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***That Guy* Campaign POC Checklist: A Step-by-Step Guide**

***How to get the That Guy campaign started…and keep it going!***

***That Guy* Campaign Overview:** Created in 2005,*That Guy* is a research-based DoD/TRICARE behavior change campaign that employs a humorous approach and focuses on social disapproval to help reduce binge drinking among the junior enlisted across all branches of service. Follow this step-by-step guide to successfully launch and sustain the *That Guy* campaign at your installation. Before getting started, however, it is important to remember that *That Guy* has been formally researched with the 18-24-year-old junior enlisted population and it is critical that you adhere to the following *Top 5* *Do’s and Don’ts*:

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|  | **DON’T** | **DO** |
| **1** | **Don’t** use top-down messaging. Research shows that junior enlisted don’t respond to senior authority actively communicating the “Don’t be That Guy” message. | **Do** promote *That Guy* materials in a stealthy, viral manner so that junior enlisted can discover *That Guy* on their own and consider the messaging at their own pace and on their terms. |
| **2** | **Don’t** use *That Guy* materials in substance abuse trainings/presentations, health clinics, safety stand downs or counseling sessions, including peer counseling. Research shows that the junior enlisted are not receptive to *That Guy* messages in these environments. | **Do** use *That Guy* materials in locations frequented by the junior enlisted population, including recreational areas such as fitness and bowling centers, bathroom urinals/stalls, installation bars/clubs, off-installation bars/clubs, barracks, Class VI, Shoppette, etc. |
| **3** | **Don’t** create co-branded materials or signage using the *That Guy* logo. This logo may not appear alongside any other organizational logos, military or non-military. Research shows that the junior enlisted population prefers that the campaign have no visible military affiliation and prefers seeing *That Guy* as an independent campaign. | **Do** create your own unique *That Guy* materials and activities. You may use graphics and artwork found at [www.ThatGuy.com/Resources](http://www.ThatGuy.com/Resources) to develop materials unique to your installation. However, the *That Guy* logo is trademarked and you must use one of the campaign’s pre-qualified DoD vendors when creating your own materials using That Guy graphics/artwork. Email [info@thatguy.com](mailto:info@thatguy.com) for vendor information. |
| **4** | **Don’t** generate news or articles about *That Guy* for broadcast, print or online publication. As a viral campaign, overemphasizing the intention and origin of *That Guy* as a DoD-funded campaign undermines the self-discovery process of the junior enlisted audience. | **Do** feature *That Guy* in broadcast, print or online by using materials specifically created for these channels. These channel-specific materials are discussed later in this document and include broadcast PSAs, pre-written advice columns, cartoons, Web graphics and banners. |
| **5** | **Don’t** assume that using *That Guy* materials at your installation for only several months constitutes effective and complete implementation of the campaign. Materials should be visible in many locations over an extended period of time. | **Do** order *That Guy* materials and sustain a constant presence for the campaign for at least one year on and around your installation. Behavior change campaigns require constant visibility and high awareness levels to be effective. |

** *That Guy* POC Checklist**

1. **First things first. How to get started:**

* BUILD A TEAM: Identify and recruit a *That Guy* implementation team among colleagues across installation organizations (public affairs, safety, Semper Fit, Single Marine Program, social media experts, substance abuse reps, facility managers, etc.)
* Review the “Getting Started” section at [www.thatguy.com/resources](http://www.thatguy.com/resources) including the Tool Kit, Marketing Calendar and Style Guide to quickly get up to speed on *That Guy*
* Check out the materials, artwork, logos, cartoons, graphics and ads available for download from the online resource center, [www.thatguy.com/resources](http://www.thatguy.com/resources)
* Order materials for your installation from the *That Guy* team by filling out the order form directly at [www.thatguy.com/resources](http://www.thatguy.com/resources)

1. **Now get the word out! Ideas to keep *That Guy* going throughout the year:**

**Materials *(If nothing else, order or print these and get them out!)***

* + POSTERS: Hang in barracks, on bathroom stalls, in gyms, bowling centers (anywhere young enlisted live and hang out)
  + BANNER: Hang a *That Guy* banner on the main gate, in the gym or other high-traffic areas (email [info@thatguy.com](mailto:info@thatguy.com) to special order)
  + COASTERS: Distribute to bars on and off installation
  + STATIC CLINGS: Stick to windows on the installation main gate security booth or in recreational centers; place on bar windows, on movie theater ticket windows, Class VI/Shoppette glass surfaces, etc.
  + CARTOONS: Place cartoon booklets in event giveaway bags, rotate the monthly cartoons mini-posters on bathroom stalls/recreational centers. Use downloadable cartoons in the base paper

**Installation Events and Activities**

* MATERIALS: Distribute *That Guy* materials and giveaways at sporting events, holiday parties and other relevant recreational activities
* SIGNAGE: Create *That Guy* signage, banners, etc., for use at events such as those above listed
* ANNOUNCEMENTS: Use the *That Guy* radio spots at the bowling center, on MCX or Shoppette intercoms, or broadcast *That Guy* messages on a loudspeaker at social/sporting events
* FITNESS EVENTS: Coordinate a *That Guy* themed 5K run or fitness challenge; offer *That Guy* materials (key chains, etc.) as incentives or prizes, or print your own *That Guy* themed T-shirts (using official vendor) for the winners or first 100 to sign up for the event
* COMEDY CONTEST: Create your own *That Guy* event, soliciting skits and stand-up routines focused on *That Guy* humor ; use *That Guy* graphics to create flyers and publicity materials; record the show and post applicable clips
* TIMELY EVENTS: Include materials in installation welcome bags and deployment packages; or hang new seasonal posters during 101 Critical Days of Summer

