

Humor Appeal:



Prompt for gpt-4-turbo-browsing:

Give me an idea for a health campaign for std prevention in college students using the humor appeal.

GPT's Response:

Creating a health campaign for STD prevention among college students using humor can be an effective way to engage this audience while addressing a serious topic. Here's an idea that utilizes humor to encourage safe sex practices and STD testing:

Campaign Title: "Don't Go Viral - The Other Kind"

Components:

1. **Videos/Social Media Clips:**

- Short, humorous skits featuring scenarios where characters are making poor decisions regarding their sexual health, only to be humorously corrected by an exaggerated, fictional character (e.g., "Condom Cop" who hands out condoms at crucial moments, or "The Wise Cracking STD Fairy" who provides facts about STDs in a humorous manner).

- Use popular social media formats like TikToks or Instagram Reels for easy sharing.

2. ****Interactive Campus Events:****

- Host a mock "game show" where students can participate or watch others answer questions about sexual health, with comical yet educational responses. Prizes could include sexual health kits (condoms, information brochures).
- Create a "meme contest" where students create and submit memes related to STD prevention, with the winners receiving prizes and their memes being used in the campaign.

3. ****Informative yet Humorous Posters and Flyers:****

- High-impact, visually appealing posters with catchy, humorous slogans (e.g., "Wrap it Before You Tap it!" or "Make Love, Not Gonorrhea"). Place these in strategic locations across campus, like dorms, cafeterias, and student centers.
- Flyers with "fun facts" about STDs and prevention in a light-hearted tone, debunking myths and encouraging testing without scare tactics.

4. ****Online Resources and Challenges:****

- A campaign website featuring humorous blog posts, quizzes, and videos about sexual health.
- Social media challenges encouraging students to post about their own safe sex practices in a humorous way, using a specific hashtag to track participation and spread awareness.

Key Messages:

- Emphasize the importance of condom use and regular STD testing in a non-judgmental, inclusive manner.
- De-stigmatize conversations about sexual health and STDs.
- Provide clear, accurate information about where students can obtain free or low-cost sexual health services, such as condoms and STD testing, on or near campus.

Remember, while humor is a great tool for engagement, it's important that the campaign remains respectful and does not trivialize the importance of STD prevention and safe sex practices.

Prompt for gpt-4-turbo-browsing:

Give me an idea for a health campaign for STD prevention in college students using the humor appeal., as opposed to the fear appeal. This is an example of a campaign that uses the fear appeal in contrast

GPT's Response:

"Title: "Protect Your Future: Prevent STDs in College"

Threat:

- Outlines the negative consequences of STDs, such as long-term health issues, infertility, and social stigma.
- Emphasizes the prevalence of STDs among college students and the risks associated with unprotected sex and multiple partners.

Recommended Response (RR):

- Encourage regular STD testing and screenings.
- Promote the use of condoms and other barrier methods during sexual encounters.
- Encourage open communication with partners about STD status and safe sex practices.
- Provide information on the importance of getting vaccinated against certain STDs, such as HPV.
- Offer resources for free or low-cost STD testing and treatment options.
- Highlight the availability of counseling and support services for those affected by STDs.

Campaign Elements:

Emotional and impactful visuals of individuals affected by STDs, with a focus on the emotional toll and long-term health consequences.

Personal stories from college students who have experienced the impact of STDs on their lives.

Clear, concise messaging that emphasizes the importance of prevention and the availability of resources.

A call to action, such as a website or hotline where students can find information on testing, treatment, and support.

Collaborations with campus health centers, student organizations, and local health departments to promote the campaign and provide resources.

By using the fear appeal, the campaign aims to motivate college students to take action to protect themselves and their partners from the negative consequences of STDs."

Creating a health campaign for STD prevention in college students using humor as the appeal can be a delicate balance, as the aim is to engage and educate without trivializing the issue. However, humor can be a powerful tool to reduce stigma, encourage open conversations, and make the subject more approachable. Here's an example of how such a campaign could look:

****Campaign Title:**** "Love Safely: The Adventures of Captain Condom and The Barrier Squad"

****Theme Overview:****

The campaign creates a humorous, superhero-themed narrative where "Captain Condom" and "The Barrier Squad" (characters representing different forms of protection and safe-sex practices) battle against the spread of STDs in a college setting. The campaign uses light-hearted, comic-style graphics and storytelling to engage students.

****Key Messages:****

- STDs are super villains that can be defeated with the right protection.
- Using protection is your superpower against STDs.
- Team up with The Barrier Squad to keep your love life adventurous and safe.
- Get tested to know your super status.
- Every hero needs to talk about safety with their partners.

