

Running head: LACED WITH HEARTSTRINGS

RUNNING SHOES LACED WITH HEARTSTRINGS:  
ELABORATION LIKELIHOOD IN PROCTOR & GAMBLE'S OLYMPIC CAMPAIGN

A Thesis submitted to Southern Utah University  
In partial fulfillment of the requirements for the degree of

Master of Arts in Professional Communication  
May 2013

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Running Shoes Laced with Heartstrings:

Elaboration Likelihood in Proctor & Gamble's Olympic Campaign

By Hailee Marie Tavoian

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**Abstract**

The purpose of this study was to examine the observed impact of P&G's *Thank You, Mom* public relations media campaign on target audience attitudes and behaviors. The study sought to gauge the likelihood of elaboration on social media websites for mothers of athletes. The literature justified P&G's use of narrative, emotional appeal and athlete endorsers as a persuasive advertising tactic as well as identified some new rules of marketing and public relations and the use of social media. Two focus groups comprised of eleven mothers of athletes were conducted, wherein participants were exposed to four media messages used as a part of P&G's campaign. Responses to the videos and consumer attitudes were collected and transcribed for analysis. Four main themes emerged within the text: personal experience, camaraderie, references to authenticity and Olympic spirit. These themes helped to illustrate mothers of athletes' likelihood to have increased positive attitudes toward P&G because of the media messages, and also their reservations for elaboration on social media. The observed opinions in this study showed that approval of the media messages did not necessarily translate into increased likelihood to share the content on social media or increased company recognition. The themes reveal necessary modifications for PR media messages seen on social media, and recommendations for future research, the PR industry and social media target audiences are discussed.

### **Acknowledgements**

Many individuals deserve my thanks for helping me throughout my time here at Southern Utah University. To my Mentor and friend, Dr. Jon Smith, thank you for your calming influence and direction not only with this study but also throughout my undergraduate work. Thank you for teaching me that I can be a strong academic mind while still keeping my artistic senses sharp. To Ellen Treanor and Lee Byers, thank you for inspiring me with your own creativity and for having faith in my many projects. Dr. Kevin Stein, thank you for showing me new ways to approach research and for helping me to understand that I can come to love it. To Sarah Alamshaw, Alycia Taylor, John “Captain” Gholdston, Tammi Miller and Lori Whitney, thanks for always having faith in me and for being willing to drop everything to help me. I am indebted to Southern Utah University as an institution and as a community—one that I am proud to have been a part of.

To my Dad, thank you for teaching me to always keep an open mind and to love learning. And to my Mom, thank you for teaching me that I should never stop seeking to understand the world and the people around me. Lastly, and most importantly, thank you to my husband and my best friend Dallin for always being patient and making me laugh during stressful times, for seeing greatness in me, and for motivating me to be the best version of myself.

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## **Chapter One**

### **Introduction and Company Background**

In a world where Computer Mediated Communication (CMC) is a part of everyday life (Scott, 2011), Public Relations and Marketing professionals are facing many new challenges when communicating with the public (Heath, 2010). Television, radio and print media ads are struggling to hold their audience's attention when consumers can find the same information and entertainment that they are seeking online—accessed through mobile devices (Zin, F., Zhou, H., Zhang, H. J., Ma, W. Y., Xie, X., & Fan, X., 2003). This shift to mobile creates an interesting challenge for companies who want to reach the public. “While audiences are spending more personal time viewing PR messages, the time spent is far more interrupted or fragmented than it once was (Heath, 2010 p.289).” Producers of all types of media messages now have to compete on a multiplatform level for attention from the consumer. For many years advertisers have found media messages to be an effective tactic of persuasion (Kenny, 2009), but in today's world identifying platforms on which to reach their target audience has become half the battle.

#### **P&G Company Background**

One such company who appears to be up for this challenge is international consumer goods company Procter and Gamble (P&G). William Procter and James Gamble were brothers-in-law, living in Cincinnati, Ohio and working as a candle maker and a soap maker when their father-in-law convinced them to become business partners (P&G: a company, 2006). Since its 1837 founding, P&G has revolutionized the consumer goods sector of the personal products industry, and continues to expand its reach each year. The company's mission statement, or *Purpose* is to:

Provide branded products and services of superior quality and value that improve the lives of the world's consumers, now and for generations to come. As a result, consumers

will reward us with leadership sales, profit and value creation, allowing our people, our shareholders and the communities in which we live and work to prosper. ("The power of," 2012, p. 2)

This purpose has been established in the hopes of unifying the company in a common cause and growth strategy ("The power of," 2012). The company's values and principles reiterate the ideals established in the purpose statement, while incorporating integrity, innovation and "passion for winning" into the mix.

The historical development of brand management dates back to about 1870, when the first wave of successful nationally branded consumer products were established—Proctor & Gamble were among them. In fact, the concept of a "brand" and the implementation of formal brand managers first came from P&G who, in spite of a radically changed consumer goods environment, were able to stand strong as a company and remain profitable during the great depression (Low and Fullerton, 1994).

Company image has a profound impact on marketing endeavors (Chen, 2012). In years past, companies did not have the access to the general public that they have now. With resources like the Internet, bad publicity has potential to affect a company's image for decades without much opportunity to recover. In the 1980s and again in the 1990s, Proctor and Gamble learned this lesson the hard way, when a rumor arose concerning their Moon and Stars Trademark symbol, which was criticized for "containing satanic symbols" (Rightley-Tucker & DeVon, 1995). The logo was said to be mocking a biblical verse, as well as hiding a 666 in the beard of the man featured on the print. The company initially adopted the logo in 1851 as a means to distinguish its products even for people who could not read, and have since modified it to the current P&G logo (Figure 1) we know as their primary identifier today (Torrey, 2006).

Figure 1

*Proctor & Gamble's original moon and stars logo and current company logo*



P&G brands serve about 4.6 billion of the nearly seven billion people on the planet today by marketing products in more than 180 countries (“The power of,” 2012). Families around the world recognize the P&G logo as a consumer goods provider; however, these same individuals may be less familiar with the diversity of the products and brands that fall under the P&G umbrella. Creating awareness in various aspects relating to public relations, such as community relations is vital (Carroll, n.d.), and the company is exploring new and innovative ways to reach consumers and increase that awareness.

One of these new avenues is P&G’s recent sport marketing concept, which took off when the company welcomed Gillette into their family of brands five years ago (Neff, 2012). Procter & Gamble have been long-time supporters of the Olympic games, but until recently have not approached their media-marketing plan from an athletics standpoint.

In 2010, Procter & Gamble first released the “Thank you, Mom” concept for the Vancouver Olympics with their popular television spot *Kids*. This commercial used a visual narrative (without dialogue) to illustrate a mother’s perception of her child competing in the Olympics by showing young children (in adult roles) prepare for their respective events. The commercial culminated with a mother anxiously watching in the stands, drawing in a deep breath

as her young child sprang from the starting position down the ski slope. The words, “To their mothers, they’ll always be kids” then faded into view, followed by the P&G logo. The spot was praised for its emotional appeal and creative marketing concept, which was inarguably the reason for the concept’s return in 2012.

### ***Thank You, Mom and the 2012 London Olympics***

A total of 14,700 athletes traveled to the United Kingdom to compete in the 46 events hosted at the London 2012 Summer Olympic and Para Olympic Games from 27<sup>th</sup> of July to the 12<sup>th</sup> of August. While many spectators were fortunate enough to be on-site for the events, over 4 billion people worldwide watched the Games on television or streamed coverage of the events via the Internet onto personal devices (“Inspire a generation: London,” 2012). Over 219 million Americans alone tuned in, a record number for the most-watched non-U.S. Summer Olympics in almost 40 years (“London Olympics 2012,” 2012).

In addition to the popular television spots, *To Their Moms, They’ll Always be Kids*, and *The Hardest Job in the World is the Best Job in the World*, P&G began releasing the *Raising an Olympian* series feature videos on social media sites exclusively on April 18<sup>th</sup>, 100 days prior to the opening ceremonies (Heine, 2012). The online video series spans 48 countries and 150 sponsored athletes, with the “Thank you, Mom” concept that was first executed in Vancouver. Global Brand Building Officer Marc Pritchard called online platforms such as Facebook and Yahoo “fundamental.” He continued by saying the platforms, “Characterized P&G’s Olympics effort as the attempt to build a perfect storm of TV, digital, social and PR activity around closely followed events (Delo, 2012 p.1).” P&G’s efforts in this unprecedented multiplatform multimedia Olympic strategy did not go unnoticed.

The videos circulated on these websites and others, racking up millions of hits in a matter of months. Further, the *Hardest Job* video was ranked 3<sup>rd</sup> in CoCreate's *Top 12 Best Olympic Ads in 2012*. The article praised the campaign for its use of emotional appeal and generosity:

P&G pushes raw emotion to the tear-jerking nth degree with its depiction of mothers worldwide raising children to become champions and sharing their triumph. Weeks after launch, this spot is still riding high in the U.K. viral charts. Beyond advertising, the Moms campaign extends to an on-site presence at the games, based around the "Family Home," dubbed a "home away from home" for athletes and their families. P&G also surprised moms with tickets to the games' much-anticipated opening ceremony. (Carter, 2012 p.1)

Beyond its massive scope, what is unique about the campaign is the volume of content created and how early it was released (Delo, 2012). Marc Pritchard (2012) asserted, "What's important from a marketing standpoint is the fact that part of our jobs as brand builders is to create content that people want to share." The company has received a great deal of praise for their use of integrated marketing mix tools to illustrate the value of public relations versus advertising (Neff, 2005). A recent article on AdWeek.com commented:

If Procter & Gamble's beauty product sales don't score well during the Olympics, it won't be due to a lackluster digital effort. The CPG giant seems to be making good on its recent vow to cut costs by focusing more on digital marketing and less on broadcast advertising. (Heine, 2012 p.1)

Both Unilever and Johnson & Johnson (J&J), P&G's greatest competitors, have taken a stab at marketing techniques similar to P&G's *Thank You, Mom* concept, with J&J's as recent as the Beijing Summer Olympics in 2008 (Neff, 2012). However, the difference between the

competitor's approach is the scale of involvement—where P&G brought out the big guns by providing stipends to help the families of Olympic athletes to travel to Vancouver, and even hosting a “family center” near the Olympic stadium for families of athletes to socialize and relax—J&J stuck to their ads. This effort is “ far more ambitious than prior package-goods sponsorships” (Neff, 2012 p.2). When a brand is salient in consumers' memory due to extra publicity that events like these can earn, it serves a number of critical purposes for the company. In addition to it increasing the memory strength in recall for the company, it also somehow automatically replaces the memory strength of other competing, but non-publicized brands. It essentially dulls the memory recall of the competitor in consumer minds, while increasing retention and recall of the publicized company (Jeong, Y., Kim, Y., & Zhao, X., 2011). This has major implications for the PR industry, because now not only is it apparent that external publicity has an impact on brand salience, but that same publicity also has potential to wipe out the competition in the same stroke.

## **Chapter Two Literature Review**

The literature below is comprised of information relevant to the development of this study, including the changing rules of marketing and public relations, the use of social media as a means of spreading public relations messages, the use of narrative paradigm, emotional appeal and athlete endorsers in advertising, and the Elaboration Likelihood Model of persuasion (ELM).

### **New Rules of Marketing and PR**

Multiplatform marketing is called Integrated Marketing Communication or IMC. IMC has proven to be an effective way to reach the public not only from a product-advertising standpoint, but also in public relations efforts. “In an offline world, marketing and PR are separate departments with different people and different skill sets, but this is not the case on the web (Scott, 2011, p. 24).” While mainstream media is still important, today’s marketers know that in order to reach their audience, they must communicate with the consumer where they are already gathering—online.

The prevalence of social media use by consumers is influencing PR practitioners to use an IMC framework for their campaigns (Heath, 2010). However, many marketers are hesitant to invest in the creation of video, because they do not understand how an online video, whether on YouTube or on their company website, will lead to an increase in revenue (Scott, 2011). Donald Shaw and Maxwell McCombs have identified that media depictions can have an effect on how people think about their world of experience and, in turn, sway viewers into deeming an issue as salient to the public (McCombs, 2010). Visual communication influences audiences’ perception of social reality (Gerbner, 1998). Television and other visual communication are so ubiquitous in today’s world, that an idea or message, if communicated correctly, can cultivate attitudes about a brand in ways no other media can.

Robert Heath (2010) argues that PR media is capable of shaping sensory processes by visually appealing to the consumer. When a message is delivered visually, orally and/or by print, it can appeal to a wider scope of sensory preferred processes as well. Heath continues by asserting that media use patterns in PR help to shape group identification, socialization processes and social hierarchy. Media Theory argues that a particular medium possesses characteristics that make it physically, psychologically and socially different from face-to-face interaction regardless of the particular message exchanged through them (Scheufele, 1999). If video then is an effective method of reaching and engaging consumers, the question is what types of video are the most successful in meeting PR objectives.

Purchase intention is certainly the ultimate goal of advertising, but before that can occur, a company must precondition consumers by raising salience of a brand and forming some tentative attitudes toward or about the brand (Percy & Rossiter, 1992). This brand salience, as well as attitude toward a brand or company, is the primary objective of a PR professional. While there are many ways to make advertised brands more memorable to the consumer even in a world cluttered with information (Jeong et al., 2011), a memorable message does not always translate into positive PR. Positive brand attitude can only be a result of existing brand recall and recognition, in conjunction with a memorable message. Once brand salience is established, the consumer begins to develop attitudes about that brand (Percy & Rossiter, 1992) and the messages that brand are sending.

### **Social Media and PR Messages**

The Millennial generation is the first to grow up with computers in common households, and with that addition, the average Millennial is a highly visual learner and visual communicator (Couch et al., 2010). Keith Kenny (2010) argues that visual communication (or the use of the

visual medium to exchange information) is on the rise in every area of life. “Visual communication involves a powerful symbolic system that is different from (but no less competent and complex than) linguistic systems” (p. 306). Audiences now seek visual communication as a credible source for knowledge. The results of a study conducted in 2006 concluded that individuals’ responses to advertising vary according to the medium of advertising they were shown, and visual advertising such as web or television commercials proved to be the most effective (Bennett, 2006).

