completed at the Student Alumni Union on RIT's campus on April 28, 1999. People were asked if they would fill out an evaluation form as they walked by at lunchtime. Eight forms were completed by the members of the Rochester Regional Breastfeeding Network (RRBN) on April 13, 1999 at their regular monthly meeting.

Numbers following the comments indicate number of people who gave similar responses.

### **Billboard 1: You eat at the mall. Why can't he?**

#### **In your opinion, what is the message of this billboard with regard to breastfeeding?**

- Okay to breastfeed in public places/should be accepted in public – 44
- Breastfeeding is a normal, natural thing – everyone eats – should not be viewed as a sexual thing – 10
- Is there no privacy today – 2
- Don't need private places – can breastfeed easily and without offending anyone or losing face or being embarrassed
- To make you think about society's acceptance of "norms"
- Location, where it is "appropriate" or not to breastfeed; public opinions
- That we (women) have the "right" to feed our children anywhere anyway
- Public breastfeeding is not allowed in some places
- That people think that it's not okay to breastfeed in public
- To enforce the chance of children being breastfed and how much better it is for them
- Breastfeeding should be at least as acceptable as bottle feeding
- Pro-breastfeeding – break down the stereotypes and restrictions
- That women as a group need flexibility in mothering activities? Women aren't about to break normative standards?
- Stop worrying that its sexual, it's not!
- Chill out! It's no big deal!
- Women aren't allowed to breastfeed at the mall
- You have to watch what foods you consume when you are breastfeeding

#### **Other comments:**

- Funny and good point (like this one best)
- It's saying that society has a problem with public breastfeeding. I don't think there is, so I don't really like this one.
- To me the quality of the image kind of confuses me. It almost looks like a man breastfeeding so I'm losing the point.
- General theme: Breastfeeding is natural for mother and child and provides the best nutritional balance for the baby. We need to abandon this stupid puritan notion that the breast is evil.

#### **Who do you think is the target audience for this billboard?**

mothers	fathers	families	students/teens	observers	employers	doctors
50	28	34	25	72	23	12
other: the public-7, those who oppose-3						

**Billboard 2: These are not equal choices. Get the facts.**

**In your opinion, what is the message of this billboard with regard to breastfeeding?**

- Breastfeeding is better/healthier than bottle-feeding or formula – 30
- That breastfeeding might be the better choice – get the facts – then decide – 18
- That bottle feeding and breastfeeding are not equal – 8
- That one form (don't know which) is better than the other.
- That people believe that bottle feeding and breastfeeding are interchangeable and equal – 2
- That breastfeeding should be considered acceptable in public– 2
- We can do everything else but breastfeed in public
- It is a good thing. Why is it not tolerated?
- People shouldn't freak over a woman feeding her child
- Breastfeeding a real alternative
- Breastfeeding is a healthy and natural occurrence
- That breasts are functional for one thing. To provide babies nutrition. Nothing artificial here.
- It's not an option, it's a fact of life
- It is between mother and baby
- Conveys a message that bottle feeding is not good (negative connotation)
- Putting breastfeeding in a negative light (kind of)
- Sometimes you cannot compensate [compromise?] when it comes to your baby and people don't understand or consider that
- Breastfed kids get better grades

**Other comments:**

- To me, breastfeeding is superior to the bottle! This billboard really shows this!
- Not clear at first glance, but once absorbed, it sticks
- It appears to knock those who could not breastfeed.
- My concern might be that bottles do not necessarily mean formula
- Awareness
- Seems patronizing
- Diptych placement [of two billboards next to each other] is confusing

**Who do you think is the target audience for this billboard?**

mothers	fathers	families	students/teens	observers	employers	doctors
78	41	44	19	28	17	20

**Billboard 3: If she were sucking on a bottle, you wouldn't look twice.**

**In your opinion, what is the message of this billboard with regard to breastfeeding?**

- Public breastfeeding should be just as acceptable as bottle feeding – 13
- Dispelling the idea that the breasts need to be looked at only sexually – 12
- Some people find it hard to not notice a woman's breast – 2
- If you breastfeed people around you will stare at your breasts
- Okay to breastfeed in public – 11
- Breastfeeding in public makes people feel uncomfortable and shouldn't – 9
- Breastfeeding is natural/part of normal life – 8
- Take a break – in private – 2
- Women should not feel embarrassed to breastfeed in public
- Breastfeeding is commonly seen as not normal
- It is natural and the most beneficial method, but not considered okay  
by many in modern society
- Breastfeeding a real alternative
- Change your mind—it's normal!
- What makes breastfeeding so shocking. It shouldn't be.
- Awareness of prejudices
- The rest of the world needs to adjust
- Breastfeeding is better/healthier than bottle
- Don't think of breastfeeding as a nuisance
- Don't be so picky about breastfeeding!