****Campaign Elements:****

1. ****Comic Strips and Animated Shorts:****

- Short, engaging content featuring Captain Condom and The Barrier Squad in various scenarios, emphasizing the importance of using protection and getting tested in a humorous way.
- Distributed on social media, campus TVs, and posters around the campus.

2. ****Interactive Website and Social Media Presence:****

- A campaign website featuring interactive stories, quizzes to test your STD knowledge (e.g., "Which member of The Barrier Squad are you?"), and resources for free or low-cost testing and contraception on and around campus.
- Encourage sharing of quiz results and campaign materials on social media to increase reach and engagement.

3. **Merchandise and Giveaways:**

- Freebies such as branded condoms, stickers, and t-shirts with Captain Condom and The Barrier Squad, distributed at campus events, health centers, and through student organizations.
- Use these items to spark conversations and spread the campaign's messages in a fun, non-threatening way.

4. **Campus Events:**

- Organize educational yet entertaining events, such as STD prevention workshops led by Captain Condom (a costumed mascot), STI testing drives, or debates on myths vs. facts about STDs, to increase direct student engagement.

5. **Peer-to-Peer Education:**

- Train student ambassadors to represent the campaign, answer questions, and distribute campaign materials. These ambassadors can embody the spirit of the campaign, making it more relatable and effective among the student population.

By integrating humor with important health information, the campaign can foster a more open and positive dialogue around STD prevention, making students more likely to adopt safe sex practices without feeling judged or scared.

Then, I asked Claude 3 Opus to generate copy for a social media post based on this campaign idea and it gave us great material:

Sure, here's an idea for a social media post that aligns with the "Love Safely: The Adventures of Captain Condom and The Barrier Squad" campaign:

[Visual: A comic strip featuring Captain Condom and The Barrier Squad facing off against an STD villain]

Caption:

 Captain Condom and The Barrier Squad are on a mission to protect the students of [College Name]! 

STDs think they can sneak up on you, but not on our watch. We've got the tools and knowledge to keep you safe while you explore your love life. 

Wondering which member of The Barrier Squad you're most like? Take our quiz to find out and get your own superhero name! [Link to quiz on campaign website]

Remember, using protection is your superpower against STDs. Condoms, dental dams, and regular testing are all part of your superhero toolkit. 

Don't let STDs ruin your adventures – team up with The Barrier Squad and #LoveSafely! 

For free protection and testing resources on campus, visit [link to campus health center or campaign website]

#CaptainCondom #TheBarrierSquad #STDPrevention #SafeSex #CollegeHealth
#[CollegeName]

This post incorporates key campaign elements:

- Eye-catching visual from the comic series
- Humorous, engaging language
- Call-to-action to take the quiz for interactive engagement
- Reminder of key prevention methods
- Hashtags for campaign awareness and tracking
- Link to access resources

Feel free to adapt and refine based on your specific campaign needs and college context. The key is balancing entertainment with clear, actionable information.

I provided this campaign outline to dall-e-3 and they provided me this image:



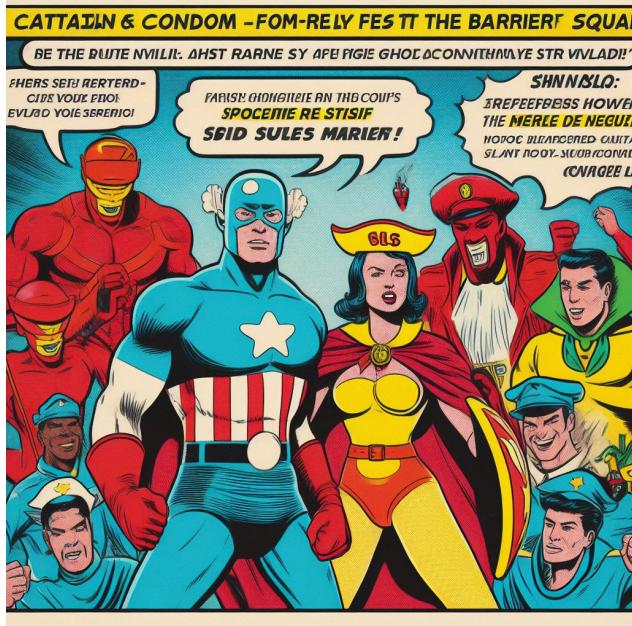
I then asked Microsoft copilot to generate an image for the social media post idea I was given, I prompted the tool with...

