



***That Guy* Post-Campaign Launch 2008 Focus Group Testing**

**A Report to the U.S. Department of Defense/TRICARE  
Management Activity**

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## INTRODUCTION

The 2005 Department of Defense (DoD) Survey of Health Related Behaviors revealed a rising rate of “binge” drinking among junior enlisted personnel in all Services. Additionally, the data in the survey indicated the problem was particularly evident among young enlisted males between the ages of 18 and 24. This trend toward heavy, or binge, drinking has the potential of adversely affecting the health and welfare of service members and their families as well as the combat readiness of the military. In response, in 2006, the DoD/TRICARE Management Activity (TMA) retained Fleishman-Hillard (FH) to create a multi-year, integrated communications campaign with goals to: 1) raise awareness of the negative effects of excessive drinking and 2) help reduce alcohol abuse among active duty, junior-level enlisted military service members ages 18 to 24.

In order to determine the types of relevant and persuasive messages, activities, and creative concepts the campaign would feature, FH conducted several focus group sessions with the target audience in 2006, 2007, and 2008 (including in-depth interviews), across all four branches of service. Ultimately, the research data directly informed, and continue to inform, the overall approach for the campaign. It was clear that using humor, and a theme connected to social disapproval, would best resonate with this hard-to-reach audience. Further testing revealed that the target audience did not want to be associated with or be *That Guy* – the person, who after drinking excessive amounts of alcohol, loses control of self or situation with humiliating results. The campaign theme was born around a cautionary warning: ***“Don’t Be That Guy!”*** and launched in pilot markets in December 2006.

Furthermore, post-launch focus group findings from 2007 suggested that the occasional/situational binge drinker may be more receptive to the campaign and more willing to listen to its main message: do not drink to excess. Therefore, the most recent round of focus group sessions and one-on-one interviews in October and November 2008 were conducted exclusively with young service members who were screened by recruiters as occasional, rather than heavy, binge drinkers.

This report presents findings from these latest 2008 focus group discussions and interviews conducted with 99 occasional binge drinkers at Fort Benning Army Post (Georgia), Robins Air Force Base (Georgia), Norfolk Naval Station (Virginia), and Beaufort Marine Corps Air Station (South Carolina).

## **RESEARCH OBJECTIVES**

The primary objective of the 2008 *That Guy* focus groups and in-depth interviews (conducted during the latter part of October and early November 2008 with 99 service members who are E1 to E4 and tend to be occasional binge drinkers) was to assess current and proposed messages for the campaign and creative concepts among the occasional binge drinker. In particular, messages regarding the negative consequences of being *That Guy* were assessed to help determine the extent to which the campaign can encourage the target audience to move from the pre-contemplation/contemplation stages of the Stage of Change model to the preparation/action stages.

A secondary objective was to assess the target audience's reaction to the campaign to date (e.g., awareness of the campaign as measured through focus group recruitment as well as recall and response to specific campaign materials and messages).

This information and feedback will help make it possible to recalibrate and fine tune the campaign in ways that more effectively resonate with the target audience of occasional binge drinkers and also help ensure that new communications efforts (including advertising) encourage these junior enlisted service members, in the long run, to change their behaviors and reduce their consumption of alcohol.

## **OCCASIONAL BINGE DRINKERS**

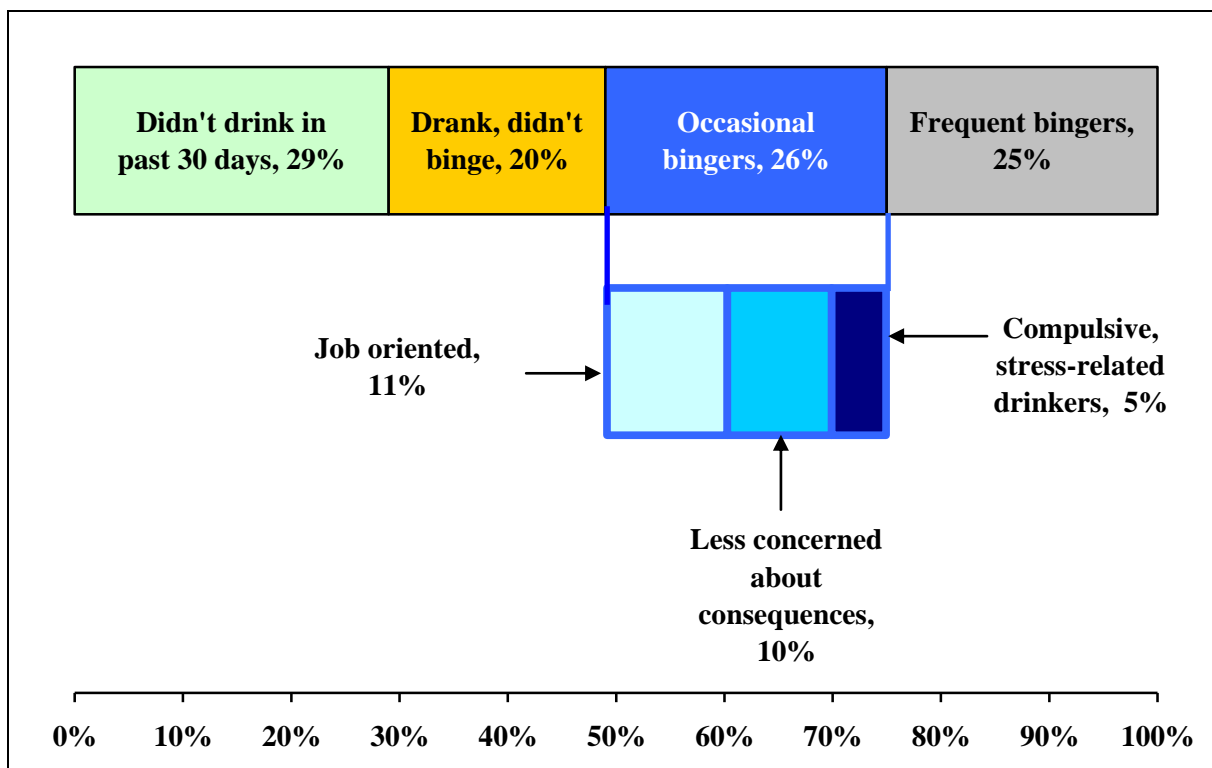
Because the 2007 focus groups suggested that the occasional/situational binge drinker may be more receptive to the campaign, that same year Fleishman-Hillard further analyzed the DoD's 2005 Health-Related Behaviors (HRB) Survey to determine the demographic and attitudinal differences between "more serious/heavy" binge drinkers versus "occasional or situational" binge drinkers in order to help further guide effective campaign strategy by identifying more specific and effective ways to communicate with the "occasional or situational" binge drinkers. Selecting only occasional binge drinkers to participate in the 2008 research project was an additional step to help ensure that new messages and materials being considered for the campaign in FY 2009 are relevant, meaningful, and effective with this specific subset of the target audience.

As identified and profiled through an analysis of the HRB Survey, the occasional bingers fall within the continuum of service members' drinking behaviors (illustrated in Figure 1) -- ranging from non-drinkers at one end of the continuum (29% of junior enlisted service members) to frequent bingers at the other end (25% of junior enlisted service members). We also know from the analysis of this survey that the occasional bingers are likely to be white men who drink in a group setting.

To augment this very general description of occasional bingers, Fleishman-Hillard conducted a segmentation analysis and identified three distinct categories of occasional binge drinkers. They are:

1. “Job-oriented”
2. “Less concerned about consequences”
3. “Stress-related drinkers”

**Figure 1. Drinker Characteristic, E1-E3, Age 17-24  
Occasional Binger Segments**



The characteristics of each of these three types of occasional binger groups are outlined below.

**“Job-oriented” occasional bingers (11%)**

- Tends to drink the least among the three groups of occasional bingers
- Most satisfied with their job/military life
- More likely to be married with children
- Completed high school
- Likely to drink in bars/restaurants
- Likely to be in the Air Force

**“Stress-related drinkers” occasional bingers (5%)**

- More likely to engage in risky behaviors
- More likely to drink and smoke
- Drink to escape
- Likely to be married and have children
- Rent/lease home
- Report money and family problems
- Most likely to have been deployed
- Have little interest in continuing a military career and report job problems
- Think the military culture supports drinking
- Likely to be in the Marine Corps

**Occasional bingers who are “less concerned about consequences” (10%)**

- This group is more heterogeneous than the other two and therefore more difficult to describe
- Drinks more than other occasional bingers
- Unlikely to respond to messages about “getting in trouble with the police, hurting their military career, health consequences, and costs of drinking”
- Likely to be in the Army

## RESEARCH METHODS

Fleishman-Hillard's research division conducted six 90-minute focus group discussions and a series of 45-minute in-depth interviews with enlisted, active duty military personnel (junior-level E1 through E4) who are primarily men and are 18 to 24 years of age. In accordance with the protocol prescribed by our IRB, Fleishman-Hillard could not record the demographics of the research participants, but the focus group moderators/interviewers reported that all of the discussion groups included one or a few women, and interviews/focus groups at all of the installations, except Robins Air Force Base, included either Asian-Americans, African-Americans, and/or Hispanics. The table below outlines the focus group and interview design.

<b>Table 1</b>		
<b>Pay Grade</b>		
<b>Installation (Branch of Service)</b>	<i>Number of E1s to E3s</i>	<i>Number of E4s</i>
Fort Benning Army Post, 29 participants	<ul style="list-style-type: none"> <li>• 2, October 21, 5:00 p.m.</li> <li>• 10, October 21, 6:00 p.m.</li> <li>• 0, October 21, 8:00 p.m.</li> </ul>	<ul style="list-style-type: none"> <li>• 4, October 22, 5:00 p.m.</li> <li>• 12, October 22, 6:00 p.m.</li> <li>• 1, October 22, 8:00 p.m.</li> </ul>
Robins Air Force Base, 17 participants	<ul style="list-style-type: none"> <li>• 2, October 23, 5:00 p.m.</li> <li>• 3, October 23, 8:00 p.m.</li> </ul>	<ul style="list-style-type: none"> <li>• 12, October 23, 6:00 p.m.</li> </ul>
Norfolk Naval Station, 13 participants	<ul style="list-style-type: none"> <li>• 8, October 28, 6:00 p.m.</li> </ul>	<ul style="list-style-type: none"> <li>• 4, October 28, 5:00 p.m.</li> <li>• 1, October 28, 8:00 p.m.</li> </ul>
Beaufort Marine Corps Air Station, 40 participants	<ul style="list-style-type: none"> <li>• 4, November 5, 5:00 p.m.</li> <li>• 14, November 5, 6:00 p.m.</li> <li>• 4, November 5, 8:00 p.m.</li> </ul>	<ul style="list-style-type: none"> <li>• 5, November 6, 5:00 p.m.</li> <li>• 10, November 6, 6:00 p.m.</li> <li>• 3, November 6, 8:00 p.m.</li> </ul>
<b>Total (99 participants)</b>	<b>47</b>	<b>52</b>

We conducted the discussion groups and in-depth interviews within a conference/meeting room at each of the installations shown above. No one other than Fleishman-Hillard personnel attended and observed the discussions to ensure that participants would candidly speak about binge drinking within the military.

## **QUALITATIVE RESEARCH**

This report summarizes key findings from six in-depth group discussions and several in-depth interviews with one to four individuals. When reviewing the findings, please keep in mind that they are based on discussions with a limited number of service members. The questionnaires completed by service members during the discussions have been tabulated and the results included in this report to provide the reader with a directional sense of service members' recall of and attitudes toward various creative concepts developed for the campaign.

The reader should also keep in mind that the findings should not be considered representative of all E1 through E4 service members. Nevertheless, these findings provide valuable insight into how junior-level, enlisted service members may likely respond to the campaign's creative concepts.

## **HOW TO USE THIS REPORT**

Paraphrased comments, presented in italics throughout this report, are based on notes taken during the discussions (no audio recordings were allowed), and they are labeled by installation/pay grade (E1 to E3 versus E4). These comments, selected from the Fleishman-Hillard observers' notes, sometimes represent a summary of the statements made by several service members within the same group. The comments that Fleishman-Hillard included within this report typically reflect those that are most helpful or descriptive in illustrating an overall finding. This is why, in some cases, one installation/pay grade may be quoted more often than others.



## FOCUS GROUP HIGHLIGHTS

### AWARENESS OF *THAT GUY*

*Many junior-enlisted service members at Fort Benning, Robins, Norfolk, and Beaufort are aware of the That Guy campaign.*

Installation	<i>That Guy</i> Activities 2008	Awareness of <i>That Guy</i> Based on Focus Group Recruiting Surveys (Among Those Interviewed/Screened but May or May Not Have Agreed to Attend) n=496	Top Source(s) Through Which Service Members Heard About <i>That Guy</i> (Among Those Who Qualified and Agreed to Attend Focus Group) n=194
Fort Benning Army Post	<ul style="list-style-type: none"> <li>• Radio promotions and on air spots</li> <li>• Billboards</li> <li>• Installation support and distribution of <i>That Guy</i> giveaways (posters, coasters, etc.)</li> <li>• Video PSA in movie theater or TV</li> <li>• Google ads</li> <li>• Internet Center promotions</li> <li>• Display of <i>That Guy</i> collage</li> <li>• Materials in local restaurants</li> <li>• Community advertising and activities</li> <li>• Top-referring site for Aug 08: Fort Benning MWR (<a href="http://benningmwr.com/index31905.htm">http://benningmwr.com/index31905.htm</a>)</li> </ul>	97%	<ul style="list-style-type: none"> <li>• 22% billboards</li> <li>• 19% playing cards</li> <li>• 16% posters/location not specified</li> </ul>
Robins Air Force Base	<ul style="list-style-type: none"> <li>• Radio promotions</li> <li>• Campaign materials giveaway</li> <li>• Newspaper article about the campaign</li> </ul>	94%	<ul style="list-style-type: none"> <li>• 23% at work/installation (not specified)</li> <li>• 17% briefing</li> <li>• 13% posters/location not specified</li> </ul>
Norfolk Naval Station	<ul style="list-style-type: none"> <li>• Google ads</li> <li>• Radio promotions</li> <li>• Campaign materials giveaways</li> </ul>	46%	<ul style="list-style-type: none"> <li>• 25% word-of-mouth</li> </ul>
Beaufort Marine Corps Air Station	<ul style="list-style-type: none"> <li>• Google ads</li> <li>• Video PSA in movie theaters</li> <li>• Radio promotions</li> <li>• Campaign materials giveaway</li> </ul>	63%	<ul style="list-style-type: none"> <li>• 12% posters/location not specified</li> </ul>

Among the 496 service members who initially qualified for the focus groups during on-site, face-to-face screenings at the installations, four-fifths (80%) are aware of the *That Guy* campaign. More importantly, at the installation with the greatest level of *That Guy* activity (Fort Benning), awareness of the campaign (as measured through the initial focus group screening process) is also highest (97%). In addition, among those who participated in the focus group discussions, many tend to believe that the campaign is relevant and meaningful, and several also believe that the campaign got them to think about drinking less alcohol.

Service members at all four installations most frequently cited posters, billboards, playing cards, and online/Internet activities as the vehicles through which they saw or heard anything about the campaign. In general, the service members perceive all or most of the creative materials tested during the discussions as relevant and realistic. Many volunteered that while they appreciate the campaign's humor because it grabs their attention and motivates them to take notice of the campaign, they also believe that the campaign needs to incorporate even more realism when informing service members about the potentially harmful social, financial, professional, and even sexual consequences of excessive drinking. Note, however, that as the campaign identified in 2006 based on a literature review and initial focus groups with junior-level service members, this audience, for the most part, remains uninterested in hearing/learning about the long-term health-related consequences of excessive drinking.