**Other comments:**

- Good! Effective, making us question many things at once
- A bottle and breast are the same thing? I think its the least effective,  
especially next to billboard 2.
- I don't get it
- This is very true! The slogan really works here, "Give breastfeeding a chance!"
- I really don't like this one

**Who do you think is the target audience for this billboard?**

mothers	fathers	families	students/teens	observers	employers	doctors
28	30	25	29	75	29	12
other: all-3, those who oppose-2						

**Billboard 4: At 3:00 am, what is convenient about this?**

**In your opinion, what is the message of this billboard with regard to breastfeeding?**

It's easier to breastfeed/breastfeeding is more convenient – 55  
Breastfeeding is more natural – 4  
Breast is better than bottle – 2  
The negative sides of alternative choices are often overlooked  
That maybe we should go the natural route. What if you were on an airplane  
at 3:00AM? Natural breastfeeding is the most flexible option.  
Time management  
Why don't we breastfeed more  
Availability, bonding and nurturing  
Encouraging parents to breastfeed  
The commitment to breastfeeding  
Trying to control motherhood should stop – let people choose  
Advocating breastfeeding  
Time to take a reality check. Another perspective for sure!

**Other comments:**

It makes me feel that this woman does not want to be caring for this infant  
I don't like this message – it gives a negative tone to child rearing  
Hands look old  
Once again, what do bottles and guns have to do with each other  
(see diptych comment under #2)  
Are those Rolf's hands?  
Also clever – additionally, will evoke negative thoughts about formula  
Best one!  
Those who cannot breastfeed may be insulted.  
This billboard is not clear and does not get the same message across  
Right next to other billboard confuses me  
Breastfeeding? Without seeing other billboards, I wouldn't have known –  
I would've thought it was an abstinence message.

**Who do you think is the target audience for this billboard?**

mothers	fathers	families	students/teens	observers	employers	doctors
77	51	33	9	6	5	7

**Billboard 5: Some think a bottle is just as good. He disagrees.**

**In your opinion, what is the message of this billboard with regard to breastfeeding?**

- Babies prefer breastfeeding/mother's milk – 29
- Breast is better/healthier than bottle – 13
- Fathers are involved/interested in the best way to feed baby – 7
- Positive reinforcement of family element and good emotional well-being
- It can be a family event/decision/affair
- That no one is left out and families are closer because of nursing
- Emphasizes baby's importance in choice
- Nutritional value and bonding to mother
- Why choose anything else
- Both influencing public to accept breastfeeding and encouraging mothers to do it.
- There is more to the process/nursing than simply providing nourishment
- Trying to control motherhood should stop – let people choose
- Acceptance. Benefits for child and family
- Is a child more comfortable with a bottle or the breast
- Awareness
- Encouraging breastfeeding
- He is getting LOVE and nourishment
- Breastfeeding brings the baby closer to their moms than bottle does
- That people think that a bottle is just as healthy for a baby
- Okay to breastfeed in public
- Babies love the experience (as do parents) and quality of milk
- That the interaction between the mother and child when breastfeeding is so much more emotionally satisfying
- People aren't thinking about how beneficial breastfeeding is.
- Who disagrees?
- Advocating breastfeeding
- People don't look past superficial data and advertising for the most part
- Breastfeeding is more than just milk. Also, learn about the differences between formula and breastfeeding

**Other comments:**

- Does the "he" mean baby or father? – 3
- This one is beautiful
- This one doesn't work for me. Having the man in the photo gives it a double meaning.
- Don't like this one 'cause once most babies take to a bottle, won't really take to breastfeeding because of faster flow from artificial nipple.
- This is a nicely functional piece!
- This is my favorite

**Who do you think is the target audience for this billboard?**

mothers	fathers	families	students/teens	observers	employers	doctors
63	55	39	11	24	9	17

**Questions about the series**

**Does this series of billboards influence your feelings, opinions, or beliefs about breastfeeding at all?**

<b>yes</b>	<b>no</b>	<b>not really</b>
42	20	24

**Why or why not?**

Already think breastfeeding is good – 28

My wife breastfed – 2

Has made me more aware of the discrimination mothers face – 2

It makes me think about the issue/assess my feelings – 4

Makes it attractive

Deal with it

The discrimination is very upsetting (you eat at the mall...)