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**Community and Off Installation Environments**

* BARS/RESTAURANTS: Provide coasters, bathroom posters, table tents, etc.
* MOVIE THEATERS: Request pro bono video PSA placements and use the special 35mm film created specifically for theaters (email [info@thatguy.com](mailto:info@thatguy.com) to special order)
* CONVENIENCE STORES: Request placement of posters on walls, static clings for doors and windows, and table tents for placement on countertops
* OTHER BUSINESSES: Request distribution of *That Guy* posters and materials or placement of *That Guy* print, radio, or video PSAs at high traffic spots such as local fitness facilities, barber shops, tattoo parlors, malls or other places that are frequented by the young enlisted
* COMMUNITY EVENTS: Secure *That Guy* placement at community events—radio remotes at restaurants and bars, community street festivals frequented by young enlisted, etc.; provide emcee or D.J. with *That Guy* PSA scripts

**Installation Web sites and Social Media**

* LOGO/LINK: Add *That Guy* logo/link to installation Web pages (e.g. MWR, main installation site, etc.)
* BANNER ADS: Add *That Guy* banner ads to installation Web pages (e.g. MWR, main installation site, etc.)
* CARTOONS: Add *That Guy* cartoons to installation Web pages and Facebook pages (e.g. MWR, main installation site, etc.)
* FACEBOOK (if applicable): Add *That Guy* as a "favorite page" on your installation's fan page, or share your own That Guy-focused status updates on your installation fan page
* COMPUTER TERMINALS: Set [www.thatguy.com](http://www.thatguy.com) as the home page and/or as a screen saver
* BUSTED BLOG: Feature a link to the *That Guy* blog ([www.busted.thatguy.com](http://www.busted.thatguy.com)) on installation Web pages and Facebook pages

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**Installation Newspapers**

* + ADS: Coordinate pro bono *That Guy* ad placements
  + CARTOONS: Secure space for the *That Guy* cartoons in newspapers; work with an editor to set up a recurring monthly *That Guy* placement featuring the monthly cartoon series by downloading at [www.thatguy.com](http://www.thatguy.com) (provide artwork to the publisher ahead of time)
  + COMMENTARY: Download and run the *That Guy* [commentary](http://resources.thatguy.com/get-started)
  + TOP 10 REASONS: Download and run the *Top 10 Reasons Not to be* *That Guy* [list](http://resources.thatguy.com/get-started)

**Installation Broadcast**

* RADIO STATION: Air *That Guy* radio PSAs pro bono (talk to station program managers about airing the thirty-second spots)
* TV: Air *That Guy* video PSAs on relevant base channels or on monitors in recreational locations
* MOVIE THEATER: Air *That Guy* video PSA on movie screens pro bono (talk to theater managers about upcoming R-rated movies where the spot can be featured)
* IN-STORE PA SYSTEM: Ask to air *That Guy* radio PSAs in stores
* LOUD SPEAKER: Air *That Guy* radio PSAs on loud speaker at events

**Of course, don’t stop here! Work with a team and remember:**

**• Get creative – develop your own materials and ideas**

**• Keep it fresh – rotate out materials and put up new items monthly**

**• Make it last – keep materials up throughout the year**

**Want an easy month-by-month plan for how to implement the campaign?** Check out the *That Guy* marketing calendar ([www.thatguy.com/resources](http://www.thatguy.com/resources)) with tips and ideas for keeping the campaign fresh month-to-month for an entire year!**Top 10 Locations to Display Campaign Materials Monthly**

*That Guy* requires a “surround sound” marketing approach to reach the junior enlisted where they live, work, and play. New *That Guy* materials should always be on display at the following Top 10 locations every single month to ensure your installation is achieving the maximum level of awareness. This Top 10 list was developed through direct feedback from the junior enlisted and POCs highly engaged with the *That Guy* campaign.

If nothing else, ensure that your installation features *That Guy* materials on a monthly basis at the following locations:

1. **Front gate** (e.g. hang a banner, put static clings on main gate windows)
2. **MCX. PX or BX** (e.g. put static clings on windows or doors, display posters, table tents in food courts)
3. **Class VI/Shoppette** (e.g. place cartoon booklets at check-out counter, put static clings or posters near areas where alcohol is sold)
4. **Restrooms & stalls frequented by young enlisted** (e.g. post cartoons flyers, display posters above urinals or on stall doors, static clings on mirrors)
5. **Barracks** (e.g. put playing cards and posters in common areas)
6. **Fitness & recreation centers** (e.g. hang banners, display static clings and posters)
7. **On installation bars & clubs** (e.g. use coasters, static clings and posters, place table tents on bar or table tops)
8. **Bowling center** (e.g. rotate the *That Guy* graphics on bowling score prompter screens, distribute coasters, display posters and table tents)
9. **Movie theater** (e.g. play 35mm video PSA before R-rated movies, place posters in bathrooms, print “*Don’t Be That Guy*” message on R-rated ticket stubs, put static clings on ticket windows)
10. **Off installation bars and clubs frequented by young enlisted** (e.g. distribute coasters, display table tents, put posters and cartoon flyers in bathrooms, playing cards on bar tops)

Still have questions? Contact us: [info@thatguy.com](mailto:info@thatguy.com)