*Implications: The campaign is being recognized and acknowledged by the target audience, and the POCs at the installations are helping get the message out.*

## REACTION TO CREATIVE CONCEPTS

***Realistic and personally relevant messages regarding the consequences of excessive drinking resonate best.***

Among the 65 specific messages tested among occasional bingers, service members tend to:

- Like the messages that represent scenarios they have personally experienced (or have seen occur secondhand); in contrast, they tend to dislike those that do not seem to be realistic.
- Like the messages that are very straightforward and transparent in their meaning (i.e., they are simple to understand).
- Best like those that address consequences associated with one's finances, sexual relations, and property damage.
- Appreciate reality-based humor (i.e., those for which they have their own memories of such circumstances).
- Acknowledge that some of the messages that are associated with more severe, longer-term consequences (e.g., STDs) prompts them to "think twice" about their own behavior.

*Implications: The target audience wants to hear about consequences that are real to them. The 2009 campaign should incorporate key messages (and corresponding images) that reflect more gritty realism.*

***The That Guy cartoons are effective because they humorously convey relevant and real consequences that service members associate with excessive drinking, and they do so in a way that often cannot (or should not) be portrayed in a photograph.***

Among the 24 cartoons tested among occasional bingers, service members tend to like cartoons that:

- Reflect their experiences.
- Reflect experiences that are difficult (Cab Guy) or inappropriate (Pierced Guy) to convey in a photograph.
- Quickly convey the consequence the person in the cartoon is experiencing as a result of drinking too much.
- Incorporate small, subtle details that they are likely to find upon close inspection of the cartoon yet are very humorous (e.g., the dog urinating on Drop Guy while he's tied up to the flag pole).

Overall, some especially like the cartoon approach to communicating the consequences of being *That Guy* because the cartoons can be:

- Combined in a series to tell a story.
- Used in many different ways and places (e.g., posters, newspapers, desk-top calendars).
- Attention-getting.

*Implications: The target audience's feedback suggests which cartoons are most effective and should be frequently featured throughout the campaign. The service members also provided a variety of ideas on how the campaign could promote or use these cartoons (e.g., posters, desk-top calendars).*

***Service members say that realistic, gritty images that portray the consequences of excessive drinking (especially one that threatens their sense of masculinity) are effective at encouraging them to not be That Guy.***

Among the four visual images tested among occasional bingers to determine those that may be most appropriate to use for future advertisements, images of real people in real settings resonate well with service members. Only one of the four images (*That Guy* evolution archetype showcased out of context from the poster) did not resonate as well.

- Service members' initial reaction to the images (laughter, snickering even though the moderator asked the participants to hold their comments until everyone had completed the evaluation form) suggests that even though several of these images portray rather serious consequences, these scenarios are often considered funny in the world in which these service members live.
- For the most part, occasional bingers easily understood and could describe the scenario and consequence associated with each of the three gritty and real images.
- All participants tended to agree that they do not want to be the person represented in any of these images.
- The image of a passed out man with a tampon inside his wide-open mouth seemed to be emasculating and, as a result, was the most negative of the four images/consequences.

*Implications: Gritty, realistic images should be considered, as appropriate, when the campaign develops new visual images (posters, advertisements, etc.) for the 2009 campaign.*

## **MOST EFFECTIVE CONSEQUENCES ASSOCIATED WITH EXCESSIVE DRINKING**

*The messages tested among occasional binge drinkers suggest that the campaign should move forward with those that contain increasing levels of severity and longevity of consequences.*

Concepts/messages tested based on the social model stages of change showed a clear response to both “precontemplation” and “contemplation” stages of this model. Most of these messages resonated well with service members, and the test results also confirmed an emphasis on targeting the "occasional" binge drinker. This latter finding is an important one because up until this fall's focus groups, the campaign had not tested *That Guy* materials and concepts with service members who exclusively represent occasional binge drinkers. During the spring 2007 focus groups Fleishman-Hillard identified the potential benefit of focusing the campaign's efforts on occasional/situational bingers rather than all bingers, including "hard core" bingers who openly acknowledged that nothing about the campaign would impact their drinking behavior. (Fleishman-Hillard then conducted a segmentation analysis from the 2005 Health Related Behavior Survey in summer 2007 to identify the demographics and proportion of "occasional" binge drinkers among the 18-24 year old E1-E4 audience, but FH never conducted interviews/focus groups with this group, exclusively, until fall 2008.)

The fall 2008 research study with only those junior-level service members who are "occasional bingers" (as identified through the focus group screening/recruiting process where the service members qualified if they acknowledged going out and partying/drinking only a few times a month) was very reassuring because all of the service members understood the purpose of the campaign (discourage excessive drinking) and, most important, they were generally open-minded to the campaign's key messages and taking this message to heart. For example, the first handout that the focus group participants completed asked junior service members to respond to the following: *Think of what you heard or saw about That Guy; please indicate whether this campaign got you to think about drinking less.* More than two-fifths (44%) of the research participants selected the response category, *"Yes, it got me to think about drinking less."* (While we don't have the data for comparison purposes [because we didn't include heavy bingers in the fall 2008 focus groups], FH thinks it is fair to say that we would not have seen such a high figure if this question were asked of frequent binge drinkers.)

*Implications: The positive feedback from the target audience regarding messages that contain increasing levels of severity (e.g., STDs, harming others) and longevity (e.g., unplanned pregnancy, impact on one's career) of consequences suggests that these service members are capable and willing to think about the future (albeit relatively short-term consequences, in most cases). Many of these consequences are currently being used in the campaign and will continue to be used, yet with a humorous approach.*

## CONCLUSIONS

Knowing that the focus group discussions (and one-on-one interviews) confirmed that targeting "occasional bingers" is an on-the-mark approach, the campaign has some new insights to consider and address from this segment of the overall junior-level enlisted population that represents the campaign's target audience. These key insights are:

- Discussions with this audience confirm that the campaign's current approach of taking short-term consequences (including ones that are quite serious) and presenting them in humorous ways resonate with and grab the attention of these service members. In addition, the discussions suggest that the target audience also wants to hear/see even more about the adverse consequences of excessive drinking to help increase the likelihood that they will be motivated to follow the education campaign's desired outcome (i.e., don't drink to excess and become *That Guy*). In particular, some participants volunteered that they want to hear more about the adverse consequences of excessive drinking and others volunteered that they want to hear/see such consequences presented in more serious ways (e.g., the more gritty/real advertising concepts tested during the discussions resonated well with service members). These findings reinforce the "keep it real" approach for the 2009 campaign.
- They like the use of humor to cut through the clutter with a more serious message. When it comes to using jokes/cartoons, the simpler the concept, the better.
- This audience is receiving the messages/information regarding *That Guy* both from the bottom up (peer-to-peer) and from the top down, i.e., from the chain of command, and the campaign should leverage this through its stakeholder outreach in 2009 (e.g., engage and excite POCs to help implement the campaign on their installation and within their community; promote *That Guy* success stories through publications they read including case studies in the quarterly *That Guy* newsletter).

## **DETAILED FINDINGS**

### **1. ESTIMATED AWARENESS OF *THAT GUY***

*On-site interviewing of the target audience for the purpose of identifying qualified research participants suggests that many members of the target audience are aware of That Guy.*

To recruit service members for the *That Guy* focus groups, professional interviewers positioned themselves at key on-installation locations where junior enlisted personnel are likely to frequent (e.g., on-installation stores, recreation centers/gyms, Internet cafes and gaming rooms, fast food restaurants near residence halls, and dining halls). They intercepted and interviewed junior-looking service members to identify those who are active duty; E1 to E4; 18 to 24 years of age; users of the Internet; likely to be occasional, rather than heavy, binge drinkers; and aware of the *That Guy* campaign. These screening questions (and the order in which they were asked) are shown on the following page. In particular, Question 5.9 helped the interviewers differentiate between those who are likely to be occasional bingers (partied only one to three times in the past month) versus those who are likely to be heavy binge drinkers (partied four or more times in the past month). On a rare occasion, Fleishman-Hillard allowed those who acknowledge partying four to five times a month (technically heavy bingers) to participate in the focus group/interview because of difficulty in finding qualified participants.

**Exhibit 1**

## SCREENING/RECRUITMENT:

1. Are you between 18 and 24 years of age?
    1. YES – CONTINUE
    2. NO – TERMINATE – Thank you.
    3. REFUSED – TERMINATE – Thank you.
  2. Are you currently pay grade:
    1. E1 through E3 – CONTINUE
    2. E4 – CONTINUE
    3. NONE OF THESE – TERMINATE
  3. Are you currently on active duty?
    1. YES – CONTINUE
    2. NO – TERMINATE
    3. REFUSED – TERMINATE
  4. Are you currently stationed at \_\_\_\_\_(NAME OF INSTALLATION)?
    1. YES – CONTINUE
    2. NO – TERMINATE
  5. Please tell me which of these statements that I'm about to read apply to you. Your responses to these questions are confidential, and we're using these questions to determine the discussion in which you may qualify to participant on DATES. CIRCLE EACH ONE TO WHICH THE RESPONDENTS ANSWERS "YES." ROTATE ORDER ASKED.
    1. You use the Internet on a regular basis.
    2. You always use seatbelts when you drive or ride in a car.
    3. You have used tobacco products at least once a week over the past 30 days.
    4. You rarely or never drink alcoholic beverages.
    5. You drink alcoholic beverages on a regular basis.
    6. You usually drink several alcoholic beverages at a time when you drink.
    7. You've ridden in a motorcycle in the past 30 days.
    8. You like to visit the on-base club for enlisted personnel.
    9. You've been out partying at least once during the past month. IF "YES," ASK: During the past month, have you been out partying:
      - \_\_\_\_\_ NUMBER OF TIMES
      - IF 1-3 TIMES, QUALIFIES
      - IF 4 OR MORE, DOES NOT QUALIFY UNLESS NEEDED TO MEET QUOTA
    10. You usually read military magazines, on a regular basis. WHICH ONES? RECORD \_\_\_\_\_
    11. REFUSED: TERMINATE  
 TO QUALIFY, MUST ANSWER IN RESPONSE TO QUESTION 5:
      - "YES" TO Q1; AND
      - "YES" TO Q5 OR Q6; AND
      - "YES" TO 9/CATEGORY 1 (been out partying in past month and did this one to three times)
      - THEN CONTINUE.
  6. How often do you use the Internet to look for information, check Web sites, play games, listen to music, or anything else?
    1. NEVER – END INTERVIEW: Thank you!
    2. One time per week or less often: END INTERVIEW: Thank you!
    3. Two to three times per week – CONTINUE
    4. Four to five times per week – CONTINUE
    5. More often than that? CONTINUE
  7. About how many hours per week do you spend on the Internet searching for information, checking Web sites, playing games, listening to music, or anything else?  
 RECORD \_\_\_\_\_
  8. How do you have access to the Internet?
    1. At work/on the job
    2. At your personal residence
    3. Somewhere else: Specify: \_\_\_\_\_
  9. Do you recognize any of the following education programs which inform members about and discourage them from excessive drinking of alcohol?
    1. 0013 (SPOKEN AS: zero, zero, one, three)
    2. *That Guy*; Please tell me what you saw, heard, or read about it? \_\_\_\_\_ (IF THE ONLY WAY HE/SHE HEARD ABOUT *THAT GUY* WAS RELATED TO ANY PROMOTIONS REGARDING THE RESEARCH STUDY (E.G., SAW A FLIER, SOMEONE TOLD HIM/HER ABOUT THE RESEARCH), THE PERSON DOES NOT QUALIFY)
    3. Warrior Pride
    4. Right Spirit
    5. Any others? SPECIFY: \_\_\_\_\_
  10. Please look at this logo. Do you recall seeing anything about this program?
    1. Yes; Please tell me where you saw it? \_\_\_\_\_ (IF THE ONLY WAY HE/SHE SAW THE LOGO WAS RELATED TO ANY PROMOTIONS REGARDING THE RESEARCH [E.G., SAW A FLIER PROMOTING THE FOCUS GROUPS/INTERVIEWS], THE PERSON DOES NOT QUALIFY)
    2. No
- RESPONDENT MUST RECOGNIZE *THAT GUY* IN Q9 OR Q10 (IN A WAY THAT WAS NOT RELATED TO THE RESEARCH STUDY) IN ORDER TO QUALIFY FOR THE DISCUSSION.



## Awareness of and Reaction to *That Guy*

While not truly projectable to the entire target audience, the focus group screening process conducted in spring 2007 and fall 2008 suggests that awareness of the campaign is trending upward. Overall awareness appears to be highest in the Army and Air Force. The Navy continues to show lower levels of awareness. (See Table 1.)

<b>Table 1</b>			
<b>Estimated Awareness of <i>That Guy</i>*- 2008</b>			
	<b>Total Awareness, <i>That Guy</i>*</b>	<b>Awareness of <i>That Guy</i>, by name</b>	<b>Awareness of <i>That Guy</i>, by logo</b>
<b>Total</b>			
2008 (n=496)	80%	84%	76%
2007 (n=455)	58%	49%	49%
<b>Army</b>			
2008 (n=227)	97%	93%	92%
2007 (n=82)	79%	63%	62%
<b>Air Force</b>			
2008 (n=70)	94%	90%	83%
2007 (n=80)	84%	71%	76%
<b>Navy</b>			
2008 (n=71)	46%	49%	51%
2007 (n=222)	32%	27%	27%
<b>Marines</b>			
2008 (n=128)	63%	83%	58%
2007 (n=71)	86%	73%	70%
*Awareness values are derived from handwritten tally sheets and questionnaires completed on each installation during the recruitment process. Percentages are not derived from representative samples. Actual awareness may vary from stated number. However, the results provide the reader a directional sense of service members' awareness of the <i>That Guy</i> campaign.			

In addition, the recruiting screeners also measured recall of three existing alcohol abuse prevention programs in the military – the Air Force's "0-0-1-3," the Army's *Warrior Pride*, and the Navy's *Right Spirit* – among this audience, and the findings reveal that:

- 31% overall awareness of 0-0-1-3 across the four installations. This figure is considerably higher than the 13% awareness of the same program among E1s to E4s as measured in the May 2007 "*That Guy*" post-campaign launch focus group testing (conducted by Fleishman-Hillard).
- 5% overall awareness of *Warrior Pride* across the four installations. This figure is lower than the 15% awareness of the same program among E1s to E4s as measured in the same focus group study cited above.
- 5% overall awareness of *Right Spirit* across the four installations. The *Right Spirit* campaign was not measured in the 2007 study.

As previously shown in Exhibit 1, junior-level service members who met all of the criteria for the target audience were also asked to identify where they heard, read, or saw anything about the *That Guy* campaign, in general (Question 9 in Exhibit 1), or the *That Guy* logo, specifically (Question 10 in Exhibit 1). The service members' coded and tabulated responses to these questions are shown in Tables 2 and 3, respectively. Almost 200 service members across the four installations were asked these two questions prior to being asked about their interest in and availability to participate in the actual research project. Overall, these findings suggest that:

- Posters (volunteered by service members at three of the four installations where recruiting took place), billboards (especially among Fort Benning service members), and playing cards (exclusively volunteered by Fort Benning service members) were the most frequently recalled vehicles for spreading the word about *That Guy*.
- The campaign made its presence at a wide variety of locations (on board ships and while overseas in other countries), places (e.g., BX/PX, dorms/barracks, Burger King, headquarters/HQ, bathrooms, dining hall, fire stations, theatres, locker rooms, libraries), and through a diverse range of communications vehicles (e.g., posters, billboards, playing cards, word-of-mouth, TV commercials, coasters, presentations/lectures/skits, e-mail, online (e.g., banner advertisements), buttons, and *Army Times*).
- Recall of where service members saw the logo is also varied (e.g., billboards, playing cards, posters, TV commercials, coasters, cartoons, trays, *Army Times*).