It sends mixed messages. The “look twice” billboard gives breastfeeding a bad rap while the others give it a good rap

Reminds me of the struggle women have to make breastfeeding socially acceptable

I encouraged my wife to breastfeed

Very pro-breastfeeding/one way

Reinforces the importance

It makes me realize that breastfeeding is not socially accepted

They drive the point home

Its been around a long time

I feel very strongly that breastfeeding is a natural and right choice for those who want to.

Breastfeeding is good to a point

It addresses many of the current issues

Reality bites

Back up my current beliefs

Breastfeeding is more convenient than bottle

Makes you think more about its health value

I am not American. Breastfeeding is more common on South Africa

I come from Brazil, and breastfeeding in public is not unusual at all

It confirms it

I don't have enough information on specific dilemmas that I have in regard to the subject

I'm pretty neutral on the subject

I agree with them STRONGLY!

I really have never noticed public breastfeeding or thought much about the issue

It really throws the issue right in your face

A little

Causes you to re-assess how breasts are viewed in this culture

Reinforces my opinions

They're very striking – give strong messages

## Summary of Results from Retrospective Evaluation of Thesis Project continued

**Do you think this series of billboards will be effective in encouraging people to think positively about breastfeeding?**

yes	no	not really	maybe
65	3	11	6

### **Why or why not?**

Very graphic / strong messages – 4

The images will help with public acceptance – 2

Some more than others – 2

Somewhat/maybe – 2

It's in your face tactics

Maybe #3 and 4. #1 seems too "in your face"

Either you like it or you don't

Well, it addresses normative standards and how you as an artist can contribute to society

I think more extensive educational marketing should also be employed

More education perhaps

Beliefs are set in most minds. Education needs to start earlier (before children can read billboards)

Will encourage discourse. Are a good first step to take. Should be followed with an educational campaign

Makes me stop and think

Puts it in your face, but not offensively

Shows breastfeeding as natural, healthy, and loving

Sort of, depends

Even though I think breastfeeding is better, and I plan (when I have kids) to do it... and even though I think women should be free to do it publicly – I don't like looking at it. I don't want to stare at the mall (though it's fine that they do) but even less so do I want to stare at a 25 foot image of it.

Most people already know the facts, and today's formulas are getting better and better.

People tough to change: TV only uses the breasts in "dirty" ways – hard to combat mass media

It makes you feel that breastfeeding is okay

I think it will encourage people to re-evaluate their position

Maybe, depending on the preference of the mom

For some, yes

I hope so!! It's hard to change people

It makes people aware that it is natural

Most, but not "equal choice" [#2]

People make up their own minds

The pictures should be more colorful. They are too dark and almost menacing

Some may feel bad if they cannot: adoption, sickness

It will definitely make people think

People are typically stereotypical

People should feel more comfortable with breastfeeding

In the long run. At first Bro. Weeze and other DJs will be jerks about it

I think they are a little too "gritty" to be appealing

Mixed messages

May raise their awareness more

Poorly designed/badly placed

Yes, BUT I think the billboards differ in their messages

To be more aware of it publicly



## Summary of Results from Retrospective Evaluation of Thesis Project continued

Naturalizes the concept for those who think like we do  
Basic simple ways to give people something to think about  
Desensitizing  
Exposure. They're warm and fuzzy

### **Are billboards the appropriate format for this campaign?**

yes	no	not sure
55	2	31

### **What other media do you think would be effective and appropriate for this campaign?**

TV – 37, magazine ads – 14, brochures – 5, newspaper ads – 4, posters – 4, radio – 4, transit posters – 4, bumper stickers – 4, parents magazines – 2, hospital – 2, PSAs – 2, videos – 2, movie trailers – 2, T-shirts, internet, day-care, flyers, malls, bus stops, magazine feature stories, doctors offices, beauty parlors, nail shows

### **What is the first aspect of the billboards which you noticed?**

text	colors	photographs	other
13	21	53	

### **Do the photographs attract your attention?**

yes	no	not sure	If not, which do not?	1	2	3	4	5
75	7	4		1	7	2	2	4

#### **comments:**

The images are all very similar. Some variations would've been interesting.

B&W photos seem overpowered by color text box

They tell a story

I can't help but look at the breast. I'm a girl even, however our culture has designated this part of the anatomy to be a sex symbol and the inclination to double-take is strong.