There has been a shift toward audio and video, which were once on the back burner on the Internet, to the forefront of Internet uses. This is due, in large part, to websites like YouTube and iTunes, which make it easy for consumers to access auditory and visual stimulation online (Scott, 2011). In addition, the development of high-speed Internet and its availability on mobile devices has made sites like these some of the most popular on the web today. The prevalence of websites such as Twitter, Facebook and YouTube, have become part of a daily routine not only for youth, but also for people of all ages (Auer, 2012). Today, more people access the Internet on mobile devices than by any other means. Following the release of Apple’s quarterly earnings in spring 2012 it was discovered that there are more iPhones sold per day than there are babies born in the world per day (Panzarino, 2012). With Smart phone sales on the rise, the increase in use of social media on those devices rises with it.

Grossman (2012) found that nearly a twelfth of humanity could be found on Facebook. In 2011, Facebook had more than 640 million users with 86% of those users being college-aged adults ranging from 18 to 29 (Kanelley, 2011). However, in the first months of 2012, Facebook was reported to have more than 800 million active users, with a visible shift toward an older and younger demographic (Lauren, 2012). Today we live in an engaging, technological world where

everything is always “on,” communication is constant, and information is continuously flowing (Barnes & Mattson, 2010). According to the *Noel-Levitz* research group, in a survey conducted of 1,000 college-bound high school students, 59% of those claimed to use YouTube regularly (Bishop, 2011). Many of those students reported Facebook as their primary social media outlet; however, many of those also stated that they were directed to YouTube often from video links being posted on Facebook or Twitter. Videos posted to YouTube can generate upwards of a million hits overnight if they are able to offer something visually appealing or entertaining to its viewers. “With the advent of new interactive communication media, the applicability of the existing advertising theories to the Internet is questionable because of characteristics like the need for two-way interaction from those of traditional media, which only involve one-way exposure (Cho, 1999 p.34).” This active involvement component of advertising has brought a whole new perspective to methods of persuasive media messages.

The Uses and Gratifications Theory (UGT) suggests that media use itself is a choice (Katz, Gurevitch & Blumler, 1974), and the increase of technology available within the past decade only increases the viability of this notion of choice (Ruggiero, 2000). With so many media sources competing for the attention of the consumer, UGT suggests that since media use is goal-driven based on the individual’s needs (Dainton & Zelle, 2012). For a PR/Marketing professional, identifying the needs of the consumer is more important than ever before.

In order for a PR media message to spread, the audience must be persuaded to engage and share the message with friends and colleagues. The Internet has essentially breathed new life into medium interactivity (Cho, 1999). Consumers on the Internet are *all* active and conscious information processors because even the click of a mouse or waiting for a video to load is a deliberate act of cognitive effort.

David Meerman Scott (2011) outlined some of the new needs of the consumer, “People want authenticity not spin. People want participation, not propaganda (p. 23).” Fortunately for PR Media professionals, with the influx of social media use, consumers can participate when they comment, “like” or share the media created by the companies, taking a significant amount of legwork out of trying to spread the message. Scott continues by saying that when consumers feel like they are a part of the process, this essentially makes public relations public again. Of course for that to happen, those messages must be fulfilling the consumers’ need for authenticity, so that they are intrinsically motivated to pass the media message along.

### **Narrative in Advertising**

The term narrative is synonymous with storytelling. Fischer (1984) explored narrative as a communication paradigm, capable of transporting the receiver into a story. Narrative transportation is the act of being transported into a story world as a result of becoming involved in a tale (Green & Brock, 2000). Whether by a fictional or true account, storytelling has always been an effective means of communication, and advertisers continue to use narrative in their ads because of their desire to transport consumers to a place where their product or brand is king. It is an appreciated and often utilized route to persuasion (Phillips & McQuarrie, 2010). Zheng (2011) found that regardless of product category, narrative ads featuring vivid images tend to elicit a much stronger degree of narrative transportation, which can lead to more favorable feelings toward the message.

Narrative thought is a fundamental cognitive mode of comprehension; it is a familiar and comfortable framework for understanding. The use of narrative aids in consumer experience-based visual advertising communication because it not only represents consumer perspectives and attitudes about the brand or product, but the storytelling component follows a familiar

cognitive pattern for the viewer to follow easily (Padget & Allen, 1997). This method of advertising communication has been reported to feel more authentic to consumers in comparison with other communication styles. Perceived authenticity is a difficult quality to achieve in consumer attitudes toward advertisements because of the paradoxical components that are present in consumer instinctual attitudes like reality/fiction or originality/reproducibility (Stern, 1994). The addition of the narrative component offers some perceived cognitive familiarity to consumers, meaning that while some aspects of the message may be new, the structural outline and story development feels familiar to the viewer, and the message is perceived as being more authentic.

Research has also shown that the addition of music can add significant perceived meaning in advertising. Depending on the viewer's reference point, music coupled with narrative has been observed to create a cultural context that will reinforce that meaning (Hung, 2000). Still, while narrative has been observed to be an effective advertising tool (Spittle, 2009), the study of advertising as a narrative form is still underdeveloped.

### **Athletes as Endorsers**

In many of the 2012 Olympic media messages P&G combined this element of narrative with indirect athlete endorsers, meaning that the athletes did not speak about P&G product(s) or use them on camera, they were simply telling their own life stories and the company and its brands were not mentioned by the endorser. Sports-related or athlete-endorsed messaging is one avenue of public relations media that has seen a great deal of success, particularly on social media. Many of these media messages are framed with the persona of the endorser at the center of the message—a personality-centered angle. One example of a personality-centered approach to the use of athlete endorsers is the NHL advertising campaign titled, *Inside the Warrior*, which

was a behind-the-scenes look at the re-branding efforts of the NHL following the 2004-2005 lockout season. The campaign was monumental in the league's comeback and in helping to rebuild the fan base, and was widely praised for its refreshing concept (Gee, 2009). The campaign used the already emotionally-charged exposure to their advantage by offering a human interest filter through which audiences could get to know the players on another level.

Sports videos have some of the fastest rate of views in a 24-hour period on YouTube. At the 2012 Masters tournament, Louis Oosthuizen sunk a double-eagle on a par-5, the first ever eagle on No. 2 and only the fourth double-eagle in Masters' history (Groberman, 2012). The shot is also known as an Albatross, and is an incredible feat even for a pro golfer. Within moments of the event, videos were popping up online from cell phones and computers all over the world. Every sports affiliate was on it, and every written story online was preceded by a video; it was the type of sports moment you had to see for yourself to believe. On YouTube alone, there were over 750 new videos posted within the first 24-hours that included the phrase "double eagle masters" and the top five hits in that 24-hours each had thousands of views ("YouTube," 2012) within a few hours. Of course this type of news-related PR cannot be relied upon exclusively for the athlete-endorsed brand, but the "you've-got-to-see-this-to-believe-it" mentality is not limited to game-changing moments alone.

Overall athlete success has proven to be an effective branding tool for organizations like Nike. Michael Jordan's promotion of the *Air Jordan* brand lead them to see a 15% increase in sales in 1985 in the first year following his signing on as an endorser. Michael continued to endorse Nike throughout his successful basketball career, helping the company to build a \$19 billion a year empire (Mandell, 2011). Even as far back as Babe Ruth, the baseball legend who endorsed everything from all-cotton underwear to girl scout cookies (Virginia.edu, 2010),

athletes have proven to be some of the most valuable endorsers of all time, not only because of their athletic prowess but also for their likeability.

Apollo Anton Ono was a two-time Olympic Gold Medalist long before he won *ABC's Dancing with the Stars*. Millions of viewers tuned in weekly to watch him dance in the off-season because of his “enchanting personality” (RIZZO & Tan, 2007). His athletic success was a factor in his initial Olympic popularity, but people kept watching him no matter what it was he was doing, simply because they liked him. Attaching a brand, or in this case a television show, to an athlete that encompasses both success and likeability is a smart PR move for any brand or company, because the athlete’s fans will not only share and like the messages, but they will be continually and actively seeking these messages out online.

### **Persuasion and ELM**

This athlete-endorsement serves an important purpose for the brand if the audience is persuaded to adopt those elaboration attitudes and behaviors of seeking out and spreading the message. According to Gass and Seiter (2011), “Persuasion involves one or more persons who are engaged in the activity of creating, reinforcing, modifying or extinguishing beliefs, attitudes, intentions, motivations and/or behaviors within the constraints of a given communication context” (p. 33). The Elaboration Likelihood Model was the persuasive theoretical explanation for the campaign selected for analysis because of its emphasis on a dual-route means of persuasion.

ELM is a heuristic model, which is helpful for explaining and predicting reactions to persuasive messages (Gass & Seiter, 2011), because it proposes that the two routes, peripheral and central, work in tandem. According to Petty and Cacioppo (1981), the two routes begin with anchor points or existing attitudes toward the persuasive message, and at the other end of the

continuum the viewer engages in high or low elaboration depending on the types of persuasive appeal the message utilizes. The *central processing route* appeals to logic and requires considerably more cognitive effort to process the message, although the method of persuasion is ultimately more direct. The *peripheral route*, however, appeals to the audience's emotions through attractive sources or appealing endorsers, humor, music and other indirect characteristics. Which route any given individual will emphasize is determined by three factors: motivation, ability, and opportunity or MAO (Gass & Seiter, 2011).

When a consumer has personal or situational significant involvement, or high MAO, "they will exert significantly more cognitive processing effort, or elaboration likelihood (Cho, 1999 (p. 34))." When MAO is low, not only is the consumer less likely to invest a great deal of processing effort, but they also tend to rely more on peripheral persuasion cues (Cho, 1999).

The desired outcome for Public Relations Media is not always a change in behavior, but more often a change in attitude. ELM is a theory about the *processes* that the consumer undergoes when they are exposed to persuasive messages, and the effects of those messages on the consumer (Lien, 2001). Other researchers who have studied ELM emphasize the importance of the *process* being the focus, rather than the *outcome* in ELM consumer research. This allows for a greater understanding of the *why* when it comes to consumer attitudes, which is perhaps a more insightful perspective than to simply look at the results. One such study addresses MAO in conjunction with both routes and asserted that there are no absolute central or peripheral cues. The researcher instead argues that the more effective messages use both routes simultaneously, so long as they both are able to yield to consistent information (Lien, 2001).

Following Petty and Cacioppo's founding of the Elaboration Likelihood Model, there have been many scholars to validate and add to the original research, particularly concerning

advertising messages. An important consideration throughout the research is that among other necessary components of an effective media message, argument quality is essential to the success of a persuasive message (Areni & Lutz, 1988). One such study examined this idea by melding two theories together, ELM and Cognitive Resource Matching (CRM), with consideration to the Dual Mediation Model (DMM), which is an extension of the original ELM theory. This study concluded that links among DMM constructs are determined by the match between availability and cognitive resource requirements, essentially relying almost entirely on argument quality to moderate (Coulter & Punj, 2004).

Earlier we spoke about the audience's need for authenticity in a persuasive message. One study examined effective methods of doing so when the industry is notorious for allegedly placing *spin* for company gain. This study argued that advertisements are capable of communicating forms of authenticity, specifically with indexical and iconic cues, and that consumers tend to favor indexical cues when they are seeking control over the decision to be persuaded. Further, the research shows that the definition of authenticity can vary, but that most consumers apply normative standards to form their own judgments of authenticity. Lastly, the study identified that the processes of self-authentication and attributing authenticity to things are two very different issues in reference to the source of the persuasive message (Beverland, Lindgreen & Vink, 2008). The spokesperson or endorser of a message plays an important role in whether a message is deemed authentic by the consumer.

During a follow-up study conducted by the founders of ELM, Petty and Cacioppo in 1983, the researchers attempted to measure advertising effectiveness in both high and low involvement conditions. The results of the study showed that an increase in involvement enhanced recall of the brand, and that a prominent personality as an endorser also enhanced

brand name recognition, depending on the likeability of the endorsers' personality. Further, celebrity status proved to be an even more important factor in influencing product attitudes than many other variables such as personal relevance. Personal relevance did prove to increase a consumer's motivation to engage however (Petty, Cacioppo & Schuman, 1983). This confirms the earlier assessment of athlete-endorser personality being a key player in attitude elaboration.

Further, in a study conducted in 1988, researchers examined the effects of advertisements with consideration toward both ELM and Social Judgment Theory. The study found that the overall pattern of cognitive response and attitude change was far more consistent with ELM than with SJT (Andrews & Shimp, 1988), and as consumer involvement increased with the issue or product, the more significant their attitude change was when exposed to strong messages. Ergo, the more initially invested a person is, the more easily they can be persuaded.

### **Literature summary**

The literature above provides a number of insights about the elements of a successful public relations media campaign, not the least of which being the Internet and social media's impact on the PR industry and the changing rules of marketing and public relations as a result of that impact. The use of social media as a means to spread a message is justified by the research, which urges PR professionals to reach the audience where they are already gathering on those sites. The research above also justifies the use of narrative or storytelling, emotional appeal and athlete endorsers in advertising endeavors, as it has potential to have an impact on viewer/consumer attitudes and behaviors on social media. Two routes of persuasion have been identified using the Elaboration Likelihood Model, which argues that the peripheral route of persuasion (appeal to aesthetics and emotions) is effective in attitude change only, where the central route (appeal to logic) is more likely to result in a behavioral elaboration.

**P&G's *Thank You, Mom* and ELM**

Little research has been done using an ELM approach in terms of advertising or PR messages on social media. Since the campaign that will be analyzed in this study is a PR Media effort, specifically geared toward those media messages released on social media, it is important to first go over the basics of the campaign before explaining my approach. As previously stated, even though the campaign itself was a PR effort—which meets its target when an attitude change is achieved—when it comes to social media there is a behavioral component that is essential in order for the message to spread. So in this case, not only does the company hope to inspire elaboration in attitude toward the company or its brands, the campaign's success hinges on the behavioral elaboration of the consumer. Persuading them is not just about creating a message that will have impact, but creating a message that the consumer is likely to share or like on social media, so that the message will spread. This can work to the creator's advantage when involvement plays such a critical role in the initial persuasive process as it is.