**Table 2*****That Guy 2008 Focus Groups***

*Q9 FROM SCREENER. Please tell me what you saw, heard, or read about That Guy?  
(IN GENERAL)*

	Total (n=194)	Ft. Benning (n=67)	Robins AFB (n=30)	Norfolk (n=32)	Beaufort (n=65)
Posters-type and location-not specified	12%	16%	13%	--	12%
Don't be that guy, say no to drinking	9%	3%	10%	--	18%
Billboards	8%	22%	--	3%	--
At work/installation-not specified	7%	7%	23%	--	2%
Playing cards	7%	19%	--	--	--
Word of mouth	5%	--	3%	25%	--
He does stupid stuff, he is obnoxious, ruins people's good time	5%	--	13%	--	8%
Commercials-outlet not specified	4%	6%	--	--	6%
TV commercial	3%	6%	--	6%	--
Unit, battalion, squadron, formation, etc.	3%	4%	3%	--	2%
Briefing	3%	--	17%	--	--
BX	3%	1%	3%	--	5%
Posters at installation/at work	2%	1%	7%	--	2%
Training	2%	1%	--	9%	--
Safeties	2%	--	--	--	6%
Rec Room	2%	6%	--	--	--
Coasters	2%	3%	7%	--	--
Everywhere	2%	3%	3%	--	2%
Signs	2%	1%	--	6%	--
Presentation-skits, lecture, security forces presentations	2%	--	7%	--	2%
Commanders Call	2%	--	7%	3%	--
Effects of alcohol/drinking	2%	--	--	--	5%
Friends	1%	--	--	3%	2%
Flyers	1%	1%	--	--	2%
Magazine	1%	3%	--	--	--
Movie/video	1%	--	--	--	3%

Table 2 (Cont.)

*That Guy 2008 Focus Groups*

*Q9 FROM SCREENER. Please tell me what you saw, heard, or read about That Guy?  
(IN GENERAL)*

	Total (n=194)	Ft. Benning (n=67)	Robins AFB (n=30)	Norfolk (n=32)	Beaufort (n=65)
Computer-not specified	1%	--	7%	--	--
E-mail	1%	--	7%	--	--
Web site	1%	--	--	--	3%
Dorm/barracks	1%	3%	--	--	--
Other bases	1%	--	3%	--	2%
School	1%	1%	--	3%	--
Burger King	1%	3%	--	--	--
On the street	1%	1%	--	3%	--
He can't hold his alcohol, gets too drunk	1%	--	3%	--	2%
Excessive drinking isn't good, how not to be overly drunk	1%	--	--	--	3%
Bad example/bad reputation	1%	--	--	--	3%
Somewhere	1%	--	--	6%	--
HQS-headquarters	1%	--	--	--	3%
Superior officer	1%	1%	--	--	--
Poster on ship	1%	--	--	3%	--
Postcards	1%	--	--	--	2%
Cartoons	1%	--	--	--	2%
Army Times	1%	1%	--	--	--
Team posters	1%	1%	--	--	--
Commercial on ship	1%	--	--	3%	--
Theatre	1%	--	--	--	2%
AKO News Flash	1%	1%	--	--	--
Internet	1%	--	--	3%	--
Online ads/banner ads	1%	--	3%	--	--
Online-not specified	1%	--	--	3%	--
Bathrooms	1%	--	--	--	2%
Dining establishment	1%	--	3%	--	--
Ramage Hall	1%	--	--	3%	--
FI building	1%	--	--	--	2%
Fire station	1%	--	--	--	2%
At the shop/store	1%	--	--	--	2%
Locker rooms	1%	1%	--	--	--
Library	1%	1%	--	--	--

**Table 2 (Cont.)*****That Guy 2008 Focus Groups***

*Q9 FROM SCREENER. Please tell me what you saw, heard, or read about That Guy?  
(IN GENERAL)*

	Total (n=194)	Ft. Benning (n=67)	Robins AFB (n=30)	Norfolk (n=32)	Beaufort (n=65)
Drinking	1%	--	--	--	2%
Evolution of drunk guy	1%	--	--	--	2%
Don't drive	1%	--	--	--	2%
Promotional item-not specified	1%	--	3%	--	--
Trading cards	1%	--	3%	--	--
Buttons	1%	--	--	--	2%
I was there when the campaign started	1%	--	3%	--	--
PX	1%	1%	--	--	--
AFW	1%	--	3%	--	--
Japan	1%	--	--	--	2%
Korea	1%	1%	--	--	--
California	1%	1%	--	--	--
No answer	6%	13%	3%	3%	--
Yes to <i>That Guy</i> , but no follow up answer	12%	13%	--	22%	12%

**Table 3*****That Guy 2008 Focus Groups******Q10 FROM SCREENER. Please tell me where you saw the logo?(SPECIFICALLY)***

	Total (n=194)	Ft. Benning (n=67)	Robins AFB (n=30)	Norfolk (n=32)	Beaufort (n=65)
Posters-type and location not specified	13%	18%	17%	9%	8%
At work installation-not specified	11%	9%	27%	3%	9%
Billboards	9%	24%	--	6%	--
Playing cards	7%	19%	--	--	2%
Dorm/barracks	7%	9%	13%	--	5%
Posters at installation/at work	5%	3%	17%	--	5%
Everywhere	5%	4%	10%	--	5%
TV commercial	4%	4%	--	6%	5%
Unit, battalion, squadron, formation, etc.	4%	4%	7%	--	3%
At the shop/store	4%	--	--	--	11%
Coasters	4%	6%	10%	--	--
Signs	3%	1%	--	16%	--
Safeties	3%	--	--	--	9%
Commercials-outlet not specified	3%	1%	7%	3%	2%
Online-not specified	3%	--	3%	9%	2%
BX	3%	--	3%	--	6%
Posters in public places	2%	--	--	3%	5%
Other bases	2%	3%	3%	--	2%
Rec room	2%	6%	--	--	--
Somewhere	2%	--	--	6%	3%
Magazine	2%	3%	--	--	2%
Web site	2%	--	7%	--	2%
Commanders Call	2%	--	3%	6%	--
Dining establishment	2%	--	--	--	5%
Barber	2%	--	--	--	5%
Japan	2%	--	--	--	5%
Flyers	1%	--	3%	--	2%
Internet	1%	--	--	--	3%

**Table 3 (Cont.)*****That Guy 2008 Focus Groups******Q10 FROM SCREENER. Please tell me where you saw the logo?(SPECIFICALLY)***

	Total (n=194)	Ft. Benning (n=67)	Robins AFB (n=30)	Norfolk (n=32)	Beaufort (n=65)
Briefing	1%	--	7%	--	--
Bathrooms	1%	--	3%	3%	--
School	1%	1%	--	--	2%
Bar	1%	--	--	--	3%
After hours/after house	1%	3%	--	--	--
Overseas-location not specified	1%	--	7%	--	--
Word of mouth	1%	--	--	--	2%
Front gate guards	1%	--	3%	--	--
Poster on ship	1%	--	--	3%	--
Printed	1%	--	--	3%	--
Cartoons	1%	--	--	--	2%
Fax	1%	--	--	--	2%
Army Times	1%	1%	--	--	--
Trays	1%	1%	--	--	--
Radio commercial	1%	--	--	--	2%
Theatre	1%	--	--	--	2%
AKO News Flash	1%	1%	--	--	--
Computer-not specified	1%	--	3%	--	--
E-mail	1%	--	3%	--	--
Computer at login	1%	--	3%	--	--
Enlisted club home page	1%	--	3%	--	--
Presentation-skits, lecture, security forces	1%	--	--	--	2%
Gym	1%	--	3%	--	--
Training	1%	--	--	3%	--
Sub center	1%	--	--	3%	--
Police precinct	1%	--	--	3%	--
FI building	1%	--	--	--	2%
Fire station	1%	--	--	--	2%
Exit (highway)	1%	1%	--	--	--

Table 3 (Cont.)

*That Guy* 2008 Focus Groups

Q10 FROM SCREENER. Please tell me where you saw the logo?(SPECIFICALLY)

	Total (n=194)	Ft. Benning (n=67)	Robins AFB (n=30)	Norfolk (n=32)	Beaufort (n=65)
On the street	1%	1%	--	--	--
He can't hold his alcohol, gets too drunk	1%	1%	--	--	--
Don't be that guy, say no to drinking	1%	1%	--	--	--
Excessive drinking isn't good, how not to be overly drunk	1%	--	3%	--	--
Evolution of drunk guy	1%	--	--	--	2%
Key chains	1%	--	3%	--	--
Car stickers	1%	1%	--	--	--
ADAPT	1%	--	3%	--	--
AFMTV	1%	--	--	3%	--
PX	1%	1%	--	--	--
NWR	1%	1%	--	--	--
AO	1%	1%	--	--	--
On ship	1%	--	--	3%	--
Iraq	1%	--	--	--	2%
Korea	1%	1%	--	--	--
No answer	5%	4%	--	6%	8%
Yes to <i>That Guy</i> , but no follow up answer	4%	9%	--	3%	--



In addition to asking service members during the recruiting process to identify where they heard, read, or saw anything regarding the campaign, each focus group discussion/interview began with the participants completing a questionnaire where they had the opportunity to privately and anonymously indicate the sources through which they heard about *That Guy* (checking off from a list of possible sources as well as being able to write in any others). The focus group/interview then began with a discussion regarding these services and what service members recall seeing or hearing.

The most common tools/vehicles identified by research participants were posters, online, billboards (especially at Ft. Benning and Norfolk where they actually appeared), playing cards (especially at Ft. Benning), and TV advertisements. (See Table 4.) When asked where and how they heard about the campaign, service members frequently volunteered that the campaign materials resonate with what they have actually done or seen. This demonstrates the campaign's effectiveness in illustrating realistic scenarios that service members encounter. When they recall what they have heard, read, or seen about the campaign, they remember how they have experienced the particular situations that the campaign is featuring through posters, coasters, cartoons, and other communications' vehicles.

*The Evolution of That Guy, above a urinal. I laughed – that's me. ( E4, Beaufort)*

*Reminded me of me, so I hung it up. (E4, Beaufort)*

*Risky and dancing guy reminded me that drunk guys are hilarious sometimes. (E1-E3, Norfolk)*

*Mainly the comedy of it; yeah, I've seen that happen, and it's funny. (E4, Beaufort)*

*Funny thing that is actually true. (E4, Beaufort)*

What is also important to note which is not shown in Table 4 is that several service members volunteered that they heard about the campaign (and received/saw the campaign materials) through official military meetings and/or chain of command (e.g., safety briefings/stand downs, command's call).

*My NCOs have passed out playing cards that have all different phrases; they passed out cup coasters (That Guy). (E1-E3, Fort Benning)*

*Have the playing cards and coasters (NCO gave out both). (E1-E3, Fort Benning)*

*GMT – everyone came together and someone from the chain of command showed it to us. (E4, Norfolk)*

*At one of the PME meetings. Guy came and talked about That Guy. (E1-E3, Beaufort)*

**Table 4**  
**Where Have Seen or Heard About *That Guy*\***

*Q1. Thinking about the That Guy campaign, where have you heard or seen information about That Guy?*

	Total (n=99)	Ft. Benning (n=29)	Robins (n=17)	Norfolk (n=13)	Beaufort (n=40)	E1-E3 (n=47)	E4 (n=52)
Ad played at installation movie theater before a movie	18%	14%	12%	15%	25%	21%	15%
Ad played at civilian movie theater before a movie	9%	17%	6%	--	8%	4%	13%
TV ad	24%	24%	18%	31%	25%	17%	31%
Billboards	30%	48%	12%	46%	20%	32%	29%
Radio ad	11%	21%	6%	15%	5%	6%	15%
Newspaper ad	11%	14%	18%	--	10%	11%	12%
Online, Internet ads	44%	31%	59%	23%	55%	43%	46%
Posters at installation	63%	34%	100%	54%	70%	55%	69%
Playing cards	28%	52%	35%	--	18%	26%	31%
Posters, in local bars or clubs	13%	17%	12%	8%	13%	17%	10%
Posters, in restrooms	34%	24%	53%	23%	38%	34%	35%
Posters, in convenience stores	11%	21%	6%	8%	8%	11%	12%
Coasters, in local bars or clubs	15%	21%	24%	--	13%	17%	13%
Signs on shuttle buses	3%	--	--	15%	3%	4%	2%
T-shirts with <i>That Guy</i> logo or name	11%	3%	12%	8%	18%	13%	10%
Temporary tattoos/stickers	3%	10%	--	--	--	--	6%
Web site	8%	--	12%	8%	13%	4%	12%
Other	14%	10%	12%	23%	15%	11%	17%
No answer	2%	7%	--	--	--	4%	--

*\*Adds to more than 100% due to multiple responses.*

In terms of reaction to *That Guy*, service members:

- Say the campaign’s humor catches their attention and draws them into the campaign.
- Say it cuts through the clutter.
- Understand that the campaign is intended to encourage them to drink less (not abstain from drinking alcohol).
- Are somewhat likely to say the campaign gets them to think about drinking less (44% responded “yes,” 47% responded “no” and 8% did not respond). (See Table 5.)
- Volunteered (on at least a few occasions) that while the campaign’s humor resonates with them and catches their attention, they would like to see/hear more about more serious consequences associated with excessive drinking in order for the campaign to seem “more real” to them.
- Key quotes supporting the data that the campaign will make them think about drinking less are listed below:

*It will make people think twice, I think. I think it will make them drink less, but I’m not sure that everyone has heard of it yet. (E1-E3, Robins AFB)*

*I personally don’t act like a lot of examples on those cards, but I’m pretty sure it does motivate or change how people think. (E1-E3, Robins AFB)*

- In particular, several service members discussed the campaign within the context of drinking and driving. This topic was especially likely to come up at Robins where a meeting with installation leadership prior to conducting the discussions at this installation lead to the interviewers adding several very specific questions regarding drinking and driving within the community or Warner Robins.

*It benefited me; I can’t speak for everyone else. [Helped me know] how to understand my limits and the possibility that it could or could not happen to me; make a plan before going out – how much I will drink, whether or not I will eat, closest ride that will pick me up in case I can’t drive. (E4, Norfolk, Interview)*

- Key quotes regarding why some service members feel that the campaign will not make service members think about drinking less are listed below:

*No one has stopped their drinking or slowed down their drinking. (E4, Ft. Benning)*

*I don’t think it helps; reading something is not going to help. You have to be more interactive somehow. (E4, Robins)*

**Table 5**  
**Drinking Less**

*Q2. Think of what you heard or saw about That Guy; please indicate whether this campaign got you to think about drinking less.*

	Total (n=99)	Ft. Benning (n=29)	Robins (n=17)	Norfolk (n=13)	Beaufort (n=40)	E1-E3 (n=47)	E4 (n=52)
Yes, got me to think about drinking less	44%	38%	41%	54%	48%	40%	48%
No, did not think about drinking less	47%	52%	53%	31%	48%	49%	46%
No answer	8%	10%	6%	15%	5%	11%	6%

## 2. REACTIONS TO *THAT GUY* CURRENT AND POTENTIAL MESSAGES

*Concepts/messages tested based on the Stages of Change model clearly show target audience understanding of and alignment with both the “precontemplation” and “contemplation” stages.*

At the present time, the *That Guy* campaign primarily focuses on stages one and two (precontemplation and contemplation) of the Stages of Change model. A primary purpose of conducting this research study and testing various messages was to ensure that the target audience is ready to receive them, clearly understands them, and tends to believe that the messages will motivate them to think about drinking less alcohol when they go out to party and have fun (the latter outcome is addressed in Chapter 5).

In order to obtain this feedback, the service members completed Handout D. This questionnaire contained 13 broad yet unique consequences associated with excessive drinking (referred to in this report as “message platforms”), and there were four to eight specific messages grouped under each of these 13 message platforms (resulting in a total of 65 specific messages/concepts that the research participants read and evaluated). In general, the 13 message platforms varied in severity of consequences and the potential to encourage service members to think about the future and consider the longer-term consequences associated with excessive drinking.

