Great American Condom Campaign:
An analysis of Message Effectiveness on College Students ages 18-29

Jane Smith
Really Good University

Results:
• poor audience id
• targeted central & peripheral routes
• attitudes created
• norms demonstrated
• efficacy increased

Overview:
• rise in STDs (CDC, 2010)
• campaigns target college age students
• persuasive?
• effective??

Methods:
• social media
  - Facebook messages & visual rhetoric
  - website posts & visual rhetoric

Literature
• Theory of Planned Behavior
  (Ajzen, 1991)
  - attitudes, subjective norms, perceived behavioral controls
• Elaboration Likelihood Model
  (Petty, 1986)
  - central route
  - peripheral route

Conclusions...
effectively designed campaigns that do not reach audiences...
can NOT work

Handouts available!!