Proctor and Gamble followed David Meerman Scott's advice when he urged PR and marketing professionals to reach their audience where they gather (online), and to create an authentic message worth sharing. First, P&G sought consumers online. The company not only created a series of shareable and likeable messages for television and online spots, but they also did something that no other company has dared to invest in before: they created an online-exclusive series spanning across 47 countries, featuring 150 athletes to tell the stories of their Olympic journeys, and they put the athlete's mothers in the driver's seat. In an attempt to appeal to the emotions of the fans of these athletes, they carried their *Thank You, Mom* campaign onto another feature-oriented platform designed exclusively for social media, and they called this series *Raising an Olympian*. Using the athlete's mothers as endorsers suggested authenticity, as

well as source credibility. The human-interest angle served the purpose of effective social cues, while the narrative being told through their mother's eyes created the imagery that an effective narrative requires (Fischer, 1984).

The messages were comprised entirely from elements noted in the peripheral route of the Elaboration Likelihood Model. The company was not referred to or mentioned by name until the final five seconds, there was no product replacement in the videos, and ultimately there was no call to action. However, it was the hope of the company that those messages would motivate consumers to share and like the videos on social media, which would allow the PR initiative to spread. Although the goal of the messages was to elicit a peripheral response or attitude elaboration, the fact that social media was the means by which the message would spread, a behavioral component was essential in sharing and spreading the message. Research has shown that it is much more difficult to gain central route results when using a peripheral route such as emotional appeal or narrative (O'Keefe, 2008).

### **Reach and Explanation of Problem**

The millions of YouTube hits alone during the Olympic months can speak for the vast audience that was reached, however whether the intended message was received is another story. "Outputs, although popular measures among practitioners, can be weak indicators of effectiveness. Just because a program obtained a lot of media placements doesn't mean the placements had the impact desired" (Seltzer, 2006, p. 39). Among the company's objectives for the campaign was to increase company and brand recognition; however, in the videos themselves P&G is not mentioned until the end, when the company logo appears for the final five seconds of each ad. According to Low and Lamb (2006), "Research in brand familiarity has been extensive in the areas of advertising and marketing. Well-known brands have been found to exhibit multi-

dimensional brand associations, such as brand image, perceived quality, and brand attitude compared to less familiar brands” (p. 360). Little research, if any, has considered the effects of publics’ familiarity with a *company* and, instead, has focused on the familiarity of its brands (Carroll). Further, this concept of “shareable messages” spoken of by Marc Pritchard remains to be foggy in terms of definition.

### **Research Questions**

Most PR initiatives are meant to influence consumer attitudes about a company, brand or product. In the case of P&G’s *Thank You, Mom* campaign, this was among the company’s top priorities in the development of these PR Media messages. According to ELM, if done correctly, PR Media messages have the potential to influence attitude change through either the peripheral or central route, but the central route is the only way to achieve a change in behavior. Since these peripheral media messages were released on social media, if the message is compelling to viewers, they will be persuaded to engage both by *choosing* to view the message and by potentially *sharing* or *liking* the message on social media, all of which are behavioral elaborations. I do not intend to investigate causality in this study, but rather gain a deeper understanding of the target audience’s opinion of the messages and their social media habits and likelihood for elaboration on social media websites. In order to assess the relationship between the target audience and the media messages released by P&G, I pose the following research questions for this study:

RQ1: What features of the media messages do the target audience report as being appealing or unappealing to them? Why?

RQ2: How is the presence of athlete-endorsers reported to impact the authenticity of the message?

RQ3: How likely do the target audience report that they are to share, comment or like the media messages on social media (behavioral elaboration)?

RQ4: To what extent are the media messages reported to have an impact on consumer attitudes toward the company or its brands (attitude elaboration)?

### **Chapter Three**

#### **Method of Data Collection and Analysis**

I wanted to *explore* the relationship between P&G's approach to social media PR and their target audience: mothers. My method of data collection was to conduct and transcribe two focus groups, with the mothers of athletes as participants. A research method request was submitted to the SUU Institutional Review Board for approval, which was granted.

#### **Data Collection**

To recruit participants for the two focus groups, I compiled a list of mothers from the Cedar High School and Canyon View High School Booster Clubs, whose members are parents who have donated money to the athletic programs for their respective schools. I also obtained a contact list for parents of Utah Summer Games participants, an organization that hosts over 40 athletic events for all ages during the summer months each year in Southern Utah. Between these three sources, I had over 100 emails and phone numbers to recruit from (limiting Utah Summer Games participants to current Southern Utah residents). Using the attached recruitment script (see Appendix A), I began contacting mothers about participating in the study, and recruited sixteen mothers of athletes for the two focus groups, eight women for each to compensate for no-shows or emergencies. The women were contacted the day before the focus groups to serve as a reminder and to clarify the time and date they were to be expected.

On the morning of the focus groups, eleven women were in attendance, five for the 10:00 group and six for the 12:30 group (hereafter identified as A.M. group and P.M. group). Each woman in attendance was greeted and given a nameplate. Each woman then filled out a background questionnaire (see Appendix B) and a non-disclosure statement (see Appendix C) and was directed into the conference room to help themselves to the snacks provided and take a seat.

I was encouraged by my Capstone Chairman and my committee members to conduct the focus groups myself, as I am very informed about the research objectives and because of my considerable experience in leading group discussions. I used a previously prepared moderator's script (Appendix D) to moderate the conversation(s) and I believe that I was able to control my facial expressions and voice inflection, as not to encourage bias in the discussion, to the best of my ability.

Both focus groups were conducted at the Utah Summer Games building in the formal conference room. The room is set up with a long mahogany table in the center with comfortable armchairs lining the two sides of the table with one chair at the head. On the opposite side from the moderator's seat there is a five-foot digital screen where the media messages were played. Both focus groups were recorded on an audio recorder, which sat at the center of the table, as well as on digital video so that the visual cues could be saved for reference during analysis.

The participants of the focus groups were exposed to four different ads created by P&G, which circulated on social media platforms during the months leading up to, and during the 2012 London Olympics, as a part of the company's *Thank You, Mom* campaign. Both groups were shown the same first three videos (television spots) and group one was shown the Ryan Lochte feature, while group two was shown the Lolo Jones feature. Those two videos from the *Raising an Olympian* series (which was only seen on social media) were chosen based on popularity of the event and athlete(s) featured, and were both among the top ten most viewed videos from the series. The conversations during the focus groups were centered on those four narrative media messages from P&G's campaign, depicted in Figures 2-6 below.

Figure 2

*The Hardest Job in the World is the Best Job in the World P&G Olympic Video*



*This video follows four athletes from different countries and their mothers through their Olympic journey in a quick-paced narrative set to an emotional piano ballad.*

Figure 3

*Kids P&G Olympic Video*



*This video follows young children in adult roles through a narrative set to a piano ballad as they enter the Olympic park and prepare for their events.*

Figure 4  
*Thank You, Mom P&G's Olympic Video*



*This video shows scenes from an iconic childhood in conjunction with real-life Olympic footage of athletes competing, while their mothers watch from the stands and celebrate with them.*

Figure 5  
*Raising an Olympian: Ryan Lochte P&G's Olympic Video (shown to group one)*



*This video is a feature narrative of Ryan Lochte's childhood and Olympic career told by he and his mother by spoken word and also through photographs and competition footage.*

Figure 6

*Raising and Olympian: Lolo Jones P&G's Olympic Video (shown to group two)*



*This video is a feature narrative of Lolo Jones' childhood and Olympic career told by she and her mother by spoken word and also through photographs and competition footage.*

Following individual introductions the groups were shown the first video, and asked to respond to it by discussing what they liked or did not like about the message. The discussion that followed was prompted by three questions regarding the specific features of the media message, the individuals on-screen and participant's likelihood to share the message on social media (See Moderator's Script, Appendix D). After all of the messages had been viewed and responses recorded, the moderator then asked 2-3 broad questions concerning the sponsor of the message, such as "What were your feelings about the company who sponsored this message prior to this study?" and "What are your feelings toward the company after having viewed those messages?" to gauge the general attitudes toward P&G to conclude the focus groups.

The participants were encouraged to answer the moderator's questions honestly and completely, and were made aware of the confidentiality agreement verbally at both the beginning and the end of the groups.

### **Demographics of Focus Groups**

The two focus groups were comprised of five and six women respectively, for eleven total participants. The ages ranged from 34 years old to 54 years old, with the majority of the participants being in their 40s. All eleven women were Caucasian and eight of the participants were LDS or Mormon by religious affiliation. The remaining three identified themselves as Christian, non-denominational. All eleven women were either married or remarried.

All of the women had received a minimum of a high school education, three had their associate's degrees, five women held a bachelor's degree and one had a post-professional degree. Five of the women identified themselves as being employed, one woman was self-employed and the other five identified themselves as homemakers. The household incomes of the participants were evenly spaced between 40,000 to 70,000 a year between seven of the participants, with the other four women claiming over 100,000 a year for their household income.

The remaining questions asked of the participants in the demographic questionnaire were in regards to their Internet and social media habits. All eleven participants reported that they used the Internet several times each day, with eight reporting that they spent less than 10% of their time online using social media. The other three women reportedly used social media for over 60% of their time spent online.

Table 1 shows which social media sites the participants claimed to use on a regular basis, and Table 2 shows what motivations the participants claimed to have for using social media. It is interesting to note that none of the women claimed to use either Twitter or Blogger, where nearly all of them claimed to use Pinterest on a regular basis, and each of those nine also selected *Seeking out new projects or ideas* as one of their primary motivations for social media use.

Table 1  
*Social Mediums Used on a Regular Basis*

Medium	<i>f</i> of Selection
Pinterest	9
Facebook	5
Instagram	4
YouTube	2
Twitter	0
Blogger	0

Table 2  
*Primary Motivations for Using Social Media*

Motivation	<i>f</i> of Selection
Boredom	0
Maintaining relationships	6
Seeking new relationships	0
Seeking information about products/companies	2
Seeking out new projects or ideas	9
Other	0

### **Data Analysis**

Once the responses were gathered from both focus groups, I transcribed the data assigning each speaker a number to replace her name, and conducted an in-depth qualitative analysis using constant comparison to identify the reoccurring themes, and answer the above mentioned research questions about the relationship between the media messages and the target audience. The digital video was used to note physical-emotional responses in the data.

## Chapter Four Results

The two focus groups of eleven women were exposed to four media messages from the P&G *Thank You, Mom* campaign and asked to respond to the messages. The text from both focus groups was transcribed and analyzed using constant comparison in order to identify reoccurring themes within the text and answer the research questions regarding target audience attitude and behavioral elaboration likelihood. During my analysis of the data from the P&G Olympic Campaign focus groups, four reoccurring themes emerged in the text and are outlined and defined as follows:

1. *Personal Experience*: specific reference to knowledge gained through first-hand familiarity with subject matter, often in an effort to justify an opinion.
2. *Camaraderie*: expressions or feelings of solidarity toward women onscreen or others within the group.
3. *References to Authenticity*: references to what does or does not feel or appear “real” within the messages shown.
4. *Olympic Spirit*: expressions of enthusiasm or interest in athletes, events or coverage of the Olympic games.

### **Personal Experience**

The first, and by far the most common, theme found within the text was *Personal Experience*. This theme included all references to real-life experiential knowledge gained through first-hand familiarity with the subject matter being discussed, many of them in an effort to justify an opinion about the media messages or themes represented in them. A 45-year old mother of four said:

The video said it all, it's so true. As a mom I get so involved. We are right in the middle of it. Then when they score... when they do something that you know made them feel good... it is the best feeling to know they are proud. Those are the greatest times.

It was common to have a mother set the stage this way prior to offering an opinion. Several mothers made references to the activities that they had observed in the videos without making a direct connection to the media message or the company sponsor:

My boy would always say, *Thank you so much for making me look nice for my game.*

And boy those stains were hard to get out sometimes! But I love laying out a nice clean uniform or leaving him a note or putting extra money in his pocket, because he was always grateful. (See Figure 7)

Viewing women doing laundry on screen prompted the group to discuss laundry tricks and experiences, many of them with fondness for sports jerseys and uniforms.

Figure 7  
*Hardest Job P&G Olympic Video*



*A mother of a future Olympian hangs his clothes on the line outside their small apartment in Spain, shortly after the child was depicted playing a game of volleyball in the streets.*

In many cases, the mothers would discuss parenting styles that they used, whether they were defending their decisions or regretting them. One mother who earlier in the group mentioned that her children weren't as active as she would like them to be, stated, "I'm the mom that would always say 'are you having fun?' And probably to a fault I let them quit if they weren't enjoying every day, instead of pushing them." Another mom asserted that as a parent, you can only do so much, that the drive to be great has to come from within the child:

Kids are born with their own personalities. Those kids at some point decided to fight and their mom just helped them to get there. I tried to raise all of my kids the same and I have one that has no interest in working to achieve a higher level and another who is very self-motivated and I never had to make him do anything.

Nods of agreement were seen across the table when a woman would refer to a personal experience motivating or consoling her child, suggesting that those experiences were common among the group.

Many women told stories about social media experience, or lack thereof. One such mother expressed that even if she liked the media messages, she wouldn't ever think to seek them out. She said, "My husband is always saying *come watch this* on YouTube, so I watch what he shows me but I wouldn't ever see something like this unless he showed it to me." Many responses about social media were tied into a "for-instance" justifier, drawing upon specific experiences, and giving context to their examples of viewing social media messages.

The first video that was shown to both groups was the *Hardest Job* video, and while the responses to it were largely positive, two women expressed an inner-conflict about the message:

I know it was supposed to make me feel good, but I just felt bad for the kids. It was sad for me because I know what it takes to get a child up in the morning; I was thinking *what*

*about the other 6 times she had to go back again? And I know what happens when you push your kids too much and they resent it. The mom can't be the engine behind the child if that child is dragging their feet; it isn't fair. (See Figure 8)*

Most opinions expressed were accompanied by a description of specific instances or experiences to validate the opinion. Following the comment about “the other six times she had to go back again [to wake up the child in the morning],” many mothers laughed and nodded, while commenting to themselves about their own children’s morning routines and habits.

Figure 8

*Hardest Job P&G Olympic Video*



*A mother wakes her young daughter up in the morning before the sun has risen, and helps her out of bed before making her breakfast and driving her to gymnastics practice.*

Another mother in the same group expressed negative feelings about the *Thank You, Mom* video, saying, “I felt failure-ish while I watched that one. I splashed with my kids in the tub and none of them are swimmers. It makes me wonder, *why are my kids not successful athletes?*” (Figure 9)

By the same token, this reference to a daily activity connecting with the success of the athlete was a strong narrative element for many of the other mothers.