- Seven of the 13 broad message platforms are intended to move people into the **precontemplation stage** of Prochaska and DiClemente’s Transtheoretical Model for Prevention of Alcohol Problems (also known as the Stages of Change model). This stage, the very first one, assumes that people are unaware of the problem and have not thought about changing their behavior. The goal of this stage, within the context of *That Guy*, is to increase the target audience’s awareness of the need for not drinking excessively and to personalize information regarding the risks of excessive drinking as well as the benefits of avoiding this behavior.
- The other six broad message platforms are intended to move service members from the precontemplation stage into the next stage: **contemplation**. This stage assumes that people are thinking about changing their behavior, but they need more motivation and encouragement to do so.

The research participants were asked to select no more than two messages within each of the 13 message platforms as those they like best. They were also told that if they did not like any of the messages that support a particular message platform, they did not have to select any of them. Likewise, if they liked only one of the messages, they did not need to select any other.

Overall, some common themes emerge in terms of how well the 65 specific messages resonate with service members. (See Tables 6 and 7.) Overall, service members tend to:

- Like the messages that represent scenarios they have personally experienced (or have seen occur secondhand).
- Dislike those that do not seem to be realistic (e.g., have never seen occur).
- Like the messages that are very straightforward and transparent in their meaning (i.e., are simple to understand; in contrast, very few understand the double meaning behind “...you can’t stand to attention”).
- Best like those that address consequences associated with one’s finances, sexual relations, and cause property damage.
- Have the same reaction or response to the message regardless of whether they are E4s or E1s-E3s and regardless of the branch of service/installation with which they are affiliated.

In general, service members like certain messages especially well because they have experienced the scenarios they describe. Many service members indicate that they have personal or secondhand experience with almost every message listed. Messages that resonate especially well include:

***You might be That Guy if you mistake your closet for a urinal. (Selected by 55% of participants under the “losing control and wrecking your own or someone else’s property” platform.)***

*Catches your attention because everyone knows someone who has done it. (E1-E3, Ft. Benning)*

*Closet for a urinal – definitely done that one! (E4, Ft. Benning)*

*I’ve known people to do that all the time. If not in the closet, anywhere! Urinating on all kinds of stuff...urinating on yourself. (E1-E3, Beaufort)*

*Peeing in the closet/couches/down people’s stairs/on the wall – impact? They are really embarrassed; they are probably hurting because they are cleaning it up while hung over. (E4, Robins)*

***You’re tired of hearing how much he loves you and getting man-hugs in public. (Selected by 43% of participants under the “reasons to step in and stop your buddy” platform.)***

*That’s probably the truest one on here. I put up with it. It happens more than most of the ones on here. (E1-E3, Norfolk)*

*We all have a friend that hugs you too much, or someone that touches your face when they’re drunk. (E4, Ft. Benning)*

Likewise, the messages that resonate well with service members are often associated with their sexual relations and financial situations. Service members refer to their personal/secondhand experience with these messages, and also indicate that the messages may make them think twice about being *That Guy*. These include:

***You're afraid to roll over and see who is in bed next to you. (Selected by 67% of participants under the "ruining your chances with the opposite sex" platform.)***

*This is true. Half this room has probably been in that situation. (E4, Robins)*

*This is the kind of thing most people are scared of. (E4, Norfolk)*

***A \$200 bar tab is not as funny the next day. (Selected by 54% of participants under the "having financial problems" platform.)***

*Waking up with a \$200 bar tab – it's never a good thing. (E1-E3, Ft. Benning)*

*Spending too much money for your bar tab – that stood out to me. (E4, Ft. Benning)*

*Financial messages are realistic. I know people who spend on shots and they're broke. (E1-E3, Robins)*

*A \$200 bar tab is not funny. Yes, it has happened; credit cards are bad when you're drinking. (E4, Robins)*

***STD does not stand for "So Totally Drunk." (Selected by 48% of participants under the "making bad decisions leading to serious injuries or health consequences" platform.)***

*A one night stand is risky. The STD thing – that's real. (E1-E3, Ft. Benning)*

*This is me thinking beyond what it means...when you get drunk it messes with your judgment, and you probably sleep with people who don't use condoms, don't make the right decisions, etc., and as a result, something comes along like an STD. (E1-E3, Norfolk)*

*Personal experience and stories that are ridiculous and sad. You went home with WHO?! (E4, Beaufort)*

*More on the serious side. 85%-86% of the U.S. has an STD – likely to get them from someone at the bar that they don't know. (E4, Ft. Benning)*

The messages that are less likely to be well liked by service members are those that seem less realistic. Primarily, this applies to messages that communicate the negative impact drinking can have on service members' relationship with friends. Service members indicate that this type of message is not realistic or seldom happens because they have found that their true friends tend to stick together. Examples of messages that are less likely to be well liked include:

***Your friends pretend not to know you. (Selected by only 28% of participants under the “doing things that have a negative impact on your relationship with friends” platform.)***

*Doesn't happen, but you may ruin your friends' night. (E4, Beaufort)*

*Your friends aren't going to pretend that they don't know you. (E4, Beaufort)*

***Your friends feel sorry for you and make you feel like a loser. (Selected by only 6% of participants under the “suffering social consequences from becoming known as That Guy” platform.)***

*That doesn't really happen. It's all a big joke the next day. (E4, Beaufort)*

*I don't know if any of my friends feel sorry for me. They make me feel like a loser. ... If your friends feel sorry for you making a fool of yourself, then they aren't very good friends. (E1-E3, Norfolk)*

While service members believe that one's true friends would not abandon them because of *That Guy*-type behavior, the message regarding friends getting tired of babysitting and eventually ditching *That Guy* at the bar does seem to resonate with some service members. Specifically, it seems as though service members have experienced and can relate to the first part of this message because when one becomes a “babysitter” for another service member, it represents lost opportunities (i.e., having to go home early, not being able to hook up with a member of the opposite sex, and so on). Nevertheless, the latter part of this message does not ring true to some: saying that they would ditch their friend who is behaving like *That Guy*. Several service members, especially Marines, claim this would happen only under certain rare circumstances (e.g., the *That Guy* friend cannot be found anywhere or he/she refuses help).

***Your friends get tired of babysitting you and ditch you in the bar. (Selected by 44% of the participants under the “doing things that have a negative impact on your relationship with friends” platform.)***

*Yeah, sometimes have to be the babysitter – not fun. (E1-E3, Norfolk)*

*They get obnoxious and start yelling out car windows and saying some pretty stupid stuff, girls blow him off. I've had to slap him on the side of the head because he's making a racist comment. (E1-E3, Norfolk)*

*If your friends ditch you in a bar, they are pretty messed up. Especially if they are your ride home. But sometimes it's That Guy's fault because he just disappears and you are looking around and don't know where he's gone. So you bail out because you think he's bailed on you. (E4, Beaufort)*



**Table 6**  
**Like the Best\***

*QD. Please circle the two jokes, or taglines that you like best, if any.*

	Total (n=99)	Ft. Benning (n=29)	Robins (n=17)	Norfolk (n=13)	Beaufort (n=40)	E1-E3 (n=47)	E4 (n=52)
<b>1. Losing control and wrecking your own or someone else's property.</b>							
You mistake your closet for a urinal	55%	48%	47%	38%	68%	49%	60%
You pick a fight with a trash can	31%	28%	29%	38%	33%	38%	25%
You puked in your friend's car last night	33%	34%	29%	23%	38%	32%	35%
The plant in the corner of the bar seems like a reasonable place to relieve yourself	23%	21%	41%	23%	18%	26%	21%
You wake up with several road signs and traffic cones in your bedroom	34%	55%	24%	46%	20%	36%	33%
No answer	3%	--	6%	8%	3%	2%	4%
<b>2. Making bad decisions and hurting yourself.</b>							
Puking through your nose hurts	24%	28%	24%	31%	20%	19%	29%
Your floor flies up and hits you in the face	48%	38%	35%	46%	63%	49%	48%
You just drank beer out of a beer bottle that was used as an ashtray	32%	45%	29%	23%	28%	28%	37%
You decide that 300 pound bouncer is 'really ticking you off'	35%	38%	35%	15%	40%	47%	25%
You require stitches but only really care about a beer run	38%	34%	41%	46%	38%	38%	38%
No answer	2%	3%	--	--	3%	--	4%

\*Each category adds to more than 100% due to multiple responses.

**Table 6 (Cont.)  
Like the Best\***

*QD. Please circle the two jokes, or taglines that you like best, if any.*

	Total (n=99)	Ft. Benning (n=29)	Robins (n=17)	Norfolk (n=13)	Beaufort (n=40)	E1-E3 (n=47)	E4 (n=52)
<b>3. Losing control and making bad decisions that you really regret.</b>							
You've stumbled through four parking lots...	52%	66%	41%	62%	43%	57%	46%
Your friends e-mail you pictures from the night before...	32%	38%	24%	31%	33%	36%	29%
You can't figure out why your car keys won't open your front door	26%	14%	59%	31%	20%	23%	29%
You're out late looking for a place where the bartender doesn't know you	12%	14%	--	8%	18%	11%	13%
You believe vomiting is beneficial because it makes room in your stomach for more beer	51%	52%	47%	31%	58%	55%	46%
No answer	4%	3%	6%	--	5%	2%	6%
<b>4. Losing control and becoming a victim.</b>							
They took your clothes	29%	17%	41%	46%	28%	26%	33%
When you finally get home, your buddies point out that your eyebrows got shaved off	37%	45%	18%	46%	38%	36%	38%
You show up for work with 'Huge Loser' written on your face	23%	28%	29%	8%	23%	23%	23%
Your friends plastic wrap you to the bed or flagpole	37%	31%	24%	38%	48%	40%	35%
Being taken for \$50 for a \$7.50 taxi ride	39%	55%	29%	31%	35%	49%	31%
No answer	9%	3%	18%	8%	10%	6%	12%

\*Each category adds to more than 100% due to multiple responses.

**Table 6 (Cont.)  
Like the Best\***

*QD. Please circle the two jokes, or taglines that you like best, if any.*

	Total (n=99)	Ft. Benning (n=29)	Robins (n=17)	Norfolk (n=13)	Beaufort (n=40)	E1-E3 (n=47)	E4 (n=52)
<b>5. Ruining your chances with the opposite sex.</b>							
You wake up with four telephone numbers in your pocket and none are real	24%	31%	24%	31%	18%	21%	27%
You're the center of attention...because you passed out on the dance floor	28%	17%	29%	38%	33%	21%	35%
You're afraid to roll over and see who is in bed next to you	67%	66%	82%	62%	63%	70%	63%
You're convinced your ex-girlfriend is dying for you to phone her at 3 a.m.	36%	41%	41%	38%	30%	40%	33%
You can't stand at attention	20%	24%	--	8%	30%	19%	21%
No answer	5%	3%	6%	8%	5%	4%	6%

\*Each category adds to more than 100% due to multiple responses.

**Table 6 (Cont.)  
Like the Best\***

*QD. Please circle the two jokes, or taglines that you like best, if any.*

	Total (n=99)	Ft. Benning (n=29)	Robins (n=17)	Norfolk (n=13)	Beaufort (n=40)	E1-E3 (n=47)	E4 (n=52)
<b>6. Causing a big problem for you or someone else.</b>							
Somebody's front lawn looks more comfortable than your bed	46%	41%	29%	54%	55%	49%	44%
You report your car as stolen when it's actually still at the bar	32%	38%	35%	38%	25%	40%	25%
You think passing out at the bar is just a 'nap to recharge your batteries'	34%	45%	24%	--	43%	28%	40%
What you won't remember your friends will	48%	48%	53%	54%	45%	49%	48%
No answer	4%	3%	6%	8%	3%	2%	6%

\*Each category adds to more than 100% due to multiple responses.

**Table 6 (Cont.)  
Like the Best\***

*QD. Please circle the two jokes, or taglines that you like best, if any.*

	Total (n=99)	Ft. Benning (n=29)	Robins (n=17)	Norfolk (n=13)	Beaufort (n=40)	E1-E3 (n=47)	E4 (n=52)
<b>7. Wrecking your own or someone else's property causing long-term consequences.</b>							
Insurance doesn't cover stupidity	42%	52%	47%	31%	38%	45%	40%
A hole in your neighbor's fence the size of your car	25%	21%	35%	38%	20%	28%	23%
I don't remember is NOT a legal excuse	40%	52%	6%	31%	50%	49%	33%
You lose a wrestling match...to a road sign	29%	17%	35%	31%	35%	23%	35%
Realizing that mailbox you smashed is yours	31%	48%	29%	31%	20%	32%	31%
No answer	8%	3%	18%	8%	8%	4%	12%

\*Each category adds to more than 100% due to multiple responses.

**Table 6 (Cont.)  
Like the Best\***

*QD. Please circle the two jokes, or taglines that you like best, if any.*

	Total (n=99)	Ft. Benning (n=29)	Robins (n=17)	Norfolk (n=13)	Beaufort (n=40)	E1-E3 (n=47)	E4 (n=52)
<b>8. Having financial problems.</b>							
A \$200 bar tab is not as funny the next day	54%	66%	35%	54%	53%	51%	56%
You can't pay your rent with puke	10%	10%	--	23%	10%	15%	6%
You greet the suggestion to 'open a tab' as an all-you-can-drink challenge	38%	41%	41%	23%	40%	43%	35%
You wake up in the morning with \$4 and are mad that you still had enough for one more shot	61%	66%	65%	54%	58%	62%	60%
No answer	3%	--	12%	--	3%	--	6%
<b>9. Making bad decisions leading to serious injuries or health consequences.</b>							
The last two things you remember hearing were, 'Hey, watch this!' and a siren	35%	38%	53%	23%	30%	40%	31%
No one in the emergency room knows how you got there either	35%	41%	29%	23%	38%	40%	31%
Teeth look better in your mouth	21%	21%	6%	8%	33%	21%	21%
You punch the wall several times before you realize your hand is broken	27%	34%	24%	38%	20%	23%	31%
STD does not stand for 'So Totally Drunk'	48%	55%	47%	62%	40%	51%	46%
No answer	5%	--	12%	--	8%	2%	8%

\*Each category adds to more than 100% due to multiple responses.

**Table 6 (Cont.)  
Like the Best\***

*QD. Please circle the two jokes, or taglines that you like best, if any.*

	Total (n=99)	Ft. Benning (n=29)	Robins (n=17)	Norfolk (n=13)	Beaufort (n=40)	E1-E3 (n=47)	E4 (n=52)
<b>10. Losing control and making bad decisions that you really, really regret.</b>							
Embarrassing photos of you on the Internet	32%	41%	18%	31%	33%	32%	33%
On a regular basis you make phone calls to bars you visited night before	27%	34%	24%	23%	25%	30%	25%
Making bail isn't as fun as making out	28%	31%	18%	23%	33%	36%	21%
The circle of spectators around you has dwindled to just the police	35%	28%	35%	46%	38%	43%	29%
Your boss doesn't want to see you at his door at 3 a.m.	29%	31%	35%	31%	25%	26%	33%
No answer	11%	10%	18%	8%	10%	6%	15%

\*Each category adds to more than 100% due to multiple responses.

