

Find the Fun

In Pinellas County, Florida, one in four adults is obese; two thirds are either obese or overweight; and nearly 11% of Pinellas County residents suffer from diabetes. The Pinellas County Health Department wanted to make a dent in those numbers with a media campaign to encourage physical activity and healthy eating.

We set out to make “active fun” and healthy eating easy by creating and then promoting web and smartphone applications that help Pinellas County residents “find the fun” they want right now. Users can search by neighborhood, budget, time of day, how much time they have for a fun activity and the kind of people they want to invite. The application returns a list of “actively fun ideas,” along with descriptions and, if an activity is outside, the current weather.

The 10-month media campaign, which included TV, cinema, print, outdoor, radio and online advertising, also branded Pinellas County “the Capital of Fun” and conveyed how active fun is superior to sedentary screen time.

To reach disproportionate affected populations, we created a targeted outdoor strategy in key African-American and Hispanic neighborhoods that included created maps at bus shelters highlighting fun, physical activities nearby.

The results:

Pinellas County found the fun. In the first nine months of the campaign, over 78,000 people – more than one in 10 local adults – used the web tool to plan active fun. More than three-quarters of residents (77%) reported a higher interest in physical activity over the prior year, with strong interest correlated to campaign exposure, a post-campaign survey showed.



Find the Fun

