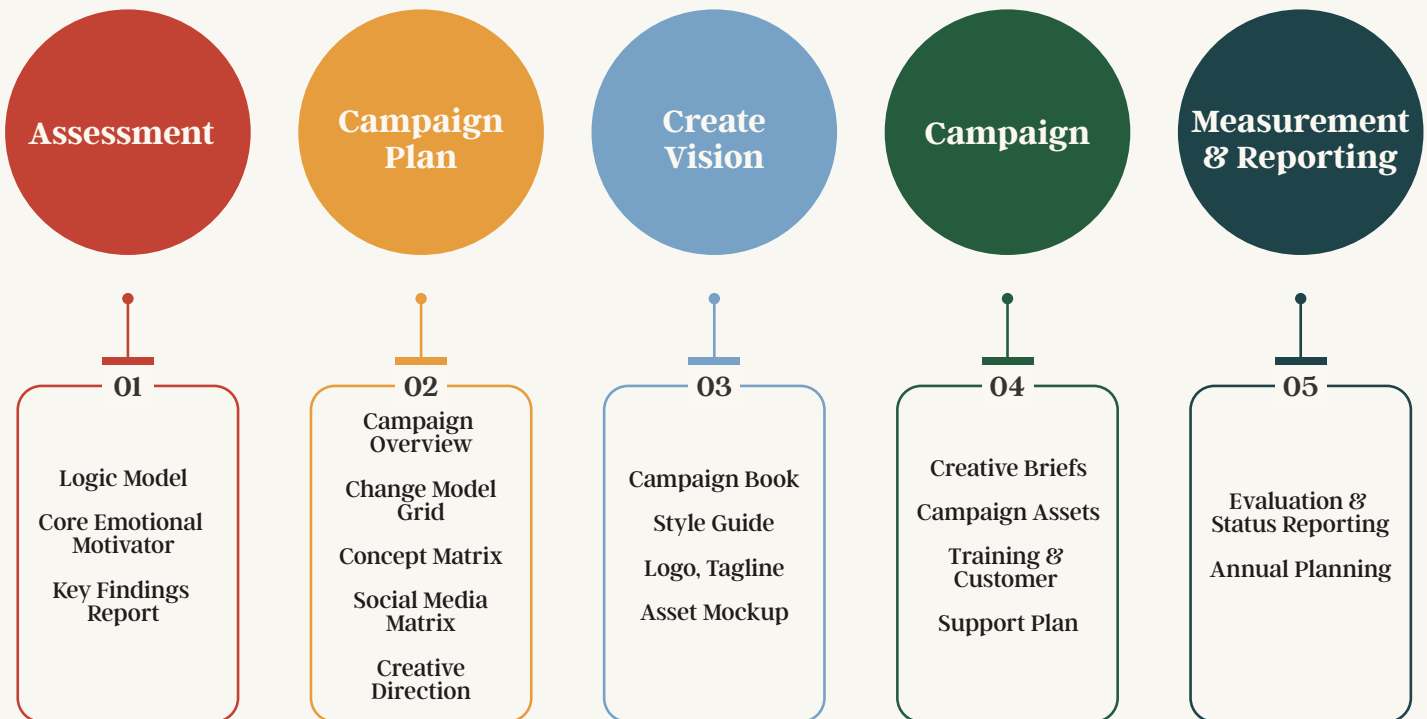


Limerent Prevention Framework

During the past fifteen years, Limerent has innovated a five-step framework that moves our work with clients through the creation and implementation of a campaign with intent and strategy built in, every step of the way. The Limerent Prevention Framework (LPF) is an evidence-informed and data-driven process that creates marketing campaigns.

Figure 1. The Five-Step Limerent Prevention Framework



Step 01: Assessment

An assessment guides the planning, implementation, and evaluation of a social marketing campaign with the goal to reduce youth substance use. The specific objectives of the assessment are to:

- Establish a communications and feedback mechanism to engage the client throughout the process.
- Collect information to understand the current youth substance use and mental health issues in the community.
- Identify current prevention strategies and campaigns in place or planned in the community.
- Identify the **Core Emotional Motivator** for each audience of focus (target audience) to be impacted by the campaign.
- Develop a data driven **Limerent Logic Model** to identify and prioritize the risk and protective factors and community conditions that will be addressed in the campaign.
- Create a **Key Findings Report** that includes specific **Long-** and **Short-term Objectives** to be targeted with the campaign. The report clarifies key knowledge, skills, attitudes, and behaviors to be changed.
- Provide specific recommendations for the campaign.