Figure 9

*Thank You, Mom P&G Olympic Video*



*A mother splashes in the tub with her child, who is later depicted competing in a swimming event at the Olympic games.*

Many women had negative feelings toward the *Kids* video, which featured young children preparing for and competing in the Olympics:

It took me a while to understand that the commercial was the mother's perspective of seeing them young, because even as they are growing up I don't ever see them as being littler than they are. I can remember when they were that little, but I watch my kids as they are now. (See Figure 10)

In the video, the children were doing adult-like activities such as shaving and traveling alone. Particularly in reference to the dangerous sports, several mothers expressed that they were uncomfortable watching children do adult activities.

Figure 10  
*Kids P&G Olympic Video*



*A young Russian boy prepares to compete in the power-lifting event at the Olympic games.*

The final section of the focus groups was centered on the brand/company sponsor of the message. The groups were asked about their knowledge of, and feelings toward Proctor & Gamble and its products. In one group, two women recalled an opinion passed down to them by their mothers about P&G:

I remember as a kid that there was a big to-do about the symbol they used having a 666 on it, and my mother and her friends never bought their stuff. This [focus group] was good for me because I didn't know anything else about them. I think otherwise I would have seen that logo and had negative feelings because that's what I grew up thinking, that they were, you know, a devil company or something.

The *personal experience* category was by far the most common theme present in both focus groups, followed closely by the *camaraderie* theme.

### **Camaraderie**

The second theme that emerged within the text of the focus groups was *Camaraderie*. This theme encompassed many expressions or feelings of solidarity toward either the women featured onscreen or others within the group, without specifically referring to real-life examples like in the previous theme. One mother apologized for being emotional following the viewing of the *Hardest Job* video and explained:

As a mother you feel that. The way they were watching their child compete, sitting on the bleachers leaning forward cupping their face, the anxiety in their faces... Those women were feeling that emotion and it came from their core. (See Figure 11)

Specific descriptions of moments in the video the mothers connected with were common, particularly with the shorter messages that had no dialogue and were set to music.

Figure 11  
*Hardest Job P&G Olympic Video*



*A mother reacts after having watched her 12-year old daughter fall off the beam during a community gymnastics competition.*

The majority of the participants praised the media messages for their emotional appeal, and for capturing the connection between the mothers and their children. Several of the mothers described specific scenes within the narrative when they felt connected to or identified with the mother on screen. Some of the mothers expressed that their favorite section of any of the videos were the endings. A 54-year old mother of four and grandmother of eight stated:

I loved the end. When every one of them, the first thing they did is look up at their moms. That is what made me want to cry was just thinking, that is so cool. Some of them could run to them and others could simply look up or gesture but they each connected, and they knew [what it meant]. (See Figures 12 & 13)

The mothers were very supportive of one another, offering gestures of camaraderie when a participant would become emotional or share a heartfelt opinion.

Figure 12  
*Hardest Job P&G Olympic Video*



*A mother sheds a tear while watching, on television from her home in China, as her daughter wins a swimming event at the Olympic games in London.*

Figure 13

*Hardest Job P&G Olympic Video*



*An athlete runs to his mother's side and embraces her after having won his volleyball match during the Olympic games.*

One similarity between the two focus groups was their tendency to validate one-another's opinions, regardless of if they then proceeded to agree or disagree with the previous' mother's opinion. Directly following the *Hardest Job* video, a few mothers reached for the tissues, one mother later referring to moment saying,

“I thought I was gonna' cry.”

“Well I did, so you are not alone,” another responded.

“Me too,” a third women said.

Another expression of camaraderie was on a more general level. One woman asserted that the messages were very universally applicable, not only because of the many cultures that were included but because “there is one thing that we all have in common—we are all moms.” She praised the messages for being relatable, and another women interjected, “We all experience hardships on some level, so there is a bond that is developed when you see someone who is

sacrificing or suffering for a good cause.” Consistent with the camaraderie theme, empathy towards the mothers on screen for the work they were doing to raise their children was often expressed. One woman specifically referenced *Tide* in her response to the videos, saying,

At the end when it flashed the brands, it was only like two seconds but as a mom of kids who play sports that made me think of just washing all of those clothes over the years.

There is nothing worse than soccer socks and football pads, so it registered for me and I thought, *wow—I bet those moms used a lot of Tide.*

The mothers not only expressed a connection to the individuals on screen, but also to one another, conveying solidarity toward any woman who is a mother.

A 34-year old mother of six children ranging from 13-years old to 2-years old was hesitant about the first three commercials, but was “very connected” to the fourth video *Raising an Olympian: Lolo Jones*. She explained that this was because:

None of us will ever be mothers of Olympians. I will never be the mom(s) in the first two videos, but I could be that lady. My kid could be that genius and strong and amazing, even if they never get to the Olympics. So it’s easier for me to relate to the last one, because it was a story of the child being driven, and that is more inspiring for me.

Another mother in the group disagreed with the opinion, saying that the videos were all universal messages, and that to become an athlete on any level takes brilliance from within the child.

### **References to Authenticity**

The third reoccurring theme seen in the focus group transcription was very prevalent in both groups, and that was *References to Authenticity*. The word “real” was an adjective that was used a great deal by women in both groups, usually in their descriptions of the media messages. Following the first video (*Hardest Job*) one mother said, “I was sure that those were their real

moms until someone said they were actors, it sure felt real to me.” Another commented, “[Even though they were actors] it didn’t affect how it made me feel, it was so much like real life it didn’t matter.” In the other focus group one woman made this argument, “When I see any story, fictional or not I take it and see how it looks in my own life, I could see that message in my life and it was real to me.”

Although many of the mothers’ initial opinions were positive, and praised the *Hardest Job* video for its authentic message, some were not convinced:

At the end it was like they wanted you to feel like everyone was a great champion, but that’s not real life. I like the high school ballgames just as much as the Olympics, maybe more because that’s my kid out there. It would have meant more for me if we would have seen the kids at a hometown game under the ball lights—my kids aren’t Olympians.

One woman expressed her frustrations with companies that tried to “play on your emotions to sell a product,” but then asserted that she did not feel that way about these videos saying that they “didn’t feel like a commercial.” Following that remark another woman posed the question to the group:

What were they were trying to accomplish with these [media messages]? It seemed like just a nice tribute to moms and their kids, but there was no mention [of the company] until the end. I didn’t even make the connection with *Tide* except for maybe that they are doing laundry. Maybe they should have had her say *I always wash his clothes in Tide*.

At this point another mom interjected, “That would have ruined it for me. I just enjoyed it and I couldn’t have cared less about the P&G part.” Many of the mothers agreed that increased product placement would have had a negative affect on the authenticity of the message, and would have

been a distraction from the real meaning. This discussion of what felt real echoed throughout any reference to the messages for the majority of the groups.

Although both groups praised the first three media messages for how “real” their depictions of motherhood were; both groups almost unanimously asserted that they would not share the messages online. “I forward things quite often, but I wouldn’t share any of those. I would if it was real, but that would be like me shoving an advertisement at my friends.” Another woman agreed, “That is where the fact that [the individuals onscreen] were actors would come into play, at the end of the day its still an advertisement.” Many of the participants stated that they liked the message(s) but as one woman said, “I only share things that are real.” This comment is in direct contrast to this woman’s previous comment that she connected with the message because it felt real; it wasn’t until she was asked if she would share it that she asserted she would not share something that was not real.

After viewing the fourth media message (A.M. group: *Ryan Lochte*, P.M. group: *Lolo Jones*) the attitudes toward the videos were similar to previous responses, calling the video “relatable,” “real” and “authentic.” One mother said, “I liked that the daughter said that her mom wasn’t always in the stands because she had to be working to support [the kids]; that is reality. It was a tear-jerker.” When asked if they would be likely to share the message, the participants were split, justifying their answers with whether or not they had invested interest in the athlete featured or the event that athlete participated in. One mother said:

If I was an avid swimmer I would be apt to share that. I was impressed because it felt very real, not like an advertisement, but I wouldn’t share it. If there was an event that I followed more that had a video like this, I would maybe share that.

In reference to the *Ryan Lochte* video, one mother stated, “Everyone loves a feel-good story, I loved seeing his personality. But I don’t think it was strong enough to share.” A few of the mothers who had previously stated that they would share a video from the series if it spotlighted one specific athlete story, felt that this video was the strongest and most share-worthy of the videos shown. A 45-year old mother of four said:

I think this one is the most applicable to the people I would show it to, where the others I felt like *oh, that’s nice* but this one is different. I think people like to see real life have a happy ending; that is what I like most about this one.

The Ryan Lochte and Lolo Jones videos shown to groups one and two, respectively, were unanimously accepted as the most authentic message(s).

### **Olympic Spirit**

The Fourth theme that was prevalent within the text was *Olympic Spirit*, which was defined as expressions of enthusiasm or interest in athletes, events or coverage of the Olympic games. One woman suggested that had she seen the P&G videos during the Olympics, she and her family would have “gone crazy! We were always online looking for stuff like this.” Another mother suggested, “They should have said on the TV advertisements that we could go online to see more athlete features by P&G, my family loves the Olympics and we always would try to find more information on the athletes before a race. I didn’t know to look for these.” Many of the women expressed that they preferred the TV spot that used real Olympic footage (*Thank You, Mom*), because they could remember some of the athletes onscreen and their mothers. This connected with one mother who said:

They showed a lot of the parents during the Olympics, and our family was really avid it and we watched a lot of it. That one [media message] made me remember watching the

Olympics and seeing that dad up in the stands doing the routine. So it that helped me connect with it.

Another mother commented, “I remember that too, it made me want to see more. I wanted to see the whole family up there. I always wanted to see the mom’s reaction in the stands, my favorite was Michael Phelp’s Mom.” As the conversation went on, a number of mothers asked me if there were videos like this online of other specific athletes, and they spoke about looking them up after the study had concluded.

Many women spoke about their excitement for the Olympic games having been centered on a local athlete who competed in London. Cam Levins graduated from Southern Utah University (located in the college town where this study was conducted) and was named the NCAA champion in the 5,000 and 10,000-meter races prior to the Olympic trials. Cam competed in the Olympic games for his native country Canada and placed 11<sup>th</sup> overall in the 10,000m. Since then, he has since signed a professional sponsorship deal with Nike (Feschuk, 2012). Because Cam is somewhat of a hometown hero in Cedar City, many of the women remembered watching his event with their children. “It was so exciting! I felt so proud,” one mother said. Another remembered:

My whole family was so excited, we were all cheering and making a fuss. I’m sure the whole town was watching that race. I mean, we have seen him run right here in Cedar City and there he was running with the best in the world.

Excitement for the events and the opening ceremonies were often centered on a specific athlete or sport being featured, and not on the games as a collective event.

The women were divided within the groups about whether or not they connected the media message(s) with the sponsor, “I get so wrapped up in the whole spirit of the games, that if there is a great message I just let it be great and try not to pay attention to the brands and things.” A few women commented that they were so engrossed in the message (particularly with the final video of the individual athlete features) that they only developed feelings toward the athlete and his/her mom, and paid no attention to the sponsor of the message. In this regard, the *Olympic Spirit* themed responses could suggest a hindrance in elaborative brand salience.

## Chapter Five Discussion

The overall themes of the text suggest a number of implications about the success of the PR media campaign, particularly when compared with the research questions. First, I will assess the overall themes, and then directly address the research questions.

### Discussion of Reoccurring Themes

Having the most common theme within the text be *Personal Experience* illustrates that the women viewing the media messages were making a connection between the narratives onscreen and their own lives and experience as a mother. Whether their opinions about the portrayal of motherhood were positive or negative, the videos undoubtedly caused each woman to feel something, and think on their own lives in comparison with the messages. This ability to make each woman have a personal experience with the message is a difficult and impressive feat for PR media, and based on the responses from the target audience, the use of narrative was largely to thank for this. From this finding, research that supports the use of effective narrative in media messages is confirmed as being accurate with this particular audience.

The majority of the responses from the *Camaraderie* theme suggest a similar implication as the previous theme, and that is that the target audience identified with the depictions of motherhood, and felt some amount of solidarity toward the onscreen individuals and for the other participants (fellow mothers). Particularly when a mother would begin to show an emotional response to the message, she would be received by a number of validating opinions.

After reviewing the footage of the focus groups, I found that the moment that received the most physical emotional response (tears) from the women was the final seconds of the *Hardest Job* video, where the mothers onscreen are brought to tears themselves. (See Figure 14)

Figure 14  
*Hardest Job P&G Olympic Video*



*A mother hugs her daughter after having just watched her compete in the Olympic games.*

This observation suggests that the viewing of other women becoming emotional was, in and of itself, a trigger for an emotional response from the viewers. The trick here for the PR industry is to balance and not abuse the use of emotional onscreen characters, a subjective principle with no universal hard line. I believe that this campaign is a particularly rare case, wherein the use of tears onscreen was both relevant and prudent because of the subject matter and the goal of the message (increased elaboration or positive feelings toward company). As stated by many of the participants, any additional product placement within the ads would have “ruined” the message and made it appear phony to the viewers.

A conflicting message was found in the analysis of the *References to Authenticity* theme. After watching the first three media messages, the participants praised the videos for how “real” they felt. However, when asked how likely they would be to share the message online, very few

even considered it. The main argument that was made for not sharing the videos online was that the stories were not themselves true stories. Later, after having viewed the athlete-feature *Raising an Olympian* video(s), again the women praised the message for being “real” but when asked if they would share the message the majority said that they would not, although they were more likely to show the latter to their children at home. This conflicting response suggests that the perception of authenticity was not motivation enough for elaboration, but that a factual narrative is potentially more elaboration-worthy, even though that media message was less emotionally charged.

The desired result of attitudinal elaboration was achieved. Behavioral elaboration is still present by the mothers sharing the videos with their children at home, but does not help the message to spread online. The discussion about what qualities made a message authentic or “real” was consistent with the descriptions the women used for the videos. This tells us two things about the target audience; first, the women are likely to connect with the message if it feels authentic to them, and secondly, even if they have positive feelings toward the message, they are unlikely to elaborate further by sharing it online (I will address this implication in more detail later).