**Table 6 (Cont.)  
Like the Best\***

*QD. Please circle the two jokes, or taglines that you like best, if any.*

	Total (n=99)	Ft. Benning (n=29)	Robins (n=17)	Norfolk (n=13)	Beaufort (n=40)	E1-E3 (n=47)	E4 (n=52)
<b>11. Doing things that have a negative impact on your relationship with friends because of your repeated negative behavior.</b>							
Your friends get tired of babysitting you and ditch you in the bar	44%	52%	35%	38%	45%	36%	52%
Your friends don't invite you to go out drinking with them	40%	34%	35%	38%	48%	51%	31%
Your friends pretend not to know you	28%	34%	24%	15%	30%	34%	23%
The nicknames	40%	48%	29%	54%	35%	45%	37%
No answer	14%	7%	29%	15%	13%	9%	19%
<b>12. Suffering social consequences from becoming known as <i>That Guy</i> and suffering a hit to your reputation that sticks with you.</b>							
No one is laughing with you	32%	45%	24%	38%	25%	28%	37%
Your friends feel sorry for you and make you feel like a loser	6%	10%	6%	--	5%	9%	4%
Your friends put down a plastic sheet before letting you pass out on their sofa/rug	38%	28%	53%	46%	38%	34%	42%
First thing you do after a night out is delete the evidence from your friend's digital camera	32%	38%	29%	8%	38%	40%	25%
You wake up and apologize to your roommate for forgetting to meet him at the bar	45%	55%	29%	38%	48%	47%	44%
No answer	10%	3%	24%	8%	10%	9%	12%

\*Each category adds to more than 100% due to multiple responses.



**Table 6 (Cont.)  
Like the Best\***

*QD. Please circle the two jokes, or taglines that you like best, if any.*

	Total (n=99)	Ft. Benning (n=29)	Robins (n=17)	Norfolk (n=13)	Beaufort (n=40)	E1-E3 (n=47)	E4 (n=52)
<b>13. Reasons to step in and stop your buddy, if he's about to become <i>That Guy</i>.</b>							
Your car looks better without puke sprayed across the interior	23%	21%	18%	23%	28%	15%	31%
Your chances of hooking up are better when your wingman isn't shouting sexist jokes...	35%	34%	29%	31%	40%	47%	25%
You're tired of hearing how much he loves you and getting man-hugs...	43%	55%	29%	31%	45%	47%	40%
He's about to pick a fight with some hard core 'ultimate fighting' dudes...	34%	41%	47%	23%	28%	38%	31%
He wasn't the one you were hoping to carry off to bed	25%	28%	24%	31%	23%	23%	27%
You ran out of clean shirts that don't already have his blood or puke stains on them	4%	3%	--	--	8%	4%	4%
He still hasn't paid you back from last time...	7%	3%	18%	8%	5%	4%	10%
Your back is starting to hurt from carrying him around...	4%	--	--	15%	5%	2%	6%
No answer	6%	3%	12%	--	8%	4%	8%

\*Each category adds to more than 100% due to multiple responses.

***Realistic and personally relevant messages regarding the consequences of excessive drinking resonate best.***

Table 7 provides feedback volunteered by the service members regarding many of the 65 specific messages evaluated. In many instances, there is no feedback available regarding service members' "likes" or "dislikes" that they associate with a message because the discussion group/interview length did not allow time for the moderators/interviewers to ask about each and every message; instead, they allowed the participants to volunteer the messages they liked most/least and asked them to explain why they feel this way. The comments within Table 7 reinforce what has already been stated:

- Messages that reflect the day-to-day reality of service members' lives tend to resonate best.
- Service members appreciate the reality-based humor associated with many of the messages because they have their own memories of such circumstances.
- Messages that are very long, complicated, or even too sophisticated are less likely to resonate well.
- Service members acknowledged that some of the messages that are associated with more severe, longer-term consequences (e.g., STDs) prompts them to "think twice" about their own behavior – an outcome that is certainly desirable in the *That Guy* communications campaign.

Table 7*		
Message	Volunteered Reasons for Liking	Volunteered Reasons for Disliking
<b>1. Losing control and wrecking yours or someone else's property.</b>		
You might be <i>That Guy</i> if you mistake your closet for a urinal	<ul style="list-style-type: none"> <li>• Resonates really well!</li> <li>• Personal experience</li> <li>• Very humorous</li> <li>• Embarrassing</li> </ul>	No comments volunteered
You might be <i>That Guy</i> if you wake up with several road signs and traffic cones in your bedroom	<ul style="list-style-type: none"> <li>• Reminds them of a friend</li> <li>• Resonates well</li> </ul>	<ul style="list-style-type: none"> <li>• I get it but don't like it</li> </ul>
You might be <i>That Guy</i> if you puked in your friend's car last night	<ul style="list-style-type: none"> <li>• Resonates well</li> <li>• People feel really bad about it the next day</li> <li>• Personal experience</li> </ul>	No comments volunteered
You might be <i>That Guy</i> if you pick a fight with a trash can	No comments volunteered	<ul style="list-style-type: none"> <li>• Never seen anyone pick a fight with a trashcan</li> <li>• Seems corny</li> </ul>
You might be <i>That Guy</i> if the plant in the corner of the bar seems like a reasonable place to relieve yourself	No comments volunteered	No comments volunteered
<b>2. Making bad decisions and hurting yourself.</b>		
You might be <i>That Guy</i> if the floor flies up and hits you in the face	<ul style="list-style-type: none"> <li>• It happens</li> <li>• Funny way of putting it</li> </ul>	<ul style="list-style-type: none"> <li>• Not realistic</li> </ul>
You might be <i>That Guy</i> if you require stitches but only really care about a beer run	No comments volunteered	No comments volunteered
You might be <i>That Guy</i> if you decide that 300 pound bouncer is "really ticking you off"	<ul style="list-style-type: none"> <li>• Resonates well</li> </ul>	No comments volunteered
You might be <i>That Guy</i> if you just drank out of a beer bottle that was used as an ashtray	<ul style="list-style-type: none"> <li>• Resonates well; reaction is priceless!</li> <li>• Hate it when this happens</li> </ul>	<ul style="list-style-type: none"> <li>• This could happen even if you're not drunk</li> </ul>
Reason #202 not to be <i>That Guy</i> : puking through your nose hurts	No comments volunteered	<ul style="list-style-type: none"> <li>• Too cheesy, and puking through your nose doesn't hurt</li> <li>• Not realistic; have never seen this happen</li> </ul>

\*Comments/feedback shown only when provided; the discussion group/interview length did not allow time for the moderators/interviewers to ask about each and every message; instead, they allowed the participants to volunteer the messages they liked most/least and asked them to explain why.

<b>Table 7* (Cont.)</b>		
<b>Message</b>	<b>Volunteered Reasons for Liking</b>	<b>Volunteered Reasons for Disliking</b>
<b>3. Losing control and making decisions that you really regret.</b>		
You might be <i>That Guy</i> if you've stumbled through four parking lots looking for your car, and still haven't remembered you rode with a friend	<ul style="list-style-type: none"> <li>• Resonates well</li> </ul>	No comments volunteered
You might be <i>That Guy</i> if you believe vomiting is beneficial because it makes room in your stomach for more beer	<ul style="list-style-type: none"> <li>• Resonates well</li> </ul>	No comments volunteered
You might be <i>That Guy</i> if your friends e-mail you pictures from the night before and you don't recall ever being out with them in the first place	No comments volunteered	<ul style="list-style-type: none"> <li>• Don't understand this message</li> </ul>
You might be <i>That Guy</i> if you can't figure out why your car key won't open your front door	<ul style="list-style-type: none"> <li>• Resonates well</li> <li>• Humorous</li> </ul>	No comments volunteered
You might be <i>That Guy</i> if you're out late looking for a place where the bartender doesn't know you	No comments volunteered	No comments volunteered
<b>4. Losing control and becoming a victim.</b>		
Reason #556 not to be <i>That Guy</i> : being taken for \$50 for a \$7.50 taxi ride	No comments volunteered	No comments volunteered
You might be <i>That Guy</i> if, when you finally get home, your buddies point out that somewhere during the night your eyebrows got shaved off	No comments volunteered	No comments volunteered
You might be <i>That Guy</i> if your friends plastic wrap you to the bed or flagpole	<ul style="list-style-type: none"> <li>• Resonates well</li> </ul>	No comments volunteered
Reason #634 not to be <i>That Guy</i> : they took your clothes	No comments volunteered	No comments volunteered
You might be <i>That Guy</i> if you show up at work with "Huge Loser" written on your face in red permanent marker	No comments volunteered	No comments volunteered

\*Comments/feedback shown only when provided; the discussion group/interview length did not allow time for the moderators/interviewers to ask about each and every message; instead, they allowed the participants to volunteer the messages they liked most/least and asked them to explain why.

<b>Table 7* (Cont.)</b>		
<b>Message</b>	<b>Volunteered Reasons for Liking</b>	<b>Volunteered Reasons for Disliking</b>
<b>5. Ruining your chances with the opposite sex.</b>		
You might be <i>That Guy</i> if you're afraid to roll over and see who is in bed next to you	<ul style="list-style-type: none"> <li>• Resonates well</li> <li>• Very realistic</li> <li>• Goes hand-in-hand with STD message</li> </ul>	No comments volunteered
You might be <i>That Guy</i> if you're convinced your ex-girlfriend is dying for you to phone her at 3 a.m.	<ul style="list-style-type: none"> <li>• Happens all the time</li> </ul>	<ul style="list-style-type: none"> <li>• Don't understand this message</li> </ul>
You might be <i>That Guy</i> if you're the center of attention...because you passed out on the center of the dance floor	No comments volunteered	No comments volunteered
You might be <i>That Guy</i> if you wake up with four telephone numbers in your pocket and none of them are real	No comments volunteered	No comments volunteered
Reason #33 not to be <i>That Guy</i> : you can't stand at attention	<ul style="list-style-type: none"> <li>• Sucks when it happens</li> <li>• Not THAT kind of attention</li> </ul>	<ul style="list-style-type: none"> <li>• Didn't get it at first</li> <li>• Had to think about it too hard</li> </ul>
<b>6. Causing a big problem for you or someone else.</b>		
Reason #54 not to be <i>That Guy</i> : what you won't remember your friends will	No comments volunteered	No comments volunteered
You might be <i>That Guy</i> if somebody's front lawn looks more comfortable than your bed	No comments volunteered	<ul style="list-style-type: none"> <li>• Doesn't make sense</li> </ul>
You might be <i>That Guy</i> if you think passing out at the bar is just a "nap to recharge your batteries"	<ul style="list-style-type: none"> <li>• Resonates well</li> </ul>	No comments volunteered
You might be <i>That Guy</i> if you report your car as stolen when it's actually still at the bar from last night	No comments volunteered	No comments volunteered
<b>7. Wrecking your own or someone else's property and causing long-term consequences.</b>		
Reason #333 not to be <i>That Guy</i> : insurance doesn't cover stupidity	<ul style="list-style-type: none"> <li>• Humorous</li> </ul>	No comments volunteered
Reason #852 not to be <i>That Guy</i> : "I don't remember" is NOT a legal excuse	<ul style="list-style-type: none"> <li>• People actually say that</li> </ul>	No comments volunteered
Reason #788 not to be <i>That Guy</i> : realizing that mailbox you smashed is yours	<ul style="list-style-type: none"> <li>• Sounds like something they would do</li> </ul>	No comments volunteered
You might be <i>That Guy</i> if you lose a wrestling match...to a road sign	No comments volunteered	No comments volunteered
Reason #762 not to be <i>That Guy</i> : a hole in your neighbor's fence the size of your car	<ul style="list-style-type: none"> <li>• Resonates well</li> </ul>	No comments volunteered

\*Comments/feedback shown only when provided; the discussion group/interview length did not allow time for the moderators/interviewers to ask about each and every message; instead, they allowed the participants to volunteer the messages they liked most/least and asked them to explain why.

Table 7* (Cont.)		
Message	Volunteered Reasons for Liking	Volunteered Reasons for Disliking
<b>8. Having financial problems.</b>		
You might be <i>That Guy</i> if you wake up in the morning with four dollars and are mad that you still had enough for one more shot	No comments volunteered	No comments volunteered
Reason #173 not to be <i>That Guy</i> : a \$200 bar tab is not as funny the next day	<ul style="list-style-type: none"> <li>• Stood out to service members</li> <li>• Very realistic</li> <li>• If people want to act stupid, it will cost them</li> </ul>	No comments volunteered
You might be <i>That Guy</i> if you greet the suggestion to “open a tab” as an all-you-can-drink challenge	<ul style="list-style-type: none"> <li>• This is made for a Marine</li> </ul>	No comments volunteered
Reason # 326 not to be <i>That Guy</i> : you can’t pay your rent with puke	<ul style="list-style-type: none"> <li>• Realistic</li> </ul>	No comments volunteered
<b>9. Making bad decisions leading to serious injuries or health consequences.</b>		
Reason #426 not to be <i>That Guy</i> : STD does not stand for “So Totally Drunk”	<ul style="list-style-type: none"> <li>• More on the serious side</li> <li>• Kind of random</li> <li>• Makes me think twice</li> <li>• It’s real – very risky</li> </ul>	<ul style="list-style-type: none"> <li>• Confused by this</li> </ul>
You might be <i>That Guy</i> if the last two things you remember hearing were, “Hey, watch this!” and a siren	<ul style="list-style-type: none"> <li>• Resonates well</li> <li>• Funny and pretty realistic</li> </ul>	No comments volunteered
Reason #489 not to be <i>That Guy</i> : no one in the emergency room knows how you got there either	<ul style="list-style-type: none"> <li>• Funny and true because it happens</li> </ul>	No comments volunteered
You might be <i>That Guy</i> if you punch the wall several times before you realize your hand is broken	<ul style="list-style-type: none"> <li>• My buddy did it</li> </ul>	No comments volunteered
Reason #138 not to be <i>That Guy</i> : teeth look better in your mouth	<ul style="list-style-type: none"> <li>• Resonates well!</li> </ul>	<ul style="list-style-type: none"> <li>• Don’t understand this</li> </ul>

\*Comments/feedback shown only when provided; the discussion group/interview length did not allow time for the moderators/interviewers to ask about each and every message; instead, they allowed the participants to volunteer the messages they liked most/least and asked them to explain why.

<b>Table 7* (Cont.)</b>		
<b>Message</b>	<b>Volunteered Reasons for Liking</b>	<b>Volunteered Reasons for Disliking</b>
<b>10. Losing control and making bad decisions that you really, really regret.</b>		
Reason #897 not to be <i>That Guy</i> : embarrassing photos of you on the Internet	No comments volunteered	No comments volunteered
You might be <i>That Guy</i> if on a regular basis you make phone calls to all the bars you visited the night before in search of any of the following items: credit card, cell phone, wallet, and/or your friend from out of town	No comments volunteered	<ul style="list-style-type: none"> <li>• It is too long</li> <li>• Hard to follow</li> </ul>
Reason #168 not to be <i>That Guy</i> : making bail isn't as fun as making out	No comments volunteered	No comments volunteered
You might be <i>That Guy</i> if the circle of spectators around you has dwindled to just the police	<ul style="list-style-type: none"> <li>• Makes people think twice about being <i>That Guy</i></li> <li>• Have seen it happen</li> <li>• Affects your pay, which may affect family members</li> </ul>	No comments volunteered
Reason #826 not to be <i>That Guy</i> : your boss doesn't want to see you at his door at 3 in the morning	No comments volunteered	<ul style="list-style-type: none"> <li>• This isn't realistic</li> </ul>
<b>11. Doing things that have a negative impact on your relationship with your friends because of your repeated negative behavior.</b>		
Reason #85 not to be <i>That Guy</i> : your friends get tired of babysitting you and ditch you in the bar	<ul style="list-style-type: none"> <li>• Humorous</li> </ul>	<ul style="list-style-type: none"> <li>• Would be pretty messed up if this happened</li> <li>• Not realistic</li> </ul>
Reason #999 not to be <i>That Guy</i> : your friends don't invite you to go out drinking with them	No comments volunteered	<ul style="list-style-type: none"> <li>• No real humor here</li> </ul>
Reason #59 not to be <i>That Guy</i> : the nicknames	No comments volunteered	No comments volunteered
Reason #458 not to be <i>That Guy</i> : your friends pretend not to know you	<ul style="list-style-type: none"> <li>• Seen it done!</li> </ul>	<ul style="list-style-type: none"> <li>• Doesn't happen, but you do ruin your friends' night</li> <li>• Not realistic</li> </ul>

\*Comments/feedback shown only when provided; the discussion group/interview length did not allow time for the moderators/interviewers to ask about each and every message; instead, they allowed the participants to volunteer the messages they liked most/least and asked them to explain why.

