

**Opportunities for Involvement With the National “Wear It!” Campaign
In Your State
Life Jacket Wear It Campaign**

Project Narrative

Campaign Philosophy: *Not just an introduction to a life jacket, but a preamble to a life style.*

Background

As recreational boating becomes more and more popular each year, so too does the risk of injuries and fatalities across the U.S. waterways. With the support of the National Safe Boating Council, several states have developed a “Wear It!” campaign to remind boaters, anglers, and others on the water to make sure that before they enjoy the boating season, they’re educated on safe boating and always wear their life jackets while on the water.

The following is an outline to present how to bring “Wear It!” to each individual state across the U.S. With the efforts of each state to “Wear It!” needless injuries and fatalities can be prevented. In previous years, a targeted campaign in California has proven through the United States Coast Guard JSI study that a targeted campaign has increased life jacket wear in the areas that were targeted with the “Wear It!” message.

Large or small every state and territory can take this simple message, tailor it to their needs and let boaters know how they can have a safer experience on the water.

To begin a state-specific effort, contacting the National Safe Boating Council Outreach Manager at outreach@safeboatingcouncil.org or checking for information on the website at www.safeboatingcouncil.org can be a good starting point. You may also want to contact local partners and boating safety organizations in your area to discuss potential partner support and opportunities. After preliminary steps have been taken, there are other criteria to examine to have a successful “Wear It!” safe boating campaign.

The National Association of State Boating Law Administrators (NASBLA) has a variety of resources in the form of public service announcements for radio and television as well as printed public outreach pieces. The on-line Marketing & Advertising Research Catalog (MARC) [MARC Link](#) has links to a variety of resources that you may be able to use for your state’s campaign.

Objectives

More specifically, the objectives of a geographical campaign effort are:

- To increase life jacket wear among the high risk boaters of the area
- To increase awareness about the highly wearable inflatable life jackets
- To begin a yearly plan to create a change in behavior among the boaters in this given area
- To raise the level of consciousness among the boaters in regards to life jacket wear

Scope of Work

To have a successful campaign, there are several factors that should be evident throughout the campaign efforts. The state-focused campaign should include at least some of the following, but would work best if all these factors are included in the campaign. Advertising, public relations, give away items, sponsorships, signage, direct mailing, celebrity recruitment, life jacket wear evaluations, person-to-person contact via special promotion boat, events and volunteers all prove to be essential to promote the “Wear It!” message and enforce safe boating throughout each state.

Methodology

Throughout past efforts, the experiential marketing approach has proven itself to be a favorable method for this targeted effort. This kind of approach allows the audience to interact face to face with the “product” (life jacket wear), making them more receptive to the message being generated and enhancing the brand perception, allowing for a larger impact of your message. We believe, through information gained by interviewing other groups that used this technique, that the best way to accomplish this particular approach is to have a boat on the water in the area being targeted for face to face interaction. This boat will act as a promoter of the campaign and will patrol the water in order to get people informed and excited about wearing the new, more comfortable style of life jacket.

Campaign Theme and Partnerships

In order to create more impact with your targeted effort, it is important for the state to work with and build upon the campaign message “Wear It!” It is necessary that all states that agree to promote this campaign enforce the “Wear It!” message rather than creating their own. By having one uniform message, it will consistently be heard by the boater from various locations both locally and nationally that will more easily allow for the absorption of one unified message. The focus is on life jackets and their effectiveness in saving lives in recreational boating.

Campaign Components

This initiative traditionally begins around National Safe Boating Week (the entire week before Memorial Day weekend) and continues throughout the summer. Using different supporting elements, this targeted approach will work to hit the audience “seven times in seven ways”. It is wise to consider promotion for this initiative at early season boat shows, setting the stage for the summer boating season. It is important to realize there are many different way to launch a “Wear It” campaign. It can be as sim

Elements

“The Seven Times in Seven Ways” Approach

A commonly-cited marketing principle, “seven times in seven ways” describes how marketers can give their message the best chance of being heard by their target audience.

On average, it takes a typical consumer – who is bombarded daily with 2,000 or more marketing and advertising messages – seven times to remember any one particular message. Share *your* message with that person in seven different ways – television, radio, print, internet, etc. – and you’ll make that chance even greater by ensuring that your message doesn’t “bypass” your target.

Media

In addition to the public relations, a targeted media effort using paid advertising is beneficial. This media effort could include press releases, PSAs, podcasts and promotional events. A spokesperson that is well known either locally or regionally in the given state could be a great way to enforce the “Wear It!” message and safe boating. Partnerships and sponsorships are also valuable to look into during this time – a partnership with a local radio station, for example, could save money while still getting the message out to many people.

Website

A website should be purchased, designed and designated as the official website of this state-targeted effort. Information, updates and details should be available on this site as a tool for the involved parties to use to learn more about your efforts. Any state that would like to use the “Wear It” site template should contact the NSBC for more information. The “Wear It!” site could display items such as best practices for promoting life jacket wear, media efforts, life jackets used, details on events and event promotion, marketing techniques and methods in addition to press releases, newsletters, videos, photos and relevant information on participants, instructors and organization and instructors involved in the campaign.

Collateral

Items such as maps, guides, lures, whistles, t-shirts, coupons, bottle water, etc could be handed out to the boaters to help promote this effort and encourage life jacket wear. These items will be useful as reminders since they are more likely to be kept/used by the boater as opposed to a flyer or postcard. This is an area where sponsorship and partnerships should be considered to help pay for these items.