The *Olympic Spirit* theme was an anticipated result. Research has shown that the Olympics are among the most anticipated and celebrated athletic events in history, and the 2012 London Olympics were no exception. Advertising during the games is so expensive that only the largest companies can afford airtime. This is why P&G’s social media exclusive series *Raising an Olympian* was such an important digital effort; it tested the reliability of using social media for a means of elaboration to spread a message. While all of the participants appeared to enjoy the individual athlete features the most, many of them said that they would never have come in

contact with the message unless a friend directly shared it with them. Many of the women said that they were craving more information about the athletes, and had they known that these videos were online they would have sought them out.

An important implication that this has for PR professionals interested in using social media as a means to spread a message, is that even if the target audience is interested and would spread the message, there is still a great amount of uncertainty about *how* to get the message to them. The target audience reported *seeking out new projects or ideas* as their number one motivation for social media use, followed closely by *maintaining relationships*. These motivators should drive PR professionals' strategic decision-making when considering *where* the target audience is gathering, and what they are looking for, so that the messages are placed in the path of natural media traffic and behaviors. This would increase viewership and the opportunity for attitudinal elaboration. The necessity of behavioral elaboration is still a concern.

Many participants reported that they were online during the Olympics looking for videos like these, to learn more about the athletes. However, only two of the eleven women in this study had previously viewed the messages, and neither of them were women who claimed to be seeking out information about Olympians during the Games. There is a circular predicament here. Companies like P&G cannot spread their message on social media without help from the consumer, but until the message has been spread to the consumer they cannot help to spread the message by elaborating. Although P&G's media messages were perceived to appeal and elicit an emotional response from the viewers, it still remains to be seen what might serve as a conduit, translating message appeal to motivation to elaborate. Further, the target audience here seems not to be gathering on social media sites, so they are even more difficult to target online. If P&G hopes to see an elaboration in behavior or attitude they need to consider alternate means of

getting these women to the sites where the media messages are shared, or elaboration will not even have the opportunity to occur.

### **Discussion of Research Questions**

There were a few items that were discussed that did not necessarily fall under the four reoccurring themes, but do help to offer some insight about the proposed research questions.

***RQ1: What features of the media messages does the target audience report as being appealing or unappealing to them and why?***

The specific features within the media messages that were observed by the focus groups as being appealing were music, narrative, cultural representation and overall concept. The music was praised for its emotionality and its part in helping the narrative to move along. Many women referred to the story being an accurate depiction of the lifelong journey of raising children.

“You’re living vicariously through [your child’s] successes and failures,” said one mother, “I was with those moms every step of the way, you really feel for them and celebrate with them at the end.” This narrative-transportation was referred to several times, with mothers explaining that they felt like they were “right there,” particularly in reference to the mothers’ connection with their children onscreen.

The third feature that was identified as being appealing to the groups was the cross-cultural representation, which was also referred to a great deal in connection with the use of narrative. The women praised the videos for their “universal message” and the tribute to mothers across the world. The groups described this concept as being “refreshing” and “emotional.”

***RQ2: How is the presence of athlete-endorsers reported to impact the authenticity of the message?***

Other than with the *Kids* video, the target audience had mostly positive things to say about the onscreen individuals and expressed that with the first three videos they “didn’t care that they were actors” because it “felt real.” However, when compared with the ending of the third video and the entire fourth video, which featured real Olympians, the groups expressed that they preferred the athlete endorsers. It occurred to me during my analysis that this might be a special case. Because the athletes were telling their stories and not directly promoting a product that undoubtedly had an impact on how authentic the individuals onscreen were observed to be. I do not know that the response would have been the same had the nature of the responses been in any way promotional toward a brand or company. It would be fitting to compare messages featuring Ryan Lochte talking about using a Gillette razor before a swim, with a media message of him using the razor but talking about the thrill of competing. Future research to compare the use of athlete and celebrity endorsers with athlete and celebrity indirect endorsers might help to explain which audiences perceive as being more authentic.

The groups did report that the presence of an athlete endorser made the messages more interesting, and that they were able to connect with the message because they remembered the athletes featured or the moments seen in the videos. The use of real Olympic footage definitely had an impact on the observed feelings of authenticity for the mothers in this study, because the moments in time that had been captured on camera were nostalgic for Olympic fans. It is my opinion that having the mother of the athlete as their spokesperson, rather than the athlete themselves is in and of itself an infusion of irrefutable authenticity. Mothers are universally loved and trusted, which is part of the significant strategy of this campaign. Whether mothers of

athletes or celebrities as endorsers would still communicate authenticity is another potential area for further analysis.

***RQ3: How likely does the target audience report that they are to share the media messages on social media?***

The only video(s) that the majority of the group(s) agreed was something they would share on social media were the individual athlete features. Those videos were a part of the online exclusive series *Raising an Olympian*, and were said to be more relevant to the target audience. However, as previously stated in the *References to Authenticity* theme, even though the final video was deemed the most “sharable” by the groups, the women still did not express a natural interest in sharing a message of any kind online. This reservation toward behavioral elaboration was not unique to a few women, but rather an idea that was reaffirmed by every woman present. This response essentially deflates the possibility of relying exclusively on behavioral elaboration for social media messages when this audience is the target.

One woman compared sharing something online to giving someone a self-help book, and worried that by sharing a video she was “pushing it on people and pressuring them to like it.” Several women agreed that when you share things you are “putting yourself out there” and “forcing your opinions on your friends.” I think this mentality is a generational barrier. Because social media is so new, the younger kids are over-sharing while the older generations are still weary of every post appearing bold and being visible to the world. Because P&G’s message was of interest to a wide variety of audiences, the messages were still able to spread to millions of viewers worldwide. How many of those viewers were mothers may never be known, but I would argue that the majority of those millions of views were a younger generation that may or may not buy their own razors and laundry soap. At the same time, by reaching this young audience online

P&G is burying the drama of the 666-debacle more every day and starting fresh with young consumers, as well as tapping into the share-happy youth who do not possess the same attitudes about being guarded online.

One mother said, “It has a great message for young people, so I would definitely gather my kids and show it to them at home.” By creating a message that was universally applicable, P&G covered as many bases as they could as an effort to spread the message, no matter the audiences that were inclined to elaborate by sharing or liking the messages on social media. In the future, companies who advertise on TV in addition to social media messages online, should use more cross-promotion to refer consumers to the online messages from other mediums.

***RQ4: To what extent are the media messages reported to have an impact on consumer attitudes toward the company or its brands?***

According to Petty and Cacioppo, the *central processing route* to elaboration appeals to logic and requires considerably more cognitive effort to process the message; the *peripheral route* appeals to the audience’s emotions, but elicits a less motivating cognitive response. However, when a consumer has personal or situational-significant motivation, ability and opportunity, as mothers do in regards to their roles in their children’s lives, “they will willingly exert significantly more cognitive processing effort,” or elaboration likelihood (Cho, 1999 (p. 34). Meaning, that peripheral persuasion cues can create a strong attitudinal elaboration response in the initial investment in the topic already exists, which is certainly the case here.

The general consensus from the focus groups in regards to their feelings about P&G prior to the study was indifference. The women who remembered their mothers talking about the moon and stars logo were the only ones that expressed a strong opinion about the company in either direction. However, many of the women picked out brands like Pampers, Crest or Tide

that they saw in the television spots and had very positive opinions about the individual brands. The women used phrases like “very reliable,” and “not cheap, but high quality” to describe those brands. One woman said,

When I saw Tide I got warm feelings about washing my boys baseball uniforms, but without that brand logo at the end, I wouldn't have connected it with any brand, I just would have thought about the message. (See Figure 15)

Figure 15  
*Hardest Job P&G Olympic Video*



*A woman washes her child's clothes in a bucket next to a container of Tide laundry soap. Interestingly, the mothers in the focus groups did not report to have seen the product placement and in fact praised the media messages for not “pushing their products.”*

Many of the women in the group expressed positive attitude elaboration toward brands like Tide that they already used, stating that they felt good about their decision to buy Tide because they know the brand is generating these positive messages. “It makes me feel good that I already buy it,” One mother said, “its nice to know the company is supporting moms, so it comes full circle for me.” Before they were asked specifically about their feelings toward the brands or

company sponsor of the messages, a brand discussion came up on its own a couple of times with some discrepancies. Following the *Hardest Job* video, one participant said,

“It’s a diaper commercial right?”

“No, it was Tide,” another stated.

“I think it was multiple brands that sponsored the message,” added a third.

“I thought it was just an Olympics message,” said another.

This exchange suggests a couple of things. First, it was unclear who the sponsor of the message was in the eyes of the consumer. Secondly, the brands that the women were more likely to pick out were brands that they already used or were familiar with. This is still a win for a public relations media message because even if the company who houses the brands is unclear, any amount of increased positive feelings toward the brands the company represents, fits into the desired elaboration outcome that the company set out for.

Following the inquiry about the groups’ initial opinions of the brand, they were then asked if their opinion had changed and why. One woman said that even though her mother had harsh opinions of P&G (because of the 666 debacle), she had no reason not to have positive feelings toward them, especially after viewing the media messages. None of the women in either focus group felt that they would be able to pick out which brands were represented by P&G if given a list of brands. “I buy what I buy,” one woman said, “but I own my own business and I like to support people who support me. So if I didn’t already buy Tide, after seeing this I would be willing to try it because I know the company supports me.” Most of the other women agreed that the messages increased their positive feelings toward the brands that they buy. One woman stated, “I will notice now what brands I have that are P&G, and maybe feel a little pat on the back for it.”

Although the groups had many positive things to say about the brands, there was a clear disconnect between what the brands they were fond of, and Proctor & Gamble. A couple of women said that they forgot immediately what brands they saw, and one woman put it like this:

It's taking it one step too far from the consumer. We all know and buy these brands but I didn't know they were under the P&G umbrella. If all I saw was P&G I wouldn't associate the positive feeling I just had watching those videos with the company, but since it showed the brands I might remember those.

This is common problem with company advertisements as opposed to brand advertisements. If there is too much of a separation between the company and the brands it represents, then it is difficult to spread a positive message when the target audience may or may not identify that message with the company. As I said before, this is not as disheartening as it sounds. Promotion of its brands is in the best interest of the company, it just might not be as beneficial to P&G as they might have hoped. Proctor & Gamble might want to think about insisting that their logo appears on all P&G products, and that might help with the disconnect between the brand and the company in the eyes of the consumer. With the goal of increased positive attitude elaboration in mind, the ads were still a success for the brands that were shown, just not necessarily for the company.

As far as the media messages themselves are concerned, I think that increased brand presence would have a negative effect on the feelings of authenticity. I think the peripheral route of subliminal and inadvertent product placement was sufficient, as many members of the target audience associate actions like laundry with *Tide* already.

## **Chapter Six Conclusion**

Although I am very pleased with the outcome of this study, there are several limitations that should be identified as they may have had an impact on the results of the study.

### **Limitations of the study**

This study was conducted in the college town of Cedar City, UT which is predominately inhabited by LDS (Mormon) families. Eight out of the eleven focus group participants identified with the Mormon religion, and all of them were married or remarried. This may have had an impact on the mothers' social media habits. The participants were recruited on a referral-basis and were chosen based on my desire to have variety in age, number of children, athletic events their children were involved in, area within the community (to prevent friends or family from engaging in groupthink) and availability to participate.

Camaraderie, which was a common theme, could also have been a possible limitation. Both groups established excellent synergy, which could have impacted the consistency in responses.

A couple of the mothers mentioned that if they had viewed the messages during the Olympic season they may have had a more enthusiastic response, and might have connected more with the messages since they would already be viewing Olympic advertisements on a regular basis.

As with all focus groups, it is nearly impossible to attempt to eliminate all personal and interpersonal biases between focus groups members as they compete for social acceptance. I must say however, that these groups were observed to be incredibly honest and insightful, and very regularly disagreed with one another in a kind way, which offered a variety of input for the study. Another common bias with focus group research is with the participants being overly

critical or overly agreeable with their responses. One mother said, “I saw [this video] during the Olympics and I liked it then. I think being here in this group made me more critical because I’m wondering what I am supposed to be looking for.” This bias is difficult to combat, as it is a natural consequence of focus group research.

### **Further Research**

The Olympic games are a very beloved and celebrated time, wherein broadcasters, advertisers and PR professionals have the rare opportunity to greet their audiences with inspirational and spirited media messages. I believe that part of the reason that this media message was so well received by the audience had to do with the idea of the Olympics and the positive circumstance the messages remind viewers of. Since the participants mentioned that they would have appreciated the message more had it been in context with the Olympic games, I think that it would be interesting to analyze a campaign that is not an Olympic initiative. I wonder if the emotional appeal and use of athletes as endorsers would be as effective as a means of initiating elaboration with a regular professional sports team and not Olympians.

On a similar note, in these videos the athletes sponsored built up a strong following in the months leading up to the Olympics, where professional athletes’ following is many years in the making. It might be interesting to compare the use of Olympians verses professional athletes in both feature-oriented messages and a direct athlete endorsement.

Many of the participants mentioned that their husbands or children were their main link to social media, saying that they only watch the videos online that their family members refer them to. They also asserted that they were very unlikely to share the messages following that viewing. Further research could explore this relationship in order to identify which member in the household is most likely to use social media, and how likely they are to share media

messages. Had the P&G videos targeted fathers in their *Thank You, Mom* campaign, even though women are more likely to do the shopping, would more women have received the messages if they were passed through their children or spouses? Would the use of narrative and emotional appeal be as compelling to that target audience as it was for mothers? All questions for future study.

Another suggestion is in regards to cross-promotion. Many of the mothers reported that their main motivation for social media use was either to maintain relationships or to seek out new projects and ideas. If P&G were to develop a campaign that utilized sites like Pinterest, and promoted suggestions and projects for mothers on those sites that would either refer them to P&G sponsored media messages or the use of P&G products, the target audience would already be on the road to elaboration by having the company in mind when they are shopping for materials for these projects and in learning new skills.

The final suggestion for future research is in regards to company familiarity. It would be interesting to test the same research questions again after having had the company increase the presence of their company identifier on all of their products and brands. This increased company/brand familiarity could also be done with additional advertisements that showed P&G alongside those popular brands on a regular basis. It would be useful to measure the elaboration likelihood of mothers after a period of time where the company presence was more prevalent alongside their products.