<b>Table 7* (Cont.)</b>		
<b>Message</b>	<b>Volunteered Reasons for Liking</b>	<b>Volunteered Reasons for Disliking</b>
<b>12. Suffering social consequences from becoming known as <i>That Guy</i> and suffering a hit to your reputation that sticks with you.</b>		
You might be <i>That Guy</i> if you wake up and apologize to your roommate for forgetting to meet him at the bar...the bar he carried you home from	No comments volunteered	No comments volunteered
You might be <i>That Guy</i> if your friends put down a plastic sheet before letting you pass out on their sofa/rug	No comments volunteered	No comments volunteered
Reason #409 not to be <i>That Guy</i> : no one is laughing with you	No comments volunteered	No comments volunteered
You might be <i>That Guy</i> if the first thing you do after a night out is delete the evidence from your friend's digital camera...just in case	No comments volunteered	No comments volunteered
Reason #887 not to be <i>That Guy</i> : your friends feel sorry for you and make you feel like a loser	No comments volunteered	<ul style="list-style-type: none"> <li>• Friends don't feel sorry for me</li> <li>• This doesn't really happen</li> </ul>
<b>13. Reasons to step-in and stop your buddy, if he's about to become <i>That Guy</i>.</b>		
You're tiring of hearing how much he loves you and getting man-hugs in public	<ul style="list-style-type: none"> <li>• Resonates well</li> <li>• Probably the truest one on here</li> </ul>	No comments volunteered
Your chances of hooking up are better when your wingman isn't shouting sexist jokes and sporting a pee stain on his jeans	No comments volunteered	No comments volunteered
He's about to pick a fight with some hard core "ultimate fighting" dudes by shouting "Me and my friend are gonna kick your asses"	<ul style="list-style-type: none"> <li>• Seen this, especially in Marines</li> </ul>	No comments volunteered
He wasn't the one you were hoping to carry off to bed	No comments volunteered	No comments volunteered
Your car looks better without puke sprayed across the interior	No comments volunteered	No comments volunteered
He still hasn't paid you back from the last time you posted his bail	<ul style="list-style-type: none"> <li>• Resonates well</li> </ul>	No comments volunteered
You ran out of clean shirts that don't already have his blood or puke stains on them	No comments volunteered	No comments volunteered
Your back is starting to hurt from carrying him around, and you don't even get the standard eight bucks an hour for babysitting	No comments volunteered	No comments volunteered

\*Comments/feedback shown only when provided; the discussion group/interview length did not allow time for the moderators/interviewers to ask about each and every message; instead, they allowed the participants to volunteer the messages they liked most/least and asked them to explain why.



### 3. REACTIONS TO *THAT GUY* CARTOONS

*The That Guy cartoons are effective because they humorously convey relevant and real consequences that service members associate with excessive drinking, and they do so in a way that often cannot (or should not) be portrayed in a photograph.*

In mid 2008, POCs at a few military installations shared the initial artist sketches of campaign cartoons with junior-level service members and obtained their feedback regarding these concepts. This was done before any of the cartoon concepts were finalized to ensure that they were based on service members' real life experiences.

With the cartoons finalized, the focus group participants were given the opportunity to more thoroughly evaluate the finalized cartoons in order to determine which ones, out of 24, are most effective and, therefore, should be prominently featured or highlighted in upcoming *That Guy* communications efforts. More specifically, the service members completed Handout E, a questionnaire that contained 24 color-illustrated cartoons regarding the consequences of excessive drinking. (The respondents used a five-point rating scale to evaluate the cartoons where "5" represented "like it a lot" and "1" represented "do not like at all.")

The four cartoons below received the largest proportions of the top rating ("like a lot" or a "5"). All four received this top rating from 60% or more of all focus group participants. (See Table 7 for the tabulated results. See Table 8 for the actual images of the cartoon. Full size images of the cartoons are also included in the Appendix.)

- Wake Guy, 72% (consequence = sexual relations)
- Pierced Guy, 65% (consequence = decision one will later regret)
- Error Guy, 60% (consequence = property damage)
- Karaoke Guy, 60% (consequence = decision one will later regret)

After individually and anonymously evaluating the cartoons, the participants provided feedback regarding what they like or dislike about the cartoons. Overall, the service members tend to like almost all of the cartoons. (However, service members from Robins Air Force Base who participated in the discussions/interviews were somewhat more likely than the others to assign slightly lower ratings to several of the cartoons.) During the discussions/interviews, common themes emerged in terms of how well the cartoons resonated with service members. In particular, service members tend to like the cartoons that:

- Reflect their own experiences.
- Reflect experiences that are difficult (Cab Guy) or inappropriate (Pierced Guy) to convey in a photograph.
- Quickly convey the consequence the person in the cartoon is experiencing as a result of drinking too much.
- Incorporate small, subtle details that they are likely to find only upon close inspection of the cartoon yet are very humorous (e.g., the dog urinating on Drop Guy while he's tied up to the flag pole).

Some service members especially like the cartoon approach to communicating the consequences of being *That Guy* because the cartoons can be:

- Combined in a series to tell a story
- Used in many different ways and places (e.g., posters, newspapers, desk-top calendars)
- They are funny and attention-getting

During all interviews and focus groups, every participant was able to find at least one cartoon that he or she liked especially well because it resonated with him or her. (No one dismissed the cartoon approach as irrelevant or inappropriate.) Among the most well-liked cartoons, feedback from the research participants indicated that they rated their favorites so highly because the scenarios in the cartoons reflect their own experiences or the experiences of others they personally know. Examples of feedback from the research participants include:

***Cartoon W – Wake Guy (“Like a lot,” 72%)***

*That’s my biggest fear – beer goggles. You think you have a winner and you wake up with a drag queen. (E4, Ft. Benning)*

*You start talking about beer goggles with your friends and you start thinking unattractive people are attractive...I think it will hit home more. I’m pretty sure it happens. (E1-E3, Robins)*

*It’s a terrible thought. The he/she/whatever it is, you don’t really know what it is until dawn. It’s a fear. (E4, Robins)*

*Liked this one because it happens to most guys. They think a girl is real cute until they sober up. (E1-E3, Norfolk)*

**Cartoon R – Pierced Guy (“Like a lot,” 65%)**

*Piercing ... it’s definitely realistic. (E1-E3, Beaufort)*

*That would just suck. It’s very relevant. Very realistic. (E4, Ft. Benning)*

*It really caught my attention. (E4, Robins AFB )*

**Cartoon L – Error Guy (“Like a lot,” 60%)**

*That actually happens a lot. (E1-E3, Beaufort)*

*Can relate. You get a visual of him peeing. And there’s a guy running, trying to stop him. It’s funny. (E4, Beaufort )*

*That’s how I met my first roommate in the Marine Corps – he pissed in a drawer. (E4, Beaufort)*

*I was told I got up in the middle of the night and thought the hamper was a toilet and I punched the wall because I couldn’t figure out how to flush the hamper. I didn’t drink for a month after that. (E4, Ft. Benning )*

**Cartoon P – Makeover Guy (“Like a lot,” 51%)**

*You pass out at my house, that’s what you’re going to look like. (E1-E3, Ft. Benning )*

*Happens all the time. It’s realistic. It’s the reason you pass out with your shoes on. (E1-E3, Norfolk )*

*Whenever I have a party, first guy to pass out you’re always writing on him and taking pictures. (E4, Norfolk )*

The cartoons that more than one-fourth of service members rated as those they dislike included scenarios they think are unrealistic or those to which they simply could not relate. These include:

**Cartoon T – Spew Guy (26% rated as a “1” or “2”)**

*Super cheesy. I’ve never heard anyone say that. (E4, Ft. Benning)*

*Just stupid. It didn’t catch my attention. (E1-E3, Robins)*

**Cartoon U – Taste Guy (26% rated as a “1” or “2”)**

*You can’t really tell he’s been drinking. That looks like a bulimic thing. Sometimes you get sick from drinking a certain type of alcohol – not necessarily drunk – you’re just out drinking had a couple and still fine and that one shot didn’t sit well with everything else. (Beaufort, E4)*

*Not that funny. (E4, Robins)*

**Table 8**  
**Cartoons Liked**

*QE. Using a five-point scale below, please tell us how much you like each of the following cartoons about That Guy.*

	Total (n=99)	Ft. Benning (n=29)	Robins (n=17)	Norfolk (n=13)	Beaufort (n=40)	E1-E3 (n=47)	E4 (n=52)
<b>Cartoon A – Arrest Guy</b>							
1 Do not like at all	6%	7%	--	--	10%	6%	6%
2	15%	17%	24%	8%	13%	11%	19%
3 Neither like nor dislike	35%	24%	47%	62%	30%	36%	35%
4	33%	34%	18%	31%	40%	38%	29%
5 Like a lot	8%	10%	12%	--	8%	4%	12%
Not sure/no answer	2%	7%	--	--	--	4%	--
<b>Mean</b>	<b>3.2</b>	<b>3.3</b>	<b>3.2</b>	<b>3.2</b>	<b>3.2</b>	<b>3.2</b>	<b>3.2</b>
<b>Cartoon B – Beer Pong</b>							
1 Do not like at all	5%	7%	--	8%	5%	4%	6%
2	6%	7%	6%	--	8%	2%	10%
3 Neither like nor dislike	15%	21%	12%	23%	10%	19%	12%
4	35%	41%	35%	31%	33%	38%	33%
5 Like a lot	36%	21%	47%	38%	43%	36%	37%
Not sure/no answer	2%	3%	--	--	3%	--	4%
<b>Mean</b>	<b>3.9</b>	<b>3.6</b>	<b>4.2</b>	<b>3.9</b>	<b>4.0</b>	<b>4.0</b>	<b>3.9</b>
<b>Cartoon C – Boss Guy</b>							
1 Do not like at all	11%	7%	12%	8%	15%	9%	13%
2	11%	7%	24%	15%	8%	11%	12%
3 Neither like nor dislike	26%	21%	--	31%	40%	28%	25%
4	25%	28%	24%	31%	23%	30%	21%
5 Like a lot	24%	34%	41%	15%	13%	21%	27%
Not sure/no answer	2%	3%	--	--	3%	2%	2%
<b>Mean</b>	<b>3.4</b>	<b>3.8</b>	<b>3.6</b>	<b>3.3</b>	<b>3.1</b>	<b>3.5</b>	<b>3.4</b>

**Table 8 (Cont.)  
Cartoons Liked**

*QE. Using a five-point scale below, please tell us how much you like each of the following cartoons about That Guy.*

	Total (n=99)	Ft. Benning (n=29)	Robins (n=17)	Norfolk (n=13)	Beaufort (n=40)	E1-E3 (n=47)	E4 (n=52)
<b>Cartoon D – Cab Guy</b>							
1 Do not like at all	4%	--	6%	--	8%	4%	4%
2	15%	14%	29%	--	15%	6%	23%
3 Neither like nor dislike	20%	14%	35%	15%	20%	21%	19%
4	29%	38%	18%	46%	23%	34%	25%
5 Like a lot	28%	31%	12%	38%	30%	32%	25%
Not sure/no answer	3%	3%	--	--	5%	2%	4%
<b>Mean</b>	<b>3.6</b>	<b>3.9</b>	<b>3.0</b>	<b>4.2</b>	<b>3.6</b>	<b>3.8</b>	<b>3.5</b>
<b>Cartoon E – Cart Guy</b>							
1 Do not like at all	10%	14%	12%	8%	8%	13%	8%
2	12%	14%	18%	15%	8%	11%	13%
3 Neither like nor dislike	34%	34%	29%	54%	30%	36%	33%
4	23%	14%	24%	--	38%	21%	25%
5 Like a lot	13%	10%	18%	15%	13%	13%	13%
Not sure/no answer	7%	14%	--	8%	5%	6%	8%
<b>Mean</b>	<b>3.2</b>	<b>2.9</b>	<b>3.2</b>	<b>3.0</b>	<b>3.4</b>	<b>3.1</b>	<b>3.3</b>
<b>Cartoon F – Courage Guy</b>							
1 Do not like at all	2%	3%	6%	--	--	2%	2%
2	7%	14%	6%	8%	3%	4%	10%
3 Neither like nor dislike	20%	17%	18%	31%	20%	23%	17%
4	27%	24%	35%	38%	23%	21%	33%
5 Like a lot	38%	31%	35%	23%	50%	43%	35%
Not sure/no answer	5%	10%	--	--	5%	6%	4%
<b>Mean</b>	<b>4.0</b>	<b>3.7</b>	<b>3.9</b>	<b>3.8</b>	<b>4.3</b>	<b>4.0</b>	<b>3.9</b>

**Table 8 (Cont.)  
Cartoons Liked**

*QE. Using a five-point scale below, please tell us how much you like each of the following cartoons about That Guy.*

	Total (n=99)	Ft. Benning (n=29)	Robins (n=17)	Norfolk (n=13)	Beaufort (n=40)	E1-E3 (n=47)	E4 (n=52)
<b>Cartoon G – Crotch Guy</b>							
1 Do not like at all	5%	3%	6%	8%	5%	6%	4%
2	9%	17%	12%	--	5%	6%	12%
3 Neither like nor dislike	13%	14%	--	23%	15%	11%	15%
4	32%	28%	24%	31%	40%	40%	25%
5 Like a lot	36%	31%	59%	38%	30%	32%	40%
Not sure/no answer	4%	7%	--	--	5%	4%	4%
<b>Mean</b>	<b>3.9</b>	<b>3.7</b>	<b>4.2</b>	<b>3.9</b>	<b>3.9</b>	<b>3.9</b>	<b>3.9</b>
<b>Cartoon H – Date Guy</b>							
1 Do not like at all	2%	3%	--	--	3%	2%	2%
2	11%	3%	12%	8%	18%	9%	13%
3 Neither like nor dislike	16%	17%	18%	31%	10%	15%	17%
4	23%	28%	12%	15%	28%	23%	23%
5 Like a lot	43%	41%	59%	46%	38%	47%	40%
Not sure/no answer	4%	7%	--	--	5%	4%	4%
<b>Mean</b>	<b>4.0</b>	<b>4.1</b>	<b>4.2</b>	<b>4.0</b>	<b>3.8</b>	<b>4.1</b>	<b>3.9</b>
<b>Cartoon I – Drama Girl</b>							
1 Do not like at all	8%	7%	18%	--	8%	6%	10%
2	9%	3%	6%	8%	15%	11%	8%
3 Neither like nor dislike	25%	21%	18%	38%	28%	26%	25%
4	23%	24%	35%	38%	13%	19%	27%
5 Like a lot	29%	38%	24%	8%	33%	32%	27%
Not sure/no answer	5%	7%	--	8%	5%	6%	4%
<b>Mean</b>	<b>3.6</b>	<b>3.9</b>	<b>3.4</b>	<b>3.5</b>	<b>3.5</b>	<b>3.6</b>	<b>3.6</b>

**Table 8 (Cont.)  
Cartoons Liked**

*QE. Using a five-point scale below, please tell us how much you like each of the following cartoons about That Guy.*

