Mobilizing Health Information Through Geo-Location Technology, Social Gaming, Advertising, & Companion Surveys

The Opportunity for Public Health

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Today’s goal
Establish a shared understanding of mobile marketing’s use in public health campaigns & how to measure its effectiveness
Why mobile?
“[Mobile is] growing faster than any medium we’ve seen.”

— FullBottle Mobile Project, 2012
Years to Reach 50 Million Users

- Radio: 40 years
- TV: 15 years
- Internet: 5 years
- Mobile: 2 years
78% of teens have a cell phone & 23% have a tablet

— Pew Internet & American Life Project, 2013
69% of adults ages 65+ & 56% of adults ages 76+ own a cell phone

— Pew Internet & American Life Project, 2012
Minorities use the same social media platforms as nonminority groups — Institute of Medicine
Mobile media present an opportunity for public health campaigns
1 in 3 cell phone owners (31%) have used their phone to look for health information.

—Pew Internet & American Life Project, 2012
Cell phone owners who are Latino and African American are more likely to use mobile technology to gather health information.

—Pew Internet & American Life Project, 2012
“Smart mobile devices and applications... will be at the core of global health care transformation. These transformative technologies will continue to lead with ways to help rein in cost, broaden access, change behaviors and improve outcomes.”

— Pat Hyek, Ernst & Young
So what’s happening?
Geo-location
Lessons Learned

- Mobile-social platforms such as Foursquare are interested in tailoring health information for their audiences
- For earned campaigns, tracking/data collection is unavailable
- The program opened the door to a new space and future opportunities for health promotion
Mobile Gaming
Lessons Learned

- While these games exist online, the majority of audiences play these games on their mobile devices.
- Mobile audience targeting is more challenging than online audience targeting; online data (i.e., from a website or Facebook) is often used to make inferences about mobile users.
- On average, click-through rates for mobile social gaming are high, ranging from 4%–8%, compared to 0.05% online.
- Video views are counted upon completion, so rates are always going to be 100%.
Mobile Advertising & Companion Surveys

Base ad

Interstitial ad

AT&T AdWorks
Lessons Learned – Ads

- Engagement with the base ad was above average (0.37% CTR)
- Engagement with the interstitial ad (e.g., playing PSA, clicking to website) was also above average (81% CTR), demonstrating that those that clicked through took an action
- Engagement rate was >3x higher than the average of all other campaigns (average: 22%)
Lessons Learned – Survey

- Mobile ad campaign resulted in statistically significant increases in awareness (Δ18.7%) and intent to get the flu vaccine (Δ 18.6%)
- Campaign generated increases in brand favorability (Δ 12.7%) and intent to recommend getting the flu vaccine (Δ 8.7%)
- Results achieved despite the fact that almost 50% of survey respondents hadn’t received a flu vaccination in 5 years
Key Takeaways

- Mobile access spans race, education, income, & gender disparities
- Mobile allows for real-time on-the-go messaging & engagement
- Mobile is a key channel for health information, presents an opportunity for broader dissemination – & it works
- Mobile surveys provide opportunities for deeper understanding of knowledge, attitudes, & health behavior
Thank You!

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