## **Conclusion**

The bottom line is that P&G put out a very well received and refreshing message that was observed to be an effective use of narrative, emotional appeal and athlete endorsers. The messages succeeded in one capacity of elaboration: they increased the audience's positive

feelings toward P&G brands, but not necessarily P&G as a company. I believe the peripheral route that the marketing team took toward increased company recognition ultimately diffused the brand/company association. While many women expressed increased positive feelings toward Tide, Pampers and other P&G brands, there was still disconnect between those brands and the company. Positive brand attitude can only be a result of existing brand recall and recognition, in conjunction with a memorable message, so without the presence of those individual brands, there would have been no elaborative result. Since the brands that were shown in conjunction with the P&G logo were recognized, the message was then attributed to specific brands instead of the company or house of brands. This still achieved the company objectives of increased attitudinal elaboration, but in order to see an increase in company salience in the consumers' minds, P&G will need to establish a more significant brand/company association by increasing company presence in all advertising, PR and other branding materials, as well as on the products themselves.

While the quality and authenticity of the message is critical in capturing and holding the attention of the viewer, these PR messages required an additional elaborative behavioral component in order for the message to spread on social media. Without the elaboration (shares), the media messages can be drowned out by the countless others trying to hook the consumer. In the future, P&G should use additional cross-promotion to refer consumers to the online messages from other mediums such as print, television and other web collateral associated with the Olympic games.

As David Meerman Scott (2011) suggested, companies are weary of investing in video for social media or their company website because the return in revenue can never be measured. This is no reason to shy away from PR media however, particularly if your company is able to

achieve the response that the P&G media messages did from a sample focus group audience. PR professionals do not expect to see a direct correlation between media messages and sales, the desired outcome of PR media is to see a positive elaboration in attitude, which P&G undoubtedly achieved. Relying on public relations tactics to achieve behavioral elaboration without taking extra measures to ensure the spread of the message was an error in judgment, but it did not cost the company too much. The *Raising an Olympian* videos still managed to see millions of views, and the “Thank You, Mom” television spots were some of the most memorable of the 2012 Olympic games. In order to ensure PR media messages will spread, further research is needed to find out what additional motivations online audiences require in order result in an increase in consumer elaboration on social media. In the meantime, it seems worthwhile to invest in boosting the PR media posts that trigger such a powerful response in the consumer. They may not share it, but you bet they will think about washing their own children’s sports uniforms, and the smell of freshly Tide-laundered jerseys will make them feel proud to be a mother.

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## Appendix A

### Recruitment Script *P&G Focus Groups*

Hi, my name is Hailee Tavoian and I am a Master's student at Southern Utah University. May I please speak with the mother of the household?

*If No:* Is there a better time for me to call again when I might be able to reach her?

*If Yes:* Thank You.

*Speaking to Mother of the Household:*

Hi, my name is Hailee Tavoian and I am a Master's student at Southern Utah University. As a part of my Master's Thesis I am conducting research about a Public Relations Campaign and am seeking mothers of current athletes to participate in a focus group. I was given your name from \_\_\_\_\_ who recommended you as someone who might be interested in participating in my study.

Do you have any children that participate in athletic activities of any kind?

*If Yes:* Then you are exactly the type of woman that I am looking for. I know that you are very busy, and that is exactly why I need your input in my study. I am hoping to gather opinions from involved mothers like you, who play a large part in their children's lives, in order to better understand ways to appeal to mothers of athletes from a Public Relations standpoint.

The focus group will be held on Tuesday the 2nd of April at 10:00, 12:30 and 7:00 and will last approximately one hour. Do you think you might be willing and available to participate?

*If No:* Alright, I thank you for your time. Can you recommend any other mothers of athletes that you may know who might be interested?

*If Yes:* Wonderful! If I can get your email address I will contact you a couple of days before the focus group to remind you about it and to give you details about where and when to arrive. Thank you again for your willingness to help me with my study.

### Appendix B

This brief questionnaire seeks information that we will use for statistical purposes. The questionnaire is anonymous and confidential. No effort will be made to identify you. Please circle your answers, or fill in the blanks. ID#\_\_\_\_\_

1. What is your age? \_\_\_\_\_

2. Which of the following categories best describes your ethnicity?

Asian (1)

Native American (5)

Black (2)

Pacific Islander (6)

Caucasian (3)

Other (7) (please specify)

Hispanic (4)

3. Which of the following categories best describes your religious affiliation?

Agnostic (1)

Orthodox (Greek or Russian) (7)

Atheist (2)

Protestant (8)

Buddhist (3)

Seventh-day Adventist (9)

Catholic (4)

Other (10) (please specify)

Mormon (5)

Muslim (6)

None (11)

4. What is your marital status?

Married (1)

Single (4)

Divorced (2)

Widowed (5)

Separated (3)

5. What is the highest level of education you have completed?

Grade School (1)

Master's degree (6)

Middle School (2)

Professional degree (MD, DDS, JD) (7)

High School (3)

Doctorate (PhD, EdD) (8)

Associate's degree (4)

No education at all (9)

Bachelor's degree (5)

6. Which of these categories best describes your current employment status?

- Employed for wages or salary (1)
- Self-Employed (2)
- Unemployed but seeking work (3)
- Unemployed and not seeking work (4)
- Disabled or not able to work (5)
- Homemaker who chooses to stay at home (6)
- Retired (7)
- Other (8) (please specify)

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7. Which of these categories best describes your annual household income?

- |                        |                        |
|------------------------|------------------------|
| Less than \$10,000 (1) | 60,001 to 70,000 (7)   |
| \$10,001 to 20,000 (2) | 70,001 to 80,000 (8)   |
| 20,001 to 30,000 (3)   | 80,001 to 90,000 (9)   |
| 30,001 to 40,000 (4)   | 90,001 to 100,000 (10) |
| 40,001 to 50,000 (5)   | More than 100,000 (11) |
| 50,001 to 60,000 (6)   |                        |

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8. Do you have access to the Internet on your mobile device? (laptop, cell phone, ipad)

- |         |        |
|---------|--------|
| Yes (1) | No (2) |
|---------|--------|

---

9. How often do you use the Internet? (not necessarily on your mobile device)

- |                          |                                      |
|--------------------------|--------------------------------------|
| Several times a day (1)  | Once or twice a week (5)             |
| Once a day (2)           | Less than once a week (6)            |
| Every other day (3)      | Less than once a month (7)           |
| Several times a week (4) | I do not use the Internet at all (8) |

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10. Why do you use the Internet as often (or as little) as you do?

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11. What percentage of your time online is spent on social media platforms (Facebook, Instagram, Pinterest, Twitter, Youtube, Spotify, Blogger, Vine, etc)?

- |          |                  |       |
|----------|------------------|-------|
| 100% (1) | 50% (6)          | _____ |
| 90% (2)  | 40% (7)          |       |
| 80% (3)  | 30% (8)          |       |
| 70% (4)  | 20% (9)          |       |
| 60% (5)  | 10% or less (10) | _____ |

12. Do you use any of the following social media on a regular basis (at least once a week)?

- |           |         |        |       |
|-----------|---------|--------|-------|
| Facebook  | Yes (1) | No (2) | _____ |
| YouTube   | Yes (1) | No (2) | _____ |
| Blogs     | Yes (1) | No (2) | _____ |
| Instagram | Yes (1) | No (2) | _____ |
| Pinterest | Yes (1) | No (2) | _____ |

13. What are your greatest motivation(s) for using social media? (please circle all that apply)

- Boredom (1)
  - Maintaining relationships (2)
  - Seeking out new relationships (3)
  - Seeking out new ideas/projects (4)
  - Seeking out information about products/companies (5)
  - Other (6) (please specify)
- \_\_\_\_\_

Thank you for taking the time to complete this questionnaire. A member of our staff will collect the questionnaires in just a few minutes. Please help yourself to refreshments, and the focus group will begin shortly.

### **Appendix C**

#### **Informed Consent Script/Form**

Good morning. My name is Hailee Tavoian. I am a Master's student here at SUU studying Professional Communication. I thank you for taking the time from your busy schedules to share your opinions with me (us) this morning.

You were asked to participate in this evening's discussion because you are mothers of children who participate in athletics or sports program(s). Tonight, we're going to talk about some media messages that were released this past summer during the 2012 London Olympics. After viewing a sample of these media messages, I will ask a series of questions about your feelings toward the message and the individuals featured. There are no right or wrong answers. I'm simply interested in your honest opinions, whether positive or negative.

As you can see we are recording this focus group for transcription and analysis purposes. However, everything that you say will remain confidential and will not be associated with you as an individual. We will conclude this focus group in approximately one hour, if at any time you do not wish to continue participating, or answer any question you may abstain from sharing your opinion or leave if necessary. Your participation in this study constitutes informed consent.

Consent to Participate in Research  
*ELM in PR Media Messages*

Researcher: Hailee Tavoian, Graduate Student

**Project:** This Focus Group is intended to gather opinions from mothers of athletes as a target audience for public relations media messages. The research subjects will be exposed to media messages and will be asked to give a response in the positive or negative opinion of the message design and features used.

**Purpose:** To seek the response and opinion of the target audience to the media messages they are exposed to.

**Procedure:** You were asked to participate in this discussion because you are mothers of children who participate in athletics or sports program(s) or events. This morning we're going to talk about some media messages that were released this past summer during the 2012 London Olympics. After viewing a sample of these media messages, we will have an open conversation about your feelings toward the message and the individuals featured.

**Confidentiality Guarantee:** This focus group will be recorded for transcription and analysis. However, everything that you say will remain confidential and will not be associated with you as an individual. If at any time you do not wish to continue participating, you may abstain from sharing your opinion or leave if necessary. Your participation in this study, and your signature below constitutes informed consent.

**Potential Risks:** There are no risks directly related to participating in this study.

Thank you for your time.

I agree to participate in the Tavoian *PR Media* Focus Group Study:

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Signature

---

Date

Appendix D  
**MODERATOR'S SCRIPT**

Master's Thesis PR Media "Thank You, Mom" Focus Group

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**I. Arrival of Participants**

- A. Staff will greet participants as they arrive, and provide each participant with a packet containing a name card to be displayed facing the front of the room, a background questionnaire and will ask them to complete and return the questionnaire.
- B. Staff will invite participants to partake of provided refreshments.

**II. Welcome & Purpose**

- A. Good evening. I'm Hailee Tavoian, I am a Master's student here at SUU studying Professional Communication. I thank you for taking the time from your busy schedules to share your opinions with me (us) this evening.
- B. You were asked to participate in this evening's discussion because you are mothers of children who participate in athletics or sports program(s).
- C. This morning I would like to have an open conversation about some media messages which I will show you, that were released this past summer during the 2012 London Olympics.
- D. After showing you a sample of these media messages, I will then ask you what you thought about the message, and what features in the video were appealing to you.
- E. There are no right or wrong answers. I'm simply interested in your honest opinions, whether positive or negative, and I know that each of the ladies here will help to maintain a positive atmosphere.
- F. Just as a reminder, everything that you say will remain confidential and will not be associated with you as an individual.
- G. If you have any questions for me, I would ask that you save them until the end.

**III. Participant Introductions**

- A. Let's begin by introducing ourselves.
- B. Again, my name is Hailee Tavoian and I am an SUU Graduate student. My husband and I do not have any children yet, although we hope to start a family in a few years. The thing that I am looking forward to the most about motherhood is probably getting to know each of my children and their different personalities.
- C. Now let's go around the room. Please tell us your name and the names and ages of your children. Then please tell us what you love most about being a mother.

**IV. Play *Best Job* VIDEO (2:02)**

- a. What features of the video stood out to you or appealed to you and why?
- b. What were your feelings toward the individuals onscreen?
- c. How likely would you be to share or like this message on social media?

**V. Play *Thank You, Mom* VIDEO (1:09)**

- d. What features of the video did you like or not like and why?

- e. A portion of the media message showed real-life Olympic footage. Does this affect your feelings toward the individuals onscreen?
- f. Compare this video to the previous video. What did you see as being more or less compelling as a viewer?
- g. How likely would you be to like or share this message on social media?

**VI. Play *Raising an Olympian: Ryan Lochte* (3:12)**

- A. In these videos, the creators also used a narrative style to communicate the message, but it was not scripted like the previous videos that you have seen.
  - h. What features did you like or not like and why?
  - i. What are your feelings toward the individuals onscreen?
  - j. Compare this video to the previous video(s). What did you see as being more or less compelling as a viewer?
  - k. How likely would you be to like or share this message on social media?

**VII. Questions: Brand Information**

- A. We are almost finished. I just have some final questions for you about the company who sponsored these media messages.
- B. What did you know about Proctor & Gamble Co. prior to this study?
- C. What were your feelings toward the company or its brands prior to this study? And What are your feelings toward Proctor & Gamble Co. now?
- D. By the raise of hands, how many of you had viewed the media messages you have seen today prior to this study?
- E. (*Call on individuals raising their hands*) If you can remember, what was your initial reaction to them? Did you make the connection between the message and P&G?
- F. As I call your name please tell me in your own words, after having seen these media messages, how likely are you to seek out other Proctor & Gamble videos online? And please explain why.

**VIII. Questions from Participants**

- A. I said at the beginning of our discussion that I would leave time for questions. Are there any questions you would like to ask me?

**IX. Closing**

- A. Thank you very much for you time. Your comments have been very helpful. This concludes our focus group. Again, thank you so much for your help.

## Appendix E Focus Group(s) Transcription

### Introductions | AM

(1) I'm old. I have five kids, none at home. I have fifteen grandkids. My youngest was the most into sports and he is now serving an LDS mission, but its been fun watching him play sports and now watching all my grandkids play sports which is also really fun.

Being a mom was a real fulfilling thing, it was always something growing up that I knew I wanted to do and looked forward to. Being a mom you learn that your kids come with their personalities, you know you can only influence them so much they kind of are what they are and you don't have a whole lot of say, so learning that.

They still have their same personalities that they did when they were babies, they bring their personality with them.

(2) I have four children, my oldest is serving a mission too and he wrestled. Then I have two more that do track, and pretty much a sport every season.

My favorite part of being a mother is enjoying every stage. When they are little you think "oh I love this stage, I don't want them to grow up" but then they get older and you think "I don't want this stage to end" and then the next... and as I'm approaching them leaving the home with some trepidation I have to remind myself that I have loved every stage and I will love this one too. I have loved cherishing and relishing in the stages.

(3) my oldest just got married, my second is at the U and she is studying something smart. I have a senior and sophomore in high school and a twelve year old. A couple of them have done track and one boy did soccer.