	Total (n=99)	Ft. Benning (n=29)	Robins (n=17)	Norfolk (n=13)	Beaufort (n=40)	E1-E3 (n=47)	E4 (n=52)
<b>Cartoon J – Drop Guy</b>							
1 Do not like at all	2%	--	--	--	5%	2%	2%
2	5%	--	--	8%	10%	4%	6%
3 Neither like nor dislike	15%	17%	18%	15%	13%	13%	17%
4	26%	28%	18%	23%	30%	23%	29%
5 Like a lot	49%	48%	65%	54%	43%	55%	44%
Not sure/no answer	2%	7%	--	--	--	2%	2%
<b>Mean</b>	<b>4.2</b>	<b>4.3</b>	<b>4.5</b>	<b>4.2</b>	<b>4.0</b>	<b>4.3</b>	<b>4.1</b>
<b>Cartoon K – Dumpster Guy</b>							
1 Do not like at all	10%	14%	18%	--	8%	9%	12%
2	14%	17%	18%	15%	10%	13%	15%
3 Neither like nor dislike	33%	28%	35%	38%	35%	36%	31%
4	25%	10%	12%	38%	38%	23%	27%
5 Like a lot	13%	21%	18%	8%	8%	13%	13%
Not sure/no answer	4%	10%	--	--	3%	6%	2%
<b>Mean</b>	<b>3.2</b>	<b>3.1</b>	<b>2.9</b>	<b>3.4</b>	<b>3.3</b>	<b>3.2</b>	<b>3.2</b>
<b>Cartoon L – Error Guy</b>							
1 Do not like at all	2%	--	--	--	5%	2%	2%
2	3%	7%	6%	--	--	4%	2%
3 Neither like nor dislike	7%	3%	12%	31%	--	4%	10%
4	27%	34%	24%	31%	23%	32%	23%
5 Like a lot	60%	55%	59%	31%	73%	57%	62%
Not sure/no answer	1%	--	--	8%	--	--	2%
<b>Mean</b>	<b>4.4</b>	<b>4.4</b>	<b>4.4</b>	<b>4.0</b>	<b>4.6</b>	<b>4.4</b>	<b>4.4</b>

**Table 8 (Cont.)  
Cartoons Liked**

*QE. Using a five-point scale below, please tell us how much you like each of the following cartoons about That Guy.*

	Total (n=99)	Ft. Benning (n=29)	Robins (n=17)	Norfolk (n=13)	Beaufort (n=40)	E1-E3 (n=47)	E4 (n=52)
<b>Cartoon M – Floor Guy</b>							
1 Do not like at all	5%	10%	6%	--	3%	6%	4%
2	2%	3%	--	8%	--	4%	--
3 Neither like nor dislike	15%	10%	59%	8%	3%	9%	21%
4	30%	24%	12%	46%	38%	36%	25%
5 Like a lot	41%	41%	24%	31%	53%	36%	46%
Not sure/no answer	6%	10%	--	8%	5%	9%	4%
<b>Mean</b>	<b>4.1</b>	<b>3.9</b>	<b>3.5</b>	<b>4.1</b>	<b>4.4</b>	<b>4.0</b>	<b>4.1</b>
<b>Cartoon N – Karaoke Guy</b>							
1 Do not like at all	4%	7%	6%	--	3%	4%	4%
2	3%	--	--	15%	3%	4%	2%
3 Neither like nor dislike	6%	--	6%	8%	10%	9%	4%
4	27%	21%	29%	15%	35%	23%	31%
5 Like a lot	60%	72%	59%	62%	50%	60%	60%
Not sure/no answer	--	--	--	--	--	--	--
<b>Mean</b>	<b>4.4</b>	<b>4.5</b>	<b>4.4</b>	<b>4.2</b>	<b>4.3</b>	<b>4.3</b>	<b>4.4</b>
<b>Cartoon O – Legal Guy</b>							
1 Do not like at all	3%	3%	6%	--	3%	2%	4%
2	8%	3%	--	15%	13%	6%	10%
3 Neither like nor dislike	36%	34%	65%	46%	23%	38%	35%
4	26%	17%	29%	15%	35%	26%	27%
5 Like a lot	23%	31%	--	23%	28%	26%	21%
Not sure/no answer	3%	10%	--	--	--	2%	4%
<b>Mean</b>	<b>3.6</b>	<b>3.8</b>	<b>3.2</b>	<b>3.5</b>	<b>3.7</b>	<b>3.7</b>	<b>3.5</b>



**Table 8 (Cont.)  
Cartoons Liked**

*QE. Using a five-point scale below, please tell us how much you like each of the following cartoons about That Guy.*

	Total (n=99)	Ft. Benning (n=29)	Robins (n=17)	Norfolk (n=13)	Beaufort (n=40)	E1-E3 (n=47)	E4 (n=52)
<b>Cartoon P – Makeover Guy</b>							
1 Do not like at all	2%	--	--	8%	3%	4%	--
2	2%	--	6%	--	3%	--	4%
3 Neither like nor dislike	12%	21%	6%	15%	8%	13%	12%
4	33%	34%	29%	38%	33%	23%	42%
5 Like a lot	51%	45%	59%	38%	55%	60%	42%
Not sure/no answer	--	--	--	--	--	--	--
<b>Mean</b>	<b>4.3</b>	<b>4.2</b>	<b>4.4</b>	<b>4.0</b>	<b>4.4</b>	<b>4.3</b>	<b>4.2</b>
<b>Cartoon Q – Makeup Guy</b>							
1 Do not like at all	1%	3%	--	--	--	--	2%
2	5%	10%	6%	8%	--	4%	6%
3 Neither like nor dislike	21%	10%	41%	15%	23%	21%	21%
4	39%	38%	18%	69%	40%	38%	40%
5 Like a lot	33%	38%	35%	8%	38%	36%	31%
Not sure/no answer	--	--	--	--	--	--	--
<b>Mean</b>	<b>4.0</b>	<b>4.0</b>	<b>3.8</b>	<b>3.8</b>	<b>4.2</b>	<b>4.1</b>	<b>3.9</b>
<b>Cartoon R – Pierced Guy</b>							
1 Do not like at all	1%	3%	--	--	--	2%	--
2	5%	3%	6%	8%	5%	6%	4%
3 Neither like nor dislike	6%	10%	6%	8%	3%	4%	8%
4	22%	17%	24%	23%	25%	23%	21%
5 Like a lot	65%	62%	65%	62%	68%	64%	65%
Not sure/no answer	1%	3%	--	--	--	--	2%
<b>Mean</b>	<b>4.5</b>	<b>4.4</b>	<b>4.5</b>	<b>4.4</b>	<b>4.6</b>	<b>4.4</b>	<b>4.5</b>

**Table 8 (Cont.)  
Cartoons Liked**

*QE. Using a five-point scale below, please tell us how much you like each of the following cartoons about That Guy.*

	Total (n=99)	Ft. Benning (n=29)	Robins (n=17)	Norfolk (n=13)	Beaufort (n=40)	E1-E3 (n=47)	E4 (n=52)
<b>Cartoon S – Random Guy</b>							
1 Do not like at all	5%	3%	6%	15%	3%	4%	6%
2	12%	14%	12%	8%	13%	15%	10%
3 Neither like nor dislike	27%	24%	35%	15%	30%	28%	27%
4	30%	28%	35%	23%	33%	30%	31%
5 Like a lot	23%	28%	12%	38%	20%	19%	27%
Not sure/no answer	2%	3%	--	--	3%	4%	--
<b>Mean</b>	<b>3.6</b>	<b>3.6</b>	<b>3.4</b>	<b>3.6</b>	<b>3.6</b>	<b>3.5</b>	<b>3.6</b>
<b>Cartoon T – Spew Guy</b>							
1 Do not like at all	11%	14%	18%	8%	8%	13%	10%
2	15%	21%	18%	23%	8%	19%	12%
3 Neither like nor dislike	34%	14%	35%	31%	50%	32%	37%
4	22%	28%	18%	8%	25%	23%	21%
5 Like a lot	15%	21%	12%	31%	8%	13%	17%
Not sure/no answer	2%	3%	--	--	3%	--	4%
<b>Mean</b>	<b>3.2</b>	<b>3.2</b>	<b>2.9</b>	<b>3.3</b>	<b>3.2</b>	<b>3.0</b>	<b>3.3</b>
<b>Cartoon U – Taste Guy</b>							
1 Do not like at all	8%	10%	12%	--	8%	11%	6%
2	18%	17%	29%	15%	15%	15%	21%
3 Neither like nor dislike	25%	21%	29%	23%	28%	23%	27%
4	31%	28%	12%	38%	40%	34%	29%
5 Like a lot	16%	24%	18%	23%	8%	17%	15%
Not sure/no answer	1%	--	--	--	3%	--	2%
<b>Mean</b>	<b>3.3</b>	<b>3.4</b>	<b>2.9</b>	<b>3.7</b>	<b>3.3</b>	<b>3.3</b>	<b>3.3</b>

**Table 8 (Cont.)  
Cartoons Liked**

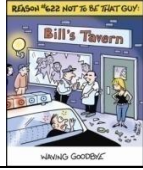





*QE. Using a five-point scale below, please tell us how much you like each of the following cartoons about That Guy.*

	Total (n=99)	Ft. Benning (n=29)	Robins (n=17)	Norfolk (n=13)	Beaufort (n=40)	E1-E3 (n=47)	E4 (n=52)
<b>Cartoon V – Waffle Guy</b>							
1 Do not like at all	6%	3%	6%	--	10%	2%	10%
2	13%	10%	24%	--	15%	13%	13%
3 Neither like nor dislike	24%	24%	24%	31%	23%	26%	23%
4	22%	24%	12%	31%	23%	30%	15%
5 Like a lot	31%	31%	35%	31%	30%	28%	35%
Not sure/no answer	3%	7%	--	8%	--	2%	4%
<b>Mean</b>	<b>3.6</b>	<b>3.7</b>	<b>3.5</b>	<b>4.0</b>	<b>3.5</b>	<b>3.7</b>	<b>3.5</b>
<b>Cartoon W – Wake Guy</b>							
1 Do not like at all	1%	3%	--	--	--	--	2%
2	--	--	--	--	--	--	--
3 Neither like nor dislike	7%	17%	6%	--	3%	6%	8%
4	19%	28%	12%	15%	18%	15%	23%
5 Like a lot	72%	52%	82%	77%	80%	79%	65%
Not sure/no answer	1%	--	--	8%	--	--	2%
<b>Mean</b>	<b>4.6</b>	<b>4.2</b>	<b>4.8</b>	<b>4.8</b>	<b>4.8</b>	<b>4.7</b>	<b>4.5</b>
<b>Cartoon X – Wardrobe Girl</b>							
1 Do not like at all	1%	3%	--	--	--	--	2%
2	2%	3%	6%	--	--	2%	2%
3 Neither like nor dislike	14%	7%	24%	8%	18%	11%	17%
4	28%	31%	12%	23%	35%	28%	29%
5 Like a lot	54%	55%	59%	69%	45%	60%	48%
Not sure/no answer	1%	--	--	--	3%	--	2%
<b>Mean</b>	<b>4.3</b>	<b>4.3</b>	<b>4.2</b>	<b>4.6</b>	<b>4.3</b>	<b>4.4</b>	<b>4.2</b>

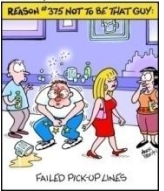





***Comments and feedback from service members helps validate the reasons why they are likely to notice the cartoons, enjoy reading them, and share them with others.***

Table 9 provides feedback volunteered by the service members regarding many of the 24 cartoons they evaluated. In many instances, there is no feedback available regarding service members' "likes" or "dislikes" that they associate with a cartoon because the discussion group/interview length did not allow time for the moderators/interviewers to ask about each and every cartoon; instead, they allowed the participants to volunteer the cartoons they liked most/least and asked them to explain why they felt this way. The comments within Table 9 reinforce what has already been stated:





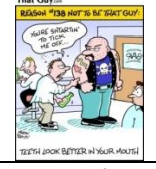

- Cartoons that reflect the day-to-day reality of service members' lives tend to resonate best.
- They appreciate the reality-based humorous approach.
- Cartoons resonated less well if the service members thought the scenarios were not likely to occur (or occurred among only the college student population, civilians; in particular, the Marines were adamant that they would never leave a fellow Marine "behind" in scenarios such as Waffle Guy).

Table 9*		
Cartoon	Reasons for Likes	Reasons for Dislikes
<p><b>Cartoon A – Arrest Guy</b></p> <p>That Guy... REASON #422 NOT TO BE THAT GUY!</p>  <p>WINNING GOODBYE</p>	No comments volunteered	<ul style="list-style-type: none"> <li>• Can turn into a big deal</li> </ul>
<p><b>Cartoon B – Beer Pong</b></p> <p>That Guy... REASON #298 NOT TO BE THAT GUY!</p>  <p>YOU'RE ONLY AMUSING YOURSELF</p>	<ul style="list-style-type: none"> <li>• Catches your attention</li> </ul>	No comments volunteered
<p><b>Cartoon C – Boss Guy</b></p> <p>That Guy... REASON #826 NOT TO BE THAT GUY!</p>  <p>YOUR BOSS DOESN'T WANT TO SEE YOU AT 3 IN THE MORNING</p>	<ul style="list-style-type: none"> <li>• Could see it happening</li> </ul>	<ul style="list-style-type: none"> <li>• Not relatable</li> <li>• Not realistic</li> <li>• Wouldn't go near my boss's house</li> </ul>
<p><b>Cartoon D – Cab Guy</b></p> <p>That Guy... REASON #556 NOT TO BE THAT GUY!</p>  <p>BEING TAKEN FOR A RIDE</p>	<ul style="list-style-type: none"> <li>• Relevant</li> <li>• Personal experience with this</li> <li>• Effective</li> </ul>	No comments volunteered
<p><b>Cartoon E – Cart Guy</b></p> <p>That Guy... REASON #309 NOT TO BE THAT GUY!</p>  <p>SHOPPING CARTS ARE NOT A GOOD FORM OF TRANSPORTATION</p>	<ul style="list-style-type: none"> <li>• Relevant</li> </ul>	<ul style="list-style-type: none"> <li>• Kind of cheesy</li> <li>• Didn't find it relevant</li> <li>•</li> </ul>
<p><b>Cartoon F – Courage Guy</b></p> <p>That Guy... REASON #994 NOT TO BE THAT GUY!</p>  <p>BEER COURAGE</p>	<ul style="list-style-type: none"> <li>• Have experienced it</li> <li>• Really relevant to me</li> </ul>	<ul style="list-style-type: none"> <li>• Not relevant</li> <li>• Would never happen</li> </ul>







\*Comments/feedback shown only when provided; the discussion group/interview length did not allow time for the moderators/interviewers to ask about each and every cartoon; instead, they allowed the participants to volunteer the cartoons they liked most/least and asked them to explain why.

Table 9* (Cont.)		
Cartoon	Reasons for Likes	Reasons for Dislikes
<p><b>Cartoon G – Crotch Guy</b></p> <p>That Guy... REASON #315 NOT TO BE THAT GUY!</p>  <p>FAILED PICK-UP LINES</p>	<ul style="list-style-type: none"> <li>• Has happened to me</li> <li>• Seen it happen</li> </ul>	<ul style="list-style-type: none"> <li>• Never seen it happen</li> <li>• Too cliché</li> </ul>
<p><b>Cartoon H – Date Guy</b></p> <p>That Guy... REASON #318 NOT TO BE THAT GUY!</p>  <p>NOT GETTING A SECOND DATE</p>	<ul style="list-style-type: none"> <li>• Humorous</li> <li>• Have done this</li> <li>• Seen it happen</li> </ul>	No comments volunteered
<p><b>Cartoon I – Drama Girl</b></p> <p>That Guy... REASON #585 NOT TO BE THAT GUY!</p>  <p>NOBODY LIKES A DRAMA QUEEN</p>	<ul style="list-style-type: none"> <li>• Have seen lots of girls that way</li> </ul>	<ul style="list-style-type: none"> <li>• Don't really "get it"</li> <li>• Doesn't make sense</li> </ul>
<p><b>Cartoon J – Drop Guy</b></p> <p>That Guy... REASON #771 NOT TO BE THAT GUY!</p>  <p>WHERE YOUR FRIENDS DROP YOU OFF</p>	<ul style="list-style-type: none"> <li>• Used to do it</li> <li>• Relevant</li> <li>• Vastly entertaining</li> <li>• Like the dog</li> </ul>	<ul style="list-style-type: none"> <li>• Haven't seen it</li> <li>• Not too realistic</li> <li>• Don't see it happening – maybe in college</li> </ul>
<p><b>Cartoon K – Dumpster Guy</b></p> <p>That Guy... REASON #872 NOT TO BE THAT GUY!</p>  <p>GETTING TRASHED STINKS</p>	No comments volunteered	<ul style="list-style-type: none"> <li>• Lamé</li> </ul>
<p><b>Cartoon L – Error Guy</b></p> <p>That Guy... REASON #340 NOT TO BE THAT GUY!</p>  <p>ERRORS IN JUDGMENT</p>	<ul style="list-style-type: none"> <li>• Humorous</li> <li>• Have experienced it</li> <li>• Really realistic</li> <li>• Happens a lot</li> <li>• Relatable</li> </ul>	<ul style="list-style-type: none"> <li>• Not funny to mess up someone's stuff</li> </ul>

\*Comments/feedback shown only when provided; the discussion group/interview length did not allow time for the moderators/interviewers to ask about each and every cartoon; instead, they allowed the participants to volunteer the cartoons they liked most/least and asked them to explain why.