generate an image for this social media post: "here's an idea for a social media post that aligns with the "Love Safely: The Adventures of Captain Condom and The Barrier Squad" campaign: [Visual: A comic strip featuring Captain Condom and The Barrier Squad facing off against an STD villain] Caption: 🦸 Captain Condom and The Barrier Squad are on a mission to protect the students of [College Name]! 🦸 STDs think they can sneak up on you, but not on our watch. We've got the tools and knowledge to keep you safe while you explore your love life. 😊 Wondering which member of The Barrier Squad you're most like? Take our quiz to find out and get your own superhero name! [Link to quiz on campaign website] Remember, using protection is your superpower against STDs. Condoms, dental dams, and regular testing are all part of your superhero toolkit. 🛡 Don't let STDs ruin your adventures – team up with The Barrier Squad and #LoveSafely! ❤️ For free protection and testing resources on campus, visit [link to

campus health center or campaign website] #CaptainCondom #TheBarrierSquad #STDPrevention #SafeSex #CollegeHealth #[CollegeName] This post incorporates key campaign elements:

- Eye-catching visual from the comic series
- Humorous, engaging language
- Call-to-action to take the quiz for interactive engagement
- Reminder of key prevention methods
- Hashtags for campaign awareness and tracking
- Link to access resources"

It gave me back:



I then told Copilot that this was not at all what I was looking for and I said to make it look more like an instagram post as well as more humorous:



I then asked GPT to create a social media post specifically:

Here's an idea for an Instagram post that could be part of the "Don't Go Viral - The Other Kind" STD prevention campaign:

Post Format: Carousel/Multiple Images

Image 1:

A close-up shot of a person's hand holding a stack of condoms, but the condoms are creatively decorated to look like different types of snack foods. For example, one could be designed to look like a taco, another like a slice of pizza, and another like a candy bar.

Caption: "Snack responsibly this weekend! 😊 Protect yourself and your partners by always having these tasty treats on hand. Swipe for more flavors! ➡"

Image 2:

A silly image of a person wearing a giant condom costume or hat, striking a playful pose.

Caption: "Dress to impress (and protect)! 🎉"

Image 3:

A meme-style image with a relatable scenario, like two stick figures in a bedroom setting, with one saying "Want to Netflix and chill?" and the other responding with "Only if you're Netflix and chilling with protection!"

Caption: "Real ones always come prepared. 🙌 #SaferSexIsSexier"

Image 4:

An informative image or graphic with details on where students can get free condoms, STD testing, and sexual health resources on campus or in the local area.

Caption: "Protecting yourself doesn't have to be expensive or complicated! Check out these resources for affordable condoms, testing, and more. Your sexual health is worth it! #CampusHealthResources"

By combining humorous, relatable visuals with important information and resources, this Instagram carousel post could catch students' attention while educating them about safer sex practices in a fun, non-preachy way.

The idea of a carousel post seemed interesting, so I used both Copilot and Dall-e-3 to generate images for each slide in the post:



1.

2.



3. Copilot didn't allow an image to be created for the third prompt so we only included the image generated from Dall-e-3.



4.



An educational infographic highlighting locations on a campus where students can receive sexual health resources such as free condoms, STD testing, with different color-coded markers for each type of resource. There is the presence of a legend to help with understanding the different markers' significance. Incorporate text areas with succinctly explained information on the importance of sexual health. Caption for the image: 'Protecting yourself doesn't have to be expensive or complicated! Check out these resources for affordable condoms, testing, and more. Your sexual health is worth it! #CampusHealthResources'

We then used Vision Direct to see for each slide which image is better to be used as a social media post targeted to college students for std prevention:



Vision Direct: The image on the left is more effective for a social media post intended to help college students with STD prevention. The image shows a person holding a condom, which is a direct and clear representation of a method for preventing sexually transmitted diseases. The image on the right is a creative and humorous take on snacks, but it does not directly relate to STD prevention. The condom in the left image is a more appropriate visual for the intended message.



Vision Direct: The image on the right, featuring a person dressed in a humorous costume that resembles a condom, is more effective for a social media post intended for college students for STD prevention using the humor appeal. The costume is more visually striking and immediately recognizable as a condom, which can help to grab attention and make the message about protection more memorable. The use of humor in this image is likely to resonate with college students, who often respond well to light-hearted and entertaining content.



Vision Direct: The image on the right, titled "SIETD 9 IN PICLING HEALTH!", seems more suitable for a social media post targeted at college students for STD prevention. This is because it includes a map of a college campus with various locations marked, suggesting that the information is relevant to the college environment. The map also includes icons and labels that likely point to health resources or services related to STD prevention, which would be more relevant to college students.

The image on the left, titled "FREE CONDOM", is more straightforward and focuses on the availability of free condoms, which is a key aspect of STD prevention. However, it lacks the context of a college campus and might not be as engaging or informative as the map-based image for a social media post aimed at college students.

Both images have a colorful and informative design, but the right one seems more tailored to the college setting and could potentially be more effective in reaching the intended audience.