I love being a mom because every day is an adventure. I always worked so when I first had kids I didn't love staying home it was hard, I wanted to work. But I had to find the adventure and now I love being a mom. And now I haven't loved this stage because they are leaving now and this is all I've planned for, so...

(4) I have two kids; 4 and 8 and my husband and I are hoping to have another, but I guess we will see if that works out. Haha. I love being a mom because I love how much they really love you and need you. That is the best part for me.

(5) All my kids are leaving me, I have 3 and they are really close in age so I didn't plan that very well, haha. Now we will go from a full house to an empty one in only about 5 years. I sort of think sometimes, well now what do I do? I was born for motherhood, I guess I need to get a hobby. But I just love everything about being a mom, just everything is...well its my whole world.

(2) You don't realize how much your identity is mixed up in your children. Until all the sudden they don't need you, and then you have to have a paradigm shift and say "okay I am an individual and I have purpose beyond my children."

(3) That's been me this last year, who am I? I have always been somebody's mom.

(2) I do still enjoy that stage (when they are leaving) because they are adults. They speak with you as adults, it is a different relationship but it is good.

### Introductions | PM

(6) My kids range from 25 to 13, the thing I love most are the good days, watching them achieve and be successful

(7) I have lots of kids, 6 girls and 1 boy. I love being able to be there-stay at home and go to their games and be there for them

(8) 4 Kids, my oldest son is 20 and my youngest is 15. All the boys did baseball, basketball and football and my daughter is on the high school drill team. Gosh, I love everything about being a mom. I like talking to them and seeing how they feel about things in their life and just being a part of everything.

(9) I have two boys, my oldest did all the sports and my second son is not athletic but he is really smart. Even though I would rather be watching a game, its been fun to get to be a part of the academic side of things with him and focus on that stuff. Its been good for me to change and adapt.

I have been so thankful for all of the things that they have brought into my life. Even though my second son doesn't play I still love to go to the games. Then we get into a different mode and do smart things.

I work full time, but my husband and I work it out so that one of us is always home. And like these ladies I love to hear about their lives and know whats going on with them on the sad and happy days.

(10) 4 children, 8 grandchildren. My oldest is 32 and my youngest is 17.

The best part about being a mom for me is watching your children become parents and see the skills they learned being applied and watch a whole other generation benefit from it.

(11) I have 6 children, from 13 to 2. I was very sports oriented, and my oldest was the only one not into sports. I love the daily interaction and getting to do little activities each day to make each day different.

### **Responses from Hardest Job Video**

#### **Features | AM**

(1) Those are elite athletes, they start when they are infants practically. And they do get up at 4am and train, that is a lifelong thing-but look at the payoff. They were in the Olympics which is the ultimate prize in athletics. Not everyone strives to be an Olympian but it is still so much work...

(3) As a mom, I felt like I was there it was like a hallmark commercial (touches her chest and pauses) (all 3 other moms nodding in agreement) I thought I was gonna cry.

(2) Well I did so, you are not alone.

(4) Yeah I did too.

(3) Okay good. Because you just feel that. As a mom, because we are so involved like these moms are just in the middle too. Its just a lot of getting them to things and making them in some cases, and then when they score or do something that you know made them feel good, it is the best feeling to know they are proud and it's the greatest time.

(2) The first thing that I noticed was the music, because I love music. So when I hear it really plays on the emotions. When I heard it I knew what kind of commercial it was going to be, and that's okay because I like that.

What I noticed in their was the sacrifice, the financial sacrifice. Most of the moms in there were hanging their clothes on a laundry line, and so I know that it was surely a sacrifice for the family not just time wise.

I also felt like, how true it is for mothers that when your child sees defeat, when they fall off the beam its you. You are just like ahhh... everytime my boy gets up to bat my heart just pounds. Its like you are living vicariously through their defeats and successes, which was shown very well on there.

(1) it was a lifelong journey, they are doing it and it becomes their whole life. So it just built on each other and moved through each stage.

(3) I liked that in just a few seconds they showed so many different cultures and a whole lifetime from different parts of the world.

(5) another thing too is that they showed the woman putting her child on the bus and waving goodbye and that is something you don't have to do in cedar city. I'm sure in the asian countries that is really hard, they leave home really young to work on their sport.

(2) they did a good job making it universal. It didn't matter what country or what your circumstances were there is one thing that we all have in common and that is that we are moms. In this they were paying tribute to moms, so everyone in every culture no matter who is viewing this could relate because they showed everyone and all the different timelines.

(3) I loved end. When every one of them, the first thing that they did is look up at their moms. And I think that is what made me want to cry was just thinking "oh..i think that's so cool."

(1) and some could run to them and others could simply look up or gesture, but they connected, and they just knew...

### **Features | PM**

(10) these moms were putting their children first. Our society has so many moms who still think its all about them, and their kids get in the way. They don't put their all into motherhood and these mothers have.

(8) I liked how it showed the kids out doing their sports and the moms back home doing things for them like the laundry and stuff. And I will say I tend to do a lot more for my kids that are in sports, more than I maybe should, but they are so busy and trying to succeed so you end up picking up the slack.

(8) from the beginning to the end it showed what it took to get them there.

(9) everything from waking them up to making breakfast..

(10) I just connected with the way they were watching when their child competed, sitting on the bleachers, you know leaning forward, the anxiety in their face, those women portrayed their emotion it came from their core.

(9) We've all felt that at some point you know. Our job starts really, really early. I couldn't wait to get home after I exercised today and lie down next to my son and kiss his warm neck and tell him it was time to get up. He's big, but I still love that.

You worry about them all day, and then you go watch their sports and then talk about it and feed them before you put them to bed. It's an all day, every day thing.

(6) There were a lot of cases that I identified with, you know, wrapping the boy's foot when he was hurt and things like that that are hard

(7) There were a lot of things like with the little girl falling asleep in the car that almost makes me feel bad. Because gym is so many hours and I know what it takes to be a gymnast and I think its too much, for most kids.

(11) I kept being tugged both ways. I know it was supposed to make me feel good, but really I feel bad for that kid. The Chinese ones in particular were just really sad for me. I just thought "that poor kid. His mom decided when he was how young that he was going to be this." So I was tugged both ways. Maybe because I have such little kids and I know how hard it is to get them up in the morning.

The kids didn't look happy.

(10) there is a fine line between being right there and supportive and pushing your kids too much and then they resent it. I have had one of those, and then I had one that was an overachiever. It all comes from the child, I think that when its what the child wants then I am all for it. The mom can't be the engine behind if the child is dragging their feet, that is not fair.

(7) I think too at the end I liked it when everyone was a great champion. I don't think that is necessarily true. I like the cedar high ballgames just as much as the Olympics. It would have meant more for me if we would have seen the kids at a home town game under the ball lights, it would have connect more with me. My kids aren't Olympians.

(8) I cried.

(9) me too.

(10) I'm tearful now.

(8) I think that some parents force their kids to do things they don't want to do, especially in athletics. But those kids, in that stage of their life at some point they must have decided and been motivated by it, so I didn't feel like those kids onscreen were being pressured. At the end I just felt connected with the fact that they are reaching their goal together.

(7) its different if I would have seen it during the Olympics because each one of those kids you know it would have to have been their whole life working for it. It didn't have the same affect not during the Olympics

(6) I like that they brought out the moms because the mom is usually the one on the sidelines or the background, the silent person that they don't show in the spotlight.

(8) it's a diaper commercial, right? So that worked with their theme.

(10) no, tide.

(9) I think it was multiple brands that sponsored the message

(10) I noticed tide because I love laying out baseball uniforms all clean and the smell—I love it.

(9) My boys would always say "thank you so much for making me look so nice for my game," and getting those stains out was hard sometimes. It meant the world when they would notice or say thank you later. (wipe tear) sorry I'm so emotional, its just nice to remember, that he was always really grateful for the food or the note or the clean clothes.

(10) the people that they are going to target, they are connecting with each person based on their own experience because see I noticed other things.

If your child has needed support and you haven't given it, that can have a negative affect. Or if you were the mom that pushed your kids too hard, that may make you feel good or bad depending on how you see it.

### **On-screen individuals | AM**

(3) I loved the message. It was clear, it didn't matter that they were actors.

(2) Anybody that works hard and accomplishes goals, are to be admired. (Even though they weren't Olympians) they were still athletes, doesn't matter if it is fictional because it is in all of us.

(4) I was sure that was their real mom until you mentioned them being actors. It felt real.

(1) When my kids got older they appreciated what I did for them, you do it for them. When my kids got older they realized. Part of the payoff is seeing how grateful they are.

**On-screen individuals | PM**

(8) I wouldn't have thought about it (the individuals on screen being actors). It felt real to me.

(9) it was so much like real life. It didn't matter.

(7) it wouldn't have occurred to me at all.

(10) When I see a story, I take it and see how it looks in my own life. So maybe for someone who doesn't have athletes, it might not feel real. But it was something I see in my life so it felt real to me. I can still take the message, I can still put myself in it.

(8) I don't watch television except for during the Olympics, so when I saw this commercial I thought how refreshing it was to have something like that. There is so much smut and garbage out there that it is nice to have something that makes you feel something good. I liked it when I saw it.

(6) its nice when they don't use sex to sell something

(11) I saw it during the Olympics too, and I liked it then. I think being here in this group made me more critical because I'm wondering what I am supposed to be looking for.

**Sharable | AM**

(5) The first time I saw that video it was on social media. I loved it then and I did share it.

(2) I'm not a big social media user, but if I was I would say, "come watch this" to my boys or to friends who would like it. And see I don't even watch TV so I wouldn't have seen it on there either. However there are a lot of times when my kids will say, "hey mom come see this video online" or will tell me to get on an look something up. But I would never see it first myself.

(3) I don't do a lot of social media either. If someone told me about it I would go find it or show other people, because I liked it.

(1) I would share it because it is so touching and its so true

(2) I sometimes get bugged by companies that try to play on your emotions to sell a product, but I didn't feel that way with this in fact I didn't feel like it was a commercial at all.

Obviously based on the company they are trying to sell laundry soap or home goods. But you don't pick up on that except for maybe the fact that they are doing the laundry or whatever.

(1) See I didn't make that connection or put that together

(5) Sometimes its more beneficial to a company to just give thanks or look like you are doing a service to the community, so maybe that was there intent. But I didn't just feel like oh they are just trying to make me sad and make me think they are a great company sell me something, I really didn't feel like that I felt like it was a nice tribute.

(1) and its not like she had a bottle of tide sitting next to her while she was doing the laundry. I think that would have made me think that, there was really no mention (of the company) until the end.

(2) We all experience hardships so there is a draw to that, because we all experience hardships on some level. And there is a bond that is developed when you see someone who is sacrificing and going through different things. I think that drew me in.

(4) At the end when it flashed P&G at the end, it was only like two seconds. But as a mom of kids who play sports that made me think of just washing all of those clothes throughout the

years. There is nothing worse than soccer socks and football pads. So it did register to me it made a connection like “wow I’ll bet those moms used a lot of Tide.”

### **Sharable | PM**

(10) I don’t share very often, so I very, very rarely share anything. So I wouldn’t share this. I would enjoy it but I wouldn’t like or share it, I am online often but I don’t really put my opinions out to people.

(7) It would have to be shared with me for me to see it, because I wouldn’t go looking for it.

(9) I would love it and think it was neat and watch it again, but I wouldn’t share it. Maybe with my sister, if I thought she hadn’t seen it. But I would just show her when she came over I wouldn’t share it online.

(11) I wouldn’t even push play. I don’t watch videos online, it wouldn’t really interest me and I don’t click on a whole lot. I only see things if my husband shows me, but then it would end there I wouldn’t think to show it to anyone.

(6) I don’t use social media but if I got it through email I would watch it but I wouldn’t share it. I don’t really do that.

(7) I forward things quite often, but I wouldn’t share that. If it was maybe one individual story I would if it was real. But this would be me shoving an advertisement at my friends and I wouldn’t do that. That’s where the fact that they were actors would come into play, its still an advertisement.

(8) I wouldn’t share it either. I liked it, but I only share things that are real.

(10) if it was an athlete I knew I would share it, but I wouldn’t since the stories weren’t real.

### **Response from Kids followed by *Thank You, Mom***

#### **Features | AM**

(2) I didn’t enjoy the first one as much, because I didn’t get it until the very end. By the time that line came up it was a little late for me.

I knew it had to do with something like that, but I didn’t see the moms view until the end but that one didn’t really do it for me.

(3) The second one made me feel failure-ish, like okay so here I am I did all these things with my kids and they are not successful athletes.

I am the mom that is always asking are you having fun, and probably to a fault I let them give up instead of pushing them harder. So it made me feel like, I splashed in the tub with my kids but none of them swim,

(1) part of the talent that kids are born with is the drive to persevere and I raised all my kids the same I think but yet I have one that has no interest is working to achieve that level, where I have another that is very self motivated. I think you aren’t a failure, because some kids just don’t have that motivation they aren’t born with it. Some kids just have the motivation.

(5) I have all these quiet kids, and one of them has this amazing ability but she is too shy.

(3) they should have said that line at the beginning

(1) they were all individual sports too, they showed each kid competed by themselves.

(2) having it be individual sports kept with the theme that it takes hard work and your moms behind it, without having too much going on.

(1) It's so intense in individual sports, my son decided to do wrestling because he didn't make the basketball team and I was really nervous because its just you and the other kid and everyone is screaming for one or the other it's a lot of pressure. Its gut wrenching as a mom, I didn't want me kid to do it even.

(4) one of the hardest thing for a mom whose kids do individual sports is us knowing the pressure on them, and I get emotional. I just know how they are feeling and how much pressure is on that individual going out there and having to perform, it rips my heart out.

(1) When they lose, they cry and it is just the worst. It is heart wrenching.

### **Features | PM**

(8) I liked having the real Olympians in the second one, with the comparison with the kids.

(10) I didn't pick up on the message in the first video until the end when it said the line. I just was thinking, oh my gosh those kids, that is so much pressure. I didn't make that connection because as a mom and even as a grandma I don't view my kids and grandkids as children. I can remember when they were that young but I don't look at them as if they are still that young. So it didn't really work for me.

(7) The wedding ring threw me off.

(11) I didn't get the concept at all, I just kept thinking why would you do that to your kids.

It took a while for me to get that it was a mothers perspective seeing them young.

Even as they are growing up now I don't ever see them as being littler than they are.

