

Walking Ads

Overview and Implementation Tips

Available in both English and Spanish in the following formats:

PRINT: QUARTER PAGE AND FULL PAGE | BILLBOARD | INTERNET: SIDEKICK | TV: 15 SECOND AND 30 SECOND | RADIO: 30 SECOND

I WILL WALK MORE!

WALK MORE. CONNECT MORE.



For Healthy Tips, Visit: MyEatSmartMoveMore.com



I WILL WALK MORE!

WALK MORE. CONNECT MORE.



For Healthy Tips, Visit: MyEatSmartMoveMore.com



¡VOY A CAMINAR MÁS!

CAMINAR MÁS. CONECTARME MÁS.



Busca datos saludables en: MyEatSmartMoveMore.com



I WILL WALK MORE!

WALK MORE. CONNECT MORE.



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I WILL MOVE MORE!

MOVE MORE. CONNECT MORE.



For Healthy Tips, Visit: MyEatSmartMoveMore.com



- Ads feature tested messaging from **Every Body Walk!** that emphasizes the opportunity to build stronger relationships and human connections by walking with others.

- Ads support the **Surgeon General's Call to Action to Promote Walking and Walkable Communities.**

Walking ads are a subset of the **Eat Smart, Move More North Carolina** (I Will Move More) ads.

I WILL MOVE MORE!

EMPOWER YOURSELF.



For Healthy Tips, Visit: MyEatSmartMoveMore.com



I WILL DRINK MORE WATER!

EMPOWER YOURSELF.



I WILL EAT AT HOME MORE!

EMPOWER YOURSELF.



I WILL EAT MORE FRUITS & VEGGIES!

EMPOWER YOURSELF.



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I WILL EAT RIGHT-SIZED PORTIONS!

EMPOWER YOURSELF.



I WILL WATCH LESS TV!

EMPOWER YOURSELF.



I WILL BREASTFEED MY BABY!

EMPOWER YOURSELF.



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Where to Find the Ads

Visit EatSmartMoveMoreNC.com. Click on Advertisements and Press Materials.

How to Use the Ads

Co-Brand All Images by Adding Your Logo

- Partnerships are powerful, multi-level networks that boost momentum towards improving the public's health. When two or more organizations agree to work together, this establishes a synergy of communication strategies and marketing through a brand partnership, or a co-brand.
- Co-branding allows a single product or service to be associated with more than one brand name. The object of co-branding is to combine the strength of two brands.
- Co-brand materials using your logo and the Eat Smart, Move More NC logo in a 50%–50% proportional relationship. In other words, both logos should be the same size.
- For guidelines on co-branding, see *Eat Smart, Move More North Carolina Branding, Logo Usage and Style Guide* pages 13–14 on EatSmartMoveMoreNC.com.

I WILL WALK MORE!

WALK MORE. CONNECT MORE.



Make it fun, make it happen—you can do it!

We all know that walking is one of the best ways to stay healthy. It's also one of the best ways to connect with others. There never seems to be enough time to enjoy with our children. By walking with them, we get to catch up and refresh our minds, and the physical benefits add up too. Gather up the kids and walk to school, run errands on foot, or turn a walk into a nature or history exploration. Along the way, you'll build strong bonds and memories with your kids.

Walk more, and start feeling the benefits today.

For more ways to get and stay active, visit: www.MyEatSmartMoveMore.com

Place your logo here.



RIGHT SIZE
YOUR
PORTIONS

MOVE
MORE

WATCH
LESS TV

EAT MORE
FRUITS
& VEGGIES

PREPARE
MORE MEALS
AT HOME

DRINK MORE
WATER

I WILL WALK MORE!

WALK MORE.
CONNECT MORE.

**Make it fun,
make it happen –
you can do it!**

Invite a neighbor or your partner for an after-dinner walk, take care of weekend errands with your family on foot, or start a casual walking group with your coworkers. Along the way, you'll build strong bonds and memories. **Walk more, and start feeling the benefits today.**



For more ways to get and stay active, visit:
MyEatSmartMoveMore.com

Enhance Materials You Already Use

- PowerPoint presentations (Suggested formats: TV, billboard, sidekick)
 - Use TV ads as an introduction or closure to a lesson, presentation or meeting related to physical activity. Hyperlink to the ad in a PowerPoint presentation.
 - Add billboard or sidekick ads to slides for visual appeal or insert ads on a blank slide as a spacer in between topics.
- Newsletters (Suggested formats: print, sidekick, billboard)
- E-newsletters (Suggested formats: sidekick, billboard)
- Fliers (Suggested formats: print, sidekick, billboard)
- Bulletin Board (Suggested format: full page print)
- Website (Suggested formats: TV, sidekick)
- Continuous loop play (Suggested formats: TV, radio)
 - Insert ads into a continuous loop play in a lobby, waiting room or community area.

Think Outside the Box

Some ads may lend themselves nicely to other media formats. For example, a billboard image can be used to create:

- Banners.
- Floor decals.
- Window decals.
- Wall decals.

Media Buys

Work with sales reps in your area to place ads:

- On billboards.
- In local magazines or newspapers.
- On the radio.
- On local TV stations.
- As part of an internet or mobile media campaign.

