



RESCUE

The **Behavior Change** Agency

RESCUEAGENCY.COM

COMMERCIAL AD AGENCIES CHANGE BRAND PREFERENCES. AT RESCUE, WE CHANGE BEHAVIORS.

WHO WE ARE

15
YEARS

We have focused exclusively on positive social change through behavior change marketing since 2001.

**BEHA
VIO
R**
CHANGE

We are proud to be a behavior change marketing company, not a commercial advertising agency.

**YOUTH
&
YOUNG
ADULTS**

While we began focused on youth and young adults, we now also focus on adults and priority populations, such as multicultural, rural and LGBT.

**TOBACCO
ALCOHOL
OBESITY
SEXUAL HEALTH**

Public health is our focus. We have unrivaled experience in tobacco control and expert knowledge on other behaviors such as obesity, alcohol, and sexual health.

WHAT WE DO

 RESEARCH, TESTING, & EVALUATION	 SOCIAL MEDIA & DIGITAL ENGAGEMENT	 YOUTH ENGAGEMENT
 STRATEGIC PLANNING	 TRADITIONAL ADVERTISING	 STREET PROMOTIONS
 BRAND DEVELOPMENT	 BROADCAST & VIDEO PRODUCTION	 WEBSITES & APPLICATIONS
 EVENTS & SPONSORSHIPS	 MOBILE, SOCIAL & DIGITAL MEDIA	 ADVOCACY & VOTER OUTREACH

WHO WE DO IT FOR

*Current & Active Clients as of 08-2016

Blue Cross Blue Shield of Minnesota •
Central West/South West Tobacco Control Area Networks •
Connecticut Department of Health •••
FDA Center for Tobacco Products •
Mississippi Department of Health •
New Mexico Department of Health [TUPAC] •••
NYC Department of Youth and Community Development •
CDC Foundation ••

Oklahoma Tobacco Settlement Endowment Trust •••
San Diego Unified School District •
Southern Nevada Health District •••
Tobacco-Free Nebraska •
UCSF Center for Tobacco Control Research & Education •
Vermont Department of Health •••
Virginia Foundation for Healthy Youth •••
Louisiana Public Health Institute ••

KEY  SOCIAL BRANDING® PROGRAMS

 POLICY 360 PROGRAMS

 KNOWLEDGE BRANDING PROGRAMS

OUR PROGRAMS & CAMPAIGNS

CUSTOM PROGRAMS & CAMPAIGNS

These are a few examples of the programs and campaigns Rescue develops and manages for government agencies and other health organizations to achieve tangible behavior change outcomes.

REV YOUR BEV

A Health Branding campaign to reduce consumption of sugary sweetened beverages in VA.



THIS FREE LIFE

A national Social Branding campaign to reduce tobacco use among lesbian, gay, bisexual and transgender young adults.



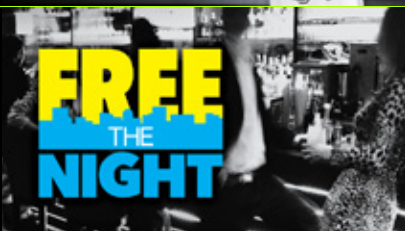
FRESH EMPIRE

A national Social Branding campaign to reduce tobacco use among multicultural teens who identify with the Hip Hop peer crowd.



FREE THE NIGHT

A Policy 360 campaign to create more smokefree bars and nightclubs in Oklahoma.



CLEAR THE HAZE

A Policy 360 campaign to address the rising rates of teen hookah use in NM.



SHARED PROGRAMS

Thanks to our exclusive focus on positive behavior change we can bring together organizations with similar goals to create shared programs, such as these, that reduce costs and expand the campaign reach.

COMMUNE

A Social Branding program to break the association between young adult Hipsters and tobacco use in CA & MN.



EVOLVEMENT

A youth engagement program in NM and VA that empowers youth to work on tobacco education and policy change.



BLACKLIST

A Social Branding program to break the association between Alternative Rock teens and tobacco use in CT, UT, & NE.



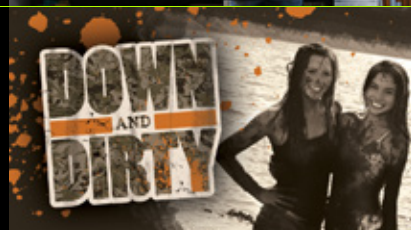
COUNTER BALANCE

A Policy 360 campaign to address POS tobacco control policies in VT & VA.



DOWN & DIRTY

A Social Branding program to break the association between Country teens and tobacco use in MS, VA & VT.