Life Jackets

If the budget allows, purchased and donated life jackets are beneficial to hand out to boaters at events and on the water to learn more about the new inflatable life jackets that are available. Children’s life jackets could be available on a limited basis to incorporate the emphasis on the family boater.

Life Jacket Wear It Campaign Team

The “Life Jacket Wear It Campaign Team” is an important component of the experiential marketing approach since face to face dialogue and one-on-one marketing is critical to the success of this kind of marketing. The idea behind this team is to hire charismatic, enthusiastic, and knowledgeable adults (21 and over) to get the boaters, who might not otherwise have participated in this life jacket awareness program without the personal interaction, involved in the promotion and excited about wearing their life jackets. This

team will patrol the surrounding area on a designated wrapped vehicle that will be outfitted with a designed cover and special decals and stickers to designate it as an "official" vehicle of the Wear It campaign.

From this vehicle the team will generate interest in the topic of life jacket wear through a variety of means including one-one-one interaction with the boating public and the distribution of message items such as bottled water, tattoos, stickers, inflatable life jackets for adults, and comfortable life jackets for children. The team will designate themselves to specific areas such as marinas and other high-traffic boating areas around the area and will encourage the boaters to stop by, pick up some items and talk to them about life jacket wear in order to motivate people to wear their life jackets as part of the positive and healthy boating life style.

Boaters who agree to participate in the life jacket wear survey will be “permanently loaned” a high quality inflatable life jacket for the summer months so long as they agree to wear the life jacket at all times on the water and complete a post-season on-line survey.

It is important for the “Life Jacket Wear It Campaign Team” to receive specific training in operating this vessel as well as in life jackets including proper wear and use. In addition, it is important for them to know specifics on who to contact for more information as well as to be trained on how to interact with the public for this campaign.

Specifically, the team should possess the following. Some items can be changed or tweaked to fit the individual needs of the state:

- Works weekends and holidays during a 3-4 month period (train in early to mid-May with campaign running from Memorial through Labor Day weekends).
- Will ideally consist of three charismatic and outgoing people. One person will be designated as Team Leader.
- Valuable skills will consist of a mixture of experience in public speaking or public relations and marketing/market research. Additional beneficial skills include life guarding and rescue skills, swimming, first aid, CPR, public safety, radio operation, boating safety, and performance arts.
- All team members share the following responsibilities:
 - Vehicle Operation (valid driver’s license/boater’s license required)
- Training should include, but not be limited to:
 - Life Jacket Training
 - Specific training in how to conduct the Life Jacket Wear It Team program
 - Reporting and standards
 - Safety and emergency response
 - Code of Conduct
 - Documentation, including photos and specifics on campaign promotions.
 - State boating course certification

- Potential Equipment Needs include:
 - Vehicle (truck). Truck can be decaled with Wear It Campaign and equipped with all state and federal required equipment
 - Wear it team uniforms (polo shirts, swim suits, shorts, life jackets, fleece, rain gear)
 - Coolers or containers to carry promotional items
 - Digital Camera
 - Computer with wireless Internet capabilities
 - Safety and rescue gear (throwable device, first aid kit, throw bags, bailers, tow rope, boat hook, lights, glow sticks, etc.)
 - PA system/loud hailer
 - 1,000 life jackets (inflatable with rearming kits)
 - 75 kids life jackets (inherently buoyant)
 - 250 extra cartridges for demonstrations
 - Give away/promotion items: water bottles, tattoos, stickers, t-shirts, etc.

Events

Events should be organized at marinas, launch ramps and other areas to help promote this initiative. Consideration should be placed upon trying to get the local radio stations involved so people will come to the site for giveaways, etc and learn more about the promotion.

Signage

Signs can be purchased from the National Safe Boating Council website (www.safeboatingconcil.org) and could be placed at marinas and launch ramps to remind boaters to wear their jackets at the "point of sale" (point of launch). If they see a sign saying "Wear It" or "Life Jacket Zone" while launching their boat it may remind them to put one on.

FINANCIAL PLAN –EXAMPLE

The following is a mock-budget that outlines various elements that may need to be purchased to implement a state-specific “Wear It!” campaign. Although each category is not essential for a successful campaign, if there is a possibility of doing all of these, none should be ignored. Each state should consider the best approach and rely on what has worked in the past to get the message of safe boating out to the boaters in the area. Some of these costs can be minimized or even taken away by the use of partnerships and sponsorships in the local area.

PROPOSED COST BUDGET NARRATIVE

	Category/Description	Subtotal	Total
a.	Personalities/Celebrity Recruitment		
b.	Public Relations/PR Items with Safety Message		
c.	Life Jackets		
d.	Personnel		
e.	Media Relations (Development of media plan, strategy, promotion, PSA development, graphics, press kits, etc)		
f.	Advertising (Contract Service) Ad buys, Cable buys, etc		
g.	Experiential Marketing Team Decal Wrapped Truck/Boat (designed with Wear It Logo) Design and production costs for 4 color, UV protected design. Uniforms (Public Relations) (Polo shirts, swim suits, shorts, life jackets, fleece) Training		
h.	Signage (Life Jacket Wear type signs and posting)		
i.	Events (Special press events, events are marinas, launch ramps, etc.)		
j.	Operating costs (Communication/Internet/Phone, Website, Printing)		
	Total		