I wouldn't put them in those circumstances.

(8) I watch my son play baseball as he is now not as a kid.

(10) I'm reminded of a saying from a farmer that said "I'm not raising crops I'm raising children." That's kind of how I think of it, I'm not raising athletes I'm raising responsible adults. Athletics has been kind of a means to an end because they do learn a lot of valuable skills being a part of a team or learning a new skill. It helps them to grow and develop but I didn't raise my kids to be athletes.

(9) I just got excited watching and remembering fondly memories with my own mother and with my kids, being down there cheering for them. She always made me feel like I was the champion of all even if I didn't win, so I liked the videos because I hope that my kids have felt that.

I was motivated by the videos

### **On-screen individuals | AM**

(2) I really liked the one that inserted the Olympic footage, because everyone whether you're an athlete or not you feel camaraderie with the Olympics. So I loved the real footage of the real mom crying, that was effective to me because everyone loves real life.

(3) and we all remember the Olympics

(1) Do you remember watching Cam Levins run in the Olympics?

(group) oh yeah!

(5) were you not just so proud, I mean we see him run right here in Cedar City.

(3) my whole family was so excited

(1) I wish he would have run of the U.S. it was really awesome I think

(3) They showed the parents a lot in the Olympics, and our family was really avid about it we watched a lot of it. And remember there was that dad that was doing the routine up in the stands? So it did help me to connect with it.

(4) The first one I really didn't connect with the kids and I'll tell you why it is because they were in adult roles. That didn't connect with me. It was an 8 year-old power-lifting. They were in an adult role when they shouldn't be and it just did not register for me even when I saw the line at the end it didn't work for me.

(2) that's my mentality, like, let them be kids.

### **On-screen individuals | PM**

(6) I liked seeing the connection with their moms, and it didn't feel like it would have mattered if they got third or first they didn't say you just knew that they felt good and that they looked up at their mom.

I wanted to see more, I wanted to see the whole family up there I remember from the Olympics, looking up to see the moms reaction.

(8) I remember some of the athletes too, and it was so fun to see them and think, oh that's what his mom looks like or her mom. It made you feel more connected to the athlete, when you think about them having a mother.

(9) Immediately when Phelps got up on the blocks you looked up to see his mom.

(8) I like when they show the moms

(9) Its about the experience too, you like being in the stands with the other moms and you cheered for their kids and they cheered for yours because we knew them since they were young and you get to bond over your kids playing ball together

(8) it's a good support system. Athletes are anxiously engaged in something and to have a goal it makes them better people.

(7) so I think the parents of real athletes stirs up emotion in parents who have athletes because you feel like you are right there with them and you are nervous for them. And you know what its like to feel so happy when your kids are happy.

### **Sharable | AM**

(1) I would share the second one

(4) The second one was pretty powerful showing the athletes with their moms

(2) The kids one I would not, but I loved the ending of the second one with the athletes and their moms, so I would share that one.

### **Sharable | PM**

(11) At the end of the day its still a commercial, when all is said and done

(8) if they told a story about one of them that went through something hard, I would show that but I wouldn't just throw it out there, there would have to be a reason.

### **Response to *Raising an Olympian: Ryan Lochte***

#### **Features/athlete on-screen | AM**

(4) I thought it was very authentic. The message stood out very clear

(2) it was long for me. I think they could have been more concise it would have been effective

The sponsorship didn't stand out to me nearly as much as the other ones

(4) I wondered what they were trying to accomplish with it, I didn't think it was a sponsored video until the very end so what were they trying to accomplish? I thought it was just an athlete spotlight.

(5) we were into the Olympics a lot at my house so we were always looking up things about the athletes to know more about them. I had a different take on Ryan Lochte I always thought he was cocky, so that was fun to see. I never had seen this one, but even though I don't really do social media I would have looked it up on my own. So that's a way to get their name out there somewhere. Maybe she should have said "I always wash his clothes in Tide."

(1) That would have ruined it. I thought that it was really enjoyable and I couldn't have cared less about proctor and gamble. I just enjoyed seeing the story of this real kid and with the help of his mom and I didn't care at all about the Proctor and Gamble part of it. I just thought it was cool.

(2) I think that anymore proctor and gamble stuff would have tainted the message, and it wouldn't have seemed so authentic.

(3) I still noticed that it was proctor and gamble though because of the end when it said thank you mom with the Facebook sign. I would be like, "I'm going to buy their stuff now, that is so cool that they are supporting moms." It was such a cool story.

(4) to me the message was, don't force your kids to do things that is sort of my philosophy. I didn't care that it was proctor and gamble, I did see that it was their video because of the ending but I was more engrossed in the message of the video and that is what I walked away with. It wouldn't have swayed me to buy their products.

I'm just not swayed by commercials

(1) I really didn't even think about proctor and gamble I just have feelings now for the athlete and his mom.

### **Features/athlete on-screen | PM (*Lolo Jones*)**

(6) it was real life. It was a tear jerker.

(10) I think that you can relate to it because every one of us has felt failure in our lives, as moms, even if you are a good mom. And when you pick yourself up and make something of yourself, it is just real. It was very appealing clip.

(11) I liked that she said my mom wasn't always in the stands, and her mom was working but the world didn't revolve around that child. It was a lot more like real life in that way.

(10) you knew where the push was coming from, it was coming from within that child whereas with the other videos you could speculate about it being the mom who was pushing.

(11) That mom did the best she could, and that is a different feeling

(7) the mom had so many powerful things to say, she said that could have broken some people, but not my girl. And that is so true in life not just in athletics and to watch your child pick themselves up, you know you've done a good job with them when they do that.

(10) I liked the line where she said her failures were her motivation because she watched her mom do that. It was powerful.

(10) it just made me happy for her that she has achieved her goal, which wasn't necessarily to win but to not give up and keep fighting.

(9) How did she do did she win? Well it doesn't matter I guess because she did what she set out to do.

### **Shareable | AM**

(2) If I was an avid swimmer, I would be very apt to share that. But it would have to be an event or person who I have invested interest in. If they would have had a Cam Levins video I would have been sharing that with everyone.

(1) I bet where he was from it was viewed a lot by people who knew him

(5) everyone likes to know that these athletes are real people, that they have a mom. It brings the normalcy to athletes.

(3) I would have shared this with everyone because we have so many swimmers in my family. My sister actually went to Omaha and she met her (Ryan Lochte's Mother) so I would have shared this with everyone. She said she was a really neat lady, and so this would have gone viral in my family.

(4) I didn't know who he was, but I was still impressed. So I wouldn't have been swayed to share it. If there was an event that they did that there was a video for I would have shared it and sent it around because it has a lot to do with what we are involved in.

(2) if it had been track I would have been much more swayed because I have a connection with that sport, and especially if it was an athlete that I followed or recognized.

(4) everyone loves a feel good story. I loved that he goofed off and his mothers personality. I don't know that it was strong enough that I would have sent it out to anyone.

(2) I was watching his form in the water, I loved the shots underneath the water so there was still something in there for me even though I'm not huge into swimming or a fan of his.

### **Shareable | PM**

(8) That is definitely something I would share. I loved it.

(5 of 6 nod in agreement)

(10) I just don't share

(11) its definitely one my husband would have showed me. He looks up all this stuff and he would have shared it but I would have just enjoyed it.

(7) its easier to share funny things, unless I'm doing a serious lesson or family thing.

(8) It didn't feel like a commercial

(all 6 express agreement)

(8) it is something I would share with my kids or with a youth group more than other moms I think, I think it has a good message for young people. But even the mom didn't want the video to be about her, you know, the message was about the story and the struggle not the mom. So I would want my kids to see it.

(6) I think it has a good message for adults too, and I think it would be something that a lot of adults should see.

(7) but every time you share something you are kind of putting yourself out there. I see it like would I really give someone a self help book, it feels like that to me I wouldn't want to be pushing anything on them.

(10) my son had a hard thing happen to him when he was at a piano recital he completely forgot and spaced the piece and he was so discouraged and felt like "oh I'll never play that again" and it took a lot of coaxing to get him to try again and I think a video like this I would

want to show him, because of the message, it would inspire him. I wouldn't just put it out there on Facebook, id show it to someone specifically.

(6) I think I'm more likely to share it because it's the underdog, and it's a real story and its progressive it tells all about what she has been through. It was something more people can relate to.

(11) None of us will ever be mothers of Olympians, we will never be the moms in the first two videos but we could be that lady and our kid could be that genius and strong and amazing so its easier to relate to the last one. Because it was more the child being driven, that is more inspiring for me.

(8) as far as something to share with people I think this one is the best and the most applicable to the people I would show it to, where the others were like "oh that's nice." I think people like to see real life have a happy ending that is what I like about this video.

### **Brand/Company Opinion | AM**

(3) When I was young, there was a big to-do about their symbol being a 666 thing. And so I had negative feelings about them just because that's all that I knew. So this was kind of a feel-good for me because I kind of grew up thinking that they were a devil company.

(4) same thing for me, when you said P&G I thought hmmm... because I had an instantly negative feeling. The video was great but had I not been sitting with you here talking about this and I saw this another place I would have seen that logo and had those negative feelings come over me.

(5) There's definitely a generational thing. Because I don't remember that.

(1) I remember something about that but I didn't think it was true.

(4) When you are a kid and you are hearing things like that it sticks with you whether or not it is true.

(3) My mom and her friends, none of them bought proctor and gamble because of it for a long time.

(4) to be honest, I don't even check. Proctor and Gamble put out a lot of products but I don't even know what is under them.

(2) When it flashed the Tide and whatever else I was surprised, I didn't know that all of those brands were linked together at all. I use a lot of that stuff. Had you shown me the P&G logo I would have recognized it as Proctor and Gamble, but I didn't know any of those brands had something to do with P&G.

(1) I'm impressed. Those are cool videos and they sponsored that, and I am really impressed by that. I do feel like I may notice and want to buy their products a little more because I know they did this cool thing. I respect them more now.

I liked it more the second time I saw the videos

(2) my feelings now about the company are positive. I like that they didn't push their product or anything, it seemed like they were just offering a glimpse into the Olympic world and had they kept dropping their name it wouldn't have been so positive for me. I would daresay that I have a much better impression of them.

(3) They could have done a lot of things to spotlight themselves or to get their products out there during the Olympics but instead they did this, and it was very subtle and they made it about the athletes and not their product.

(2) However they are appealing to us as mothers so it's a strategy. But its working.

(1) It was very effective, it swayed me.

**Brand/Company Opinion | PM**

(11) they are lots of the brands that are good, you know quality not cheap, but worth buying. Trustworthy.

(6) I couldn't tell you specific things they sell or anything but I recognize the brand name

(10) yeah as far as saying "proctor and gamble" (hand brush across head to signify "going over their head")

(11) when they flashed it on the screen I thought "oh, that's all one company?"

(10) I noticed the brands at the end but I am not going to relate that feel good feeling with the company, I forgot immediately what brands I saw.

When I go to the store I really don't think about the brands I think about the cost, or what I'm getting for my money.

(9) When it comes to tide though, I would certainly rather buy tide than anything else I just love the way it smells and how it cleans. My husband would care.

(11) I think its taking it one step too far from the consumer. We all know and buy these brands and now I know they are all under proctor and gamble but I wouldn't know that umbrella, I just know the brands.

If they would have put some of them on t.v. and said "go to this site to learn more about the athletes" I would have gone looking for more of their stories before their races, but I didn't know they were there. Just to put it on social media is so risky, because I would have liked to see them but I wouldn't have looked if I don't know they are there.

(6) and I wouldn't have associated the messages with proctor and gamble I would have just thought they were for fun.

(7) there is a disconnect between what I am buying and those products and then the company that they are with, I'm not in the store looking for proctor and gamble.

(11) I only notice that symbol when it's a P&G sale, but that is the only time I would notice because I don't know that I have that name in my house, I know that I have tide or pampers. But there are so many, I wouldn't have known.

(8) when I saw tide, I got warm feelings about washing my boy's baseball uniform

(9) I felt that too. It brought back good feelings, but without the tide I wouldn't have connected with any brand name I would have only thought about the message.

(11) I'm connected to tide not proctor and gamble

(6) I buy what I buy, so I wouldn't buy something different because of seeing these.

(10) I think it's a nice little pat on the back for me because I already buy tide, so now I feel good that I buy it because the company is supporting moms so its coming full circle

(11) its nice to see that "pat on the back" and know they appreciate moms

(8) I would change. I liked it enough that if I didn't buy tide I would try it because I liked the company message. I like companies that support good things. Especially if its not that much more expensive.

(7) I thought, "thanks for putting my money to good use"

(11) I use a lot of their products, I didn't realize until I saw the list but I buy a lot of these things and so I thought "hey that's cool."

There are so many bad commercials too that I liked that they did something different.

But I'm already using those things

(10) it affects my attitude but not my behavior.

(9) it may change my mind. I own a business so I always like to support people who support me. My dad owned a business here too and I grew up with him saying "so and so bought a car today so if you need a new mattress make sure you go to him." People that support me I always go support them, so it would change my mind.

**After I disclosed about the rest of the campaign:**

(7) I absolutely would change what I buy if I knew about all this stuff they were doing for the moms, that is so great. They should say that on the video.

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**Appendix F**


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Institutional Review Board  
351 W. University Blvd., GC 308  
Cedar City, UT 84720

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(435) 586-7899  
*Institutional Review Board*

**To:**           **Ms. Hailee Tavoian (PI)**  
  
                  Dr. Jon Smith (Supervisor)

**From:**       Grant Corser, Chair of the University IRB

**Date:**       **05 March 2013**

**RE:**           IRB consideration of the study: ***Running Shoes Laced with Heartstrings:  
ELM in P&G's PR Media Olympic Campaign***

Your proposal has been assessed, and it was decided that it met the criteria for an expedited review. I am pleased to inform you that your proposal has been approved. Please note the continuing review and expiration dates. If you have any questions, please do not hesitate to ask.

Please notify me immediately should any unexpected risks to the participants become evident. Best of luck with your research!

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(To be filled in by the IRB)

Grant C. Corser

05 MARCH 2013

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Full Approval

Date

PROTOCOL CONTINUING REVIEW DATE:

One year from approval

IRB APPROVAL EXPIRATION DATE:

One year from approval

If data collection is not completed by the expiration date, the researcher must seek IRB approval for a continuation.

IRB APPROVAL # 05-032013