HOW WE DO IT

Rescue provides comprehensive behavior change marketing programs. We begin with our proprietary formative research process, Peer Science™. Through this process, we segment the audience into “peer crowds,” which are the macro-level connections between peer groups with similar interests, lifestyles, influencers, and habits. Then, we investigate the values, information, habits, and/or structural challenges that drive the unhealthy behavior or prevent people from performing the healthy behavior to determine whether a policy change, knowledge change, or norm change program would be most effective.



Peer Science™ is our proprietary research process of audience-centric qualitative and quantitative methodologies that uncover the core drivers for positive behavior change.

FORMATIVE RESEARCH

WE NEED
TO CHANGE

KNOWLEDGE



To change knowledge we use **Health Branding™** strategies and the latest evidence-based marketing tactics to deliver new knowledge that could lead to behavior change in a relevant and believable way through integrated channels such as mass media and social media.

WE NEED
TO CHANGE

POLICY



To change policy, our **Policy 360™** approach is activated to deliver every step needed for voluntary or legislative policy change. This includes assessing the local environment, gathering public opinion, filling in educational gaps, creating urgency and ultimately changing policy. If the strategy calls for youth engagement, then our **Evolverment®** strategy is used to engage youth and guide them towards a meaningful contribution to change.

WE NEED
TO CHANGE

CULTURE



To change norms we implement our **Social Branding®** strategy which utilizes mass media, digital and social media, events, influencers and street marketing to change the cultural norms of the target audience, planting the seeds of change based on the Diffusion of Innovations Theory.

HOW WE CONDUCT RESEARCH



Rescue's **Peer Science** approach to behavior change research reveals the underlying factors that are driving behavior. We seek to understand the role of the behavior in a person's life and what the opportunities are to cause change. Our audience-centric approach puts aside the reasons why a behavior is desirable from a government perspective, and instead looks at it from the perspective of the audience, including both their individual and social needs. Our audience-centric approach puts aside the external reasons why a behavior should change and instead, looks at change from the inside perspective of our target. Peer Science considers both individual and social factors by focusing on 3 key concepts:

IDENTITY-BASED SEGMENTATION

How a person sees themselves and how they fit into their social world are powerful factors when making behavioral decisions. By understanding how those currently engaging in the behavior are different from those who are not, we can create meaningful audience segments that guide future research, strategy and message development.

THE BEHAVIOR'S FUNCTION

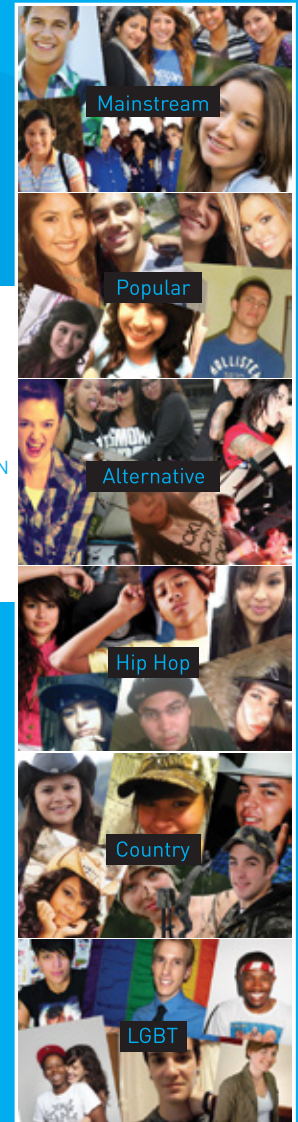
There's no such thing as a "bad" or "useless" behavior. Every behavior has a function, even the unhealthy ones. By understanding the function of that behavior for the target audience, we can more effectively identify opportunities to change it.

VALUE-DRIVEN BEHAVIORS

People often ignore behavior change campaigns because their messages "preach to the choir" and don't speak to them. By understanding the unique values of the target audience and how they differ from those individuals who are not in our audience, we can identify unique values that can be used to present behavior change messages from a new perspective.

Rescue offers Peer Science qualitative (ie: focus groups and interviews) and quantitative (ie: online and offline surveys) studies to investigate, understand and apply the science of behavior to the programs and campaigns seeking to cause behavior change.

PEER CROWDS
EXIST ACROSS
ALL AGE GROUPS,
DEMOGRAPHICS
AND
SOCIO-ECONOMIC
STATUSES. HERE'S
THE MOST COMMON
TEEN PEER
CROWDS WE HAVE
DISCOVERED
THROUGH PEER
SCIENCE STUDIES.



OUR TEAM

We are a youthful and diverse team of over 130 change agents throughout the U.S. and Canada. All of our change agents focus exclusively on behavior change programs that contribute to Rescue's mission.

Our Mission: To make healthy behaviors easier and more appealing.



WHERE TO FIND US



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