Step 02: Campaign Plan

The Campaign Plan provides the overall process, structure, and focus for the campaign. The specific objectives of the Campaign Plan are to:

- Describe how the **Core Emotional Motivator** (see below) is applied to the specific campaign.
- Identify the specific change objectives that will be targeted by the campaign.
- Provide the specific activities, timeline, and budget for the campaign.
- Develop a Campaign Plan which includes the following:
 - **Campaign Overview** – a summary of the campaign that describes the specific elements to be implemented to achieve the change objectives.
 - **Change Model Grid** – describes specific content for each element of the Limerent Change Model (see below) that will be communicated to each target audience.

- **Concept Matrix** – describes a comprehensive and detailed list of the specific Campaign Assets (e.g., campaign material that includes emails, social media posts, posters, blogs, websites) that will be implemented over the course of the campaign.
- **Social Media Matrix** – provides a daily plan for dissemination of social media that is aligned with the change model and directs audiences to appropriate tools that support their trial change.
- **Campaign Theme** – describes the unique creative concepts that will be threaded throughout the campaign.

Core Emotional Motivator - A Core Emotional Motivator (CEM) is developed for each audience of focus whose knowledge, attitudes, and behaviors will be the focus of the Limerent campaign. The CEM represents the key values held by the audience that need to be addressed and included in the campaign, as a way of encouraging the audience to change their attitudes and behavior around the problem.

For example, if teens and parents in a community value “success” as a key motivator for their behaviors, then the campaign would highlight how alcohol and other drug use, or stress and anxiety, can get in the way of student success. In short, the campaign addresses problems (such as AOD use and mental health issues) by using the core emotional motivator as a means for the audiences to question how alcohol and other drugs can impact what is important to them.

Step 03: Creative Vision

During the Creative Vision step, Limerent makes the “magic” happen. By combining stunning visuals with words that have just the right voice and tone, we develop a campaign that is impactful and intentional—and delivers the results clients want—by connecting emotionally with the target audience(s). The specific objectives completed during this step include:

- Creating a **Campaign Book** that describes the campaign’s personality.
- Putting together a **Style Guide** that identifies the campaign’s visual elements and voice—and ensures that the creative team stays on message visually and verbally.
- Developing a distinctive **Logo and Tagline** that shows the essence of the campaign brand and makes it identifiable and memorable to all stakeholders.
- Providing **Asset Mockups**—such as T-shirts, water bottles, banners, and posters—so the client can see what the deliverables will look like.

Step 04: Campaign

The messaging campaign is created and implemented in Step 4. Based on the overall Campaign Plan, the specific objectives for Step 4 are to:

- Develop **Creative Briefs** that describe the integration of the campaign theme and messaging content into each asset developed for the campaign.
- **Campaign Assets** are created by Limerent's team of creative, marketing, and subject matter experts. The assets are each uniquely crafted to address the Core Emotional Motivator and the specific stage of the Change Model.
- In collaboration with existing client resources, the Campaign Assets are distributed and implemented as identified in the **Campaign Plan**.

Step 05: Measurement & Reporting

Measurement and reporting occur throughout each campaign that includes the following specific tasks:

- The long- and intermediate-term objectives are identified based on the logic model developed during the Assessment phase. These objectives identify community-level changes the organization seeks to achieve through its prevention efforts. The Limerent campaign will contribute to these changes.
- Specific process and/or outcomes evaluation measures are identified for each asset in the Concept Matrix. **Process measures** include information about the assets distributed and the numbers reached. **Outcome evaluation**, where applicable, provides information about the extent to which changes in the target population's knowledge, attitudes, skills, and behaviors are changed as a result of the campaign.
- Status reports on campaign implementation and impact are provided to the client.