#4 was very eye-catching

Breasts in general attract attention – 2

Poorly done, too "safe", do not communicate

A little shock factor

Need better black/white contrast on #2

### **Are the photographs recognizable?**

yes	no	not sure	If not, which are not?	1	2	3	4	5
78	3	4		4	6	1	1	6

#### **comments:**

2, 5 are a little difficult; #1 took me a minute – perhaps the baby's position

5 is slightly congested

Yes, but it took a minute

#2 is not "normal" position for nursing

Yes, but not very. There are better ways to photograph without appealing to prurient interests

Yes, except for 2, 5

## Summary of Results from Retrospective Evaluation of Thesis Project continued

### **Are the photographs consistent with the messages?**

yes	no	not sure	If not, which do not?	1	2	3	4	5
78	1	5		2		1	2	3

#### **comments:**

1, 3 & 5 look too similar, need more variation  
Exactly the same... try a mall background or public place for one  
It [they] could be more "beautiful" – they are very graphic. Anyone against breastfeeding would still be against it maybe.  
Seem dark, not light/happy/loving  
#5 is confusing – which "he"?  
#4 is the best!  
The older woman's hands (#4) give you the idea that she is a grandmother (who wouldn't/couldn't breastfeed) and is inconvenienced by the care of this infant  
Very  
I think the "mall" poster should indicate the mom's on a bench, etc. in a mall. Needn't be so close up.

### **Do the colors attract your attention?**

yes	no	not sure	If not, which do not?	1	2	3	4	5
63	16	5			1	1	1	2

somewhat 2

#### **comments:**

Not really; 2,4 are too similar  
I hate the colors surrounding the captions! Try a different (white) font on the darker parts of the billboard. #3 looks good though! Maybe deeper colors like #3 (deeper blue, aqua)  
Bold, corresponding with message  
Text is attractive  
I feel a variety of looks is necessary  
Some of the colors detract from the photos – make them look unrealistic  
They are all black & white not color  
B&W photo v. color text box = good contrast, but I wouldn't use process colors for the text boxes (i.e. create your own red/not magenta)  
Just right – not obnoxious, seem real

### **Are all of the billboards clearly part of the same series?**

yes	no	not sure	If not, which do not?	1	2	3	4	5
77	5	7			1		3	

#### **comments:**

They are very much alike... almost identical  
Two series: one political/one for family choice  
But #4 seems out of character with the rest  
Didn't realize they were a series

## **Summary of Results from Retrospective Evaluation of Thesis Project continued**

### **Do you have any other thoughts about these billboards?**

Good! / Good job! – 3

Cool! Good job! This is a very important issue and you have taken on a hard project!

Good thinking

Great! / great job! – 3

Excellent idea!

Go for it!

Good messages, strong and to the point – 2

I like the series. Maybe info at the bottom could be bigger? I debate the use of color box with taglines? Do you think just reversed out type would be okay? It might be real cool to bleed those color boxes off the edge. I don't know how that approach would look in #3 since it's centered.

Great, and it needs an element... educating more

Like format and content!!

Thought provoking

Super project – “meaningful” art design. Good luck in the future!

Impressive – good campaign – happy to see fathers involved

Nice to see the “father” in #5; #4 effective message.

I like how up front it is and the way the message for breastfeeding contrasts with its surroundings (eg other ads)

This is a great way to open people's minds about breastfeeding

Thank you for NOT using the term “nursing”

I like the simplicity of the messages. I believe they work well.

It would be great to see them in public!

Very well put together. Nice choice of colors.

The boob shots are interesting; but the challenge is to communicate in varying ways #2 seems to be a negative campaign against formula while 1, 3, 4, 5 seem to highlight the positive aspects of breastfeeding

#2 seems out of place

I don't like the way the captions are set up, especially the bright pink one (=3)

The pictures don't seem to make this a very appealing option

Some moms can't breastfeed for medical reasons and it isn't for everyone, but I agree its best

Do not diptych with other messages. You only have one photo that communicates (#2)

Don't like black & white photos – sends grey image, grey area. May not be appealing to all, especially younger generation

“Give breastfeeding a chance” sounds kind of like breastfeeding is dying or inferior

### **Three forms had only one comment, ranging from very negative to very positive:**

Billboards are never a good thing

The Breastfeeding images are sharper than other in one pic (makes it look very unreal)

Thank you! That's all I have to say... thank you very much