Table 9* (Cont.)		
Cartoon	Reasons for Likes	Reasons for Dislikes
<p><b>Cartoon M – Floor Guy</b></p> <p>That Guy... REASON #167 NOT TO BE THAT GUY!</p>  <p>THE WAY THE FLOOR FLIES UP AND HITS YOU IN THE FACE</p>	<ul style="list-style-type: none"> <li>• Like the way it tells the story</li> <li>• Humorous</li> <li>• Happened to me</li> </ul>	No comments volunteered
<p><b>Cartoon N – Karaoke Guy</b></p> <p>That Guy... REASON #186 NOT TO BE THAT GUY!</p>  <p>NO ONE APPRECIATES YOUR KARAOKE WHEN YOU'RE NOT IN A KARAOKE BAR</p>	<ul style="list-style-type: none"> <li>• Fits my profile</li> <li>• Relevant</li> <li>• Humorous</li> <li>• Would be a funny commercial</li> <li>• I've been <i>That Guy</i></li> <li>• A big thing in Asia</li> </ul>	No comments volunteered
<p><b>Cartoon O – Legal Guy</b></p> <p>That Guy... REASON #852 NOT TO BE THAT GUY!</p>  <p>"I DON'T REMEMBER" IS NOT A LEGAL EXCUSE</p>	No comments volunteered	<ul style="list-style-type: none"> <li>• Seems silly</li> </ul>
<p><b>Cartoon P – Makeover Guy</b></p> <p>That Guy... REASON #270 NOT TO BE THAT GUY!</p>  <p>DRINK MAKEOVERS</p>	<ul style="list-style-type: none"> <li>• Realistic</li> <li>• Humorous</li> <li>• A big thing at parties</li> </ul>	No comments volunteered
<p><b>Cartoon Q – Makeup Guy</b></p> <p>That Guy... REASON #338 NOT TO BE THAT GUY!</p>  <p>TEETH JACK BETTER IN YOUR MOUTH!</p>	No comments volunteered	No comments volunteered
<p><b>Cartoon R – Pierced Guy</b></p> <p>That Guy... REASON #771 NOT TO BE THAT GUY!</p>  <p>WANKING UP WITH MORE THAN JUST A MAKEOVER</p>	<ul style="list-style-type: none"> <li>• Catches my attention</li> <li>• Humorous</li> <li>• Very relevant</li> <li>• Very realistic</li> <li>• Definite possibility</li> <li>• Piercing = definitely realistic</li> <li>• Hilarious</li> </ul>	<ul style="list-style-type: none"> <li>• Not realistic</li> <li>• Funny but not realistic</li> </ul>

\*Comments/feedback shown only when provided; the discussion group/interview length did not allow time for the moderators/interviewers to ask about each and every cartoon; instead, they allowed the participants to volunteer the cartoons they liked most/least and asked them to explain why.

Table 9* (Cont.)		
Cartoon	Reasons for Likes	Reasons for Dislikes
<p><b>Cartoon S – Random Guy</b></p> <p>That Guy... REASON #718 NOT TO BE THAT GUY!</p>  <p>WHAT YOU PICKED UP LAST NIGHT</p>	<ul style="list-style-type: none"> <li>• Relevant</li> </ul>	<ul style="list-style-type: none"> <li>• People do this when they're sober</li> <li>• Not meaningful</li> <li>• Don't think it happens</li> </ul>
<p><b>Cartoon T – Spew Guy</b></p> <p>That Guy... REASON #492 NOT TO BE THAT GUY!</p>  <p>THERE HE GOES AGAIN, THE SPRAWNER! THE VOMITOR! OH SHES-A-LOT! THE NICKNAMES</p>	<ul style="list-style-type: none"> <li>• Humorous</li> </ul>	<ul style="list-style-type: none"> <li>• Stupid</li> <li>• Didn't catch my attention</li> </ul>
<p><b>Cartoon U – Taste Guy</b></p> <p>That Guy... REASON #312 NOT TO BE THAT GUY!</p>  <p>TASTING YOUR MEALS ONCE IS ENOUGH</p>	<p>No comments volunteered</p>	<ul style="list-style-type: none"> <li>• Not that funny</li> <li>• Can't tell he's been drinking</li> </ul>
<p><b>Cartoon V – Waffle Guy</b></p> <p>That Guy... REASON #792 NOT TO BE THAT GUY!</p>  <p>GETTING LEFT BEHIND</p>	<ul style="list-style-type: none"> <li>• Been ditched before</li> </ul>	<ul style="list-style-type: none"> <li>• That's not cool – you don't do it (i.e., leaving without paying, leaving a friend behind)</li> </ul>
<p><b>Cartoon W – Wake Guy</b></p> <p>That Guy... REASON #696 NOT TO BE THAT GUY!</p>  <p>YOU NEVER KNOW WHAT YOU'LL WAKE UP TO</p>	<ul style="list-style-type: none"> <li>• My biggest fear</li> <li>• It will hit home</li> <li>• Really realistic</li> <li>• It's a fear</li> <li>• Terrible thought</li> <li>• Humorous</li> <li>• With the Marines, definitely</li> </ul>	<p>No comments volunteered</p>
<p><b>Cartoon X – Wardrobe Girl</b></p> <p>That Guy... REASON #921 NOT TO BE THAT GUY!</p>  <p>WARDROBE MALFUNCTIONS</p>	<ul style="list-style-type: none"> <li>• It happens</li> <li>• Have seen it</li> <li>• It's funny</li> <li>• Entertaining when it happens</li> </ul>	<p>No comments volunteered</p>

\*Comments/feedback shown only when provided; the discussion group/interview length did not allow time for the moderators/interviewers to ask about each and every cartoon; instead, they allowed the participants to volunteer the cartoons they liked most/least and asked them to explain why.



#### 4. REACTIONS TO *THAT GUY* ADVERTISING CONCEPTS

*Service members say that realistic, gritty images that portray the consequences of excessive drinking (especially one that threatens their sense of masculinity) are effective at encouraging them to not be That Guy.*

In FY 2009, new materials (e.g., posters) and artwork will be produced using an even more realistic and raw approach. In preparation for these new graphics, service members were asked to complete Handout F which contained four color photographs. (Service members rated each photograph on a five-point scale where “5” represents “very effective” at encouraging them to not be *That Guy* and “1” represents “not at all effective.”) Each photograph is a unique and different type of image representing a consequence of excessive drinking. The feedback from service members will help guide the look and feel of any future *That Guy* materials.

In terms of service members’ initial reaction to the images, many service members giggled, snickered, or laughed out loud when provided Handout F even though the moderator/interviewer asked them to not say anything until everyone had completed the questionnaire. Service members’ initial reaction to the images suggests that even though several of these images portray rather serious consequences, these scenarios are often considered funny in the world in which these service members live. The feedback and comments obtained from the service members (shown in Table 11) validated this.

Of the four images shown in Handout F, only Image D (*That Guy* Evolution Archetype) did not resonate as well with the target audience. Image A (Tampon in Mouth), on the other hand, was most likely to be perceived as effective at encouraging service members to not be *That Guy*. (See Table 10 for the tabulated responses from Handout F and Table 11 for photographs of the four images.) In order of effectiveness:

- Image A (Tampon in Mouth) received the largest proportion of “very effective” ratings (66% rated it a “5” on a five-point scale where “5” represents “very effective at encouraging you to not be *That Guy*” and a “1” represents “not at all effective”).
- Image C (Guy Vomiting from Car) received “very effective” ratings from 51% of service members.
- Image B (Guy who has been Markered) received “very effective” ratings from 49% of service members.
- Image D (one individual photo of *That Guy*, taken out of context of the Evolution Archetype) received “very effective” ratings from only 7% of service members. Note that while this individual image has not been used in any of the current materials, several service members at various installations volunteered that they recalled and liked the *That Guy* Evolution poster because it showed the downhill progression of one’s evening as a result of excessive drinking.

Overall, the service members representing the Navy were somewhat less likely than others to assign high ratings to any of these images. However, we met and interviewed only 13 service members from Norfolk Naval Station, and there is a high degree of variability associated with such a small sample size.

**Table 10**  
**Effectiveness**

*QF. On a five-point scale, please rate each image's effectiveness at encouraging you to not be That Guy.*

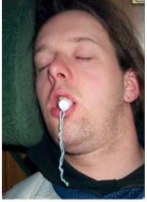



	Total (n=99)	Ft. Benning (n=29)	Robins (n=17)	Norfolk (n=13)	Beaufort (n=40)	E1-E3 (n=47)	E4 (n=52)
<b>Image A (Tampon in Mouth)</b>							
1 Not at all effective	1%	3%	--	--	--	2%	--
2	3%	--	--	8%	5%	--	6%
3 Neither effective nor ineffective	8%	3%	6%	23%	8%	9%	8%
4	19%	17%	6%	31%	23%	30%	10%
5 Very effective	66%	69%	88%	38%	63%	60%	71%
Not sure/no answer	3%	7%	--	--	3%	--	6%
<b>Mean</b>	<b>4.5</b>	<b>4.6</b>	<b>4.8</b>	<b>4.0</b>	<b>4.5</b>	<b>4.4</b>	<b>4.6</b>
<b>Image B (Guy who has been Markered)</b>							
1 Not at all effective	2%	--	6%	--	3%	2%	2%
2	2%	3%	--	--	3%	4%	--
3 Neither effective nor ineffective	15%	17%	6%	31%	13%	19%	12%
4	30%	21%	29%	31%	38%	30%	31%
5 Very effective	49%	55%	59%	38%	45%	45%	54%
Not sure/no answer	1%	3%	--	--	--	--	2%
<b>Mean</b>	<b>4.2</b>	<b>4.3</b>	<b>4.4</b>	<b>4.1</b>	<b>4.2</b>	<b>4.1</b>	<b>4.4</b>
<b>Image C (Guy Vomiting from a Car)</b>							
1 Not at all effective	5%	7%	12%	8%	--	6%	4%
2	1%	--	--	--	3%	--	2%
3 Neither effective nor ineffective	15%	14%	12%	23%	15%	21%	10%
4	27%	21%	24%	38%	30%	28%	27%
5 Very effective	51%	59%	53%	31%	50%	43%	58%
Not sure/no answer	1%	--	--	--	3%	2%	--
<b>Mean</b>	<b>4.2</b>	<b>4.2</b>	<b>4.1</b>	<b>3.8</b>	<b>4.3</b>	<b>4.0</b>	<b>4.3</b>
<b>Image D (That Guy Evolution Archetype)</b>							
1 Not at all effective	34%	41%	47%	46%	20%	38%	31%
2	12%	17%	--	8%	15%	9%	15%
3 Neither effective nor ineffective	24%	24%	29%	23%	23%	23%	25%
4	21%	14%	12%	8%	35%	21%	21%
5 Very effective	7%	3%	12%	8%	8%	6%	8%
Not sure/no answer	1%	--	--	8%	--	2%	--
<b>Mean</b>	<b>2.5</b>	<b>2.2</b>	<b>2.4</b>	<b>2.2</b>	<b>3.0</b>	<b>2.5</b>	<b>2.6</b>

***Images of real people in real settings resonate well with service members.***

After completing Handout F, the research participants discussed each photograph/image in terms of: 1) what it communicates; 2) the consequences associated with the scenario shown; and 3) the extent to which the image is relevant/meaningful to the service members. Overall, some common themes emerge in terms of the perceived effectiveness of these images:

- For the most part, they easily understood and could describe the scenario and consequences associated with each image. (The one exception is Image A – addressed in the last bullet below.)
- Service members tend to prefer the more “gritty” and realistic looking images (A through C) rather than the staged, professional look of Image D.
- They assumed that with the scenarios provided in Images A through C, if such photos were taken of service members, they would be distributed to others (via the Internet) – leading to embarrassment and shame and, potentially, professional/work-related consequences (e.g., Image B, in particular, because the extensive nature of the markings would not likely be removable by the next duty day, resulting in one having to show up to work with evidence of his/her out-of-control behavior the night before) or even financial consequences or loss of friends (Image C).
- They all tend to agree that they do not want to be the person represented in any of these images (less so with Image D).
- Image A, for some, seemed to be emasculating and, as a result, it is perceived as the most negative of the four images/consequences. However, this image also confused some who needed to spend time looking at the image (and the tampon) to make sure they understood what was in the guy’s mouth (e.g., one person thought it was a mouse at first glance). In addition, a few others had significant misunderstanding and misperceptions of tampons and how they function (e.g., one person thought the tampon would enlarge so significantly as to possibly put the person at risk for choking; another that the person would be exposed to toxins – perhaps associating tampons with Toxic Shock Syndrome).

Table 11

Image	What it Communicates	Consequences	Why meaningful?	Why not meaningful?
<b>Image A</b> 	<ul style="list-style-type: none"> <li>• Taken advantage of</li> <li>• Don't fall asleep with mouth open</li> <li>• Wasn't sure what it was</li> </ul>	<ul style="list-style-type: none"> <li>• Evidence against him</li> <li>• Humiliating</li> <li>• Shame</li> <li>• Laughed at for a long time</li> <li>• Social risks</li> </ul>	<ul style="list-style-type: none"> <li>• Humorous</li> <li>• Most embarrassing and funniest</li> <li>• Makes one think</li> <li>• Humbling experience</li> </ul>	<ul style="list-style-type: none"> <li>• More funny than effective</li> </ul>
<b>Image B</b> 	<ul style="list-style-type: none"> <li>• Taken advantage of</li> <li>• Takes a lot of work</li> <li>• Don't fall asleep</li> </ul>	<ul style="list-style-type: none"> <li>• Will take some time to clean off</li> <li>• Embarrassment/shame</li> <li>• Hard time explaining</li> <li>• Anger</li> <li>• Professional consequences</li> </ul>	<ul style="list-style-type: none"> <li>• Such an extreme example of being marked</li> </ul>	<ul style="list-style-type: none"> <li>• This may not cause people to think not to drink</li> </ul>
<b>Image C</b> 	<ul style="list-style-type: none"> <li>• Can't hold his liquor</li> <li>• Very bad night</li> <li>• He can't hang</li> </ul>	<ul style="list-style-type: none"> <li>• Must live with puking on yourself</li> <li>• Hung over</li> <li>• Won't be riding in my car</li> <li>• Humiliated himself in front of friends and damaged their car</li> <li>• Angering friends/family</li> </ul>	<ul style="list-style-type: none"> <li>• Would remind everyone of their worst night</li> <li>• It's the most real</li> <li>• Very realistic</li> <li>• Makes one think</li> </ul>	<ul style="list-style-type: none"> <li>• Not effective; happens too often</li> </ul>
<b>Image D</b> 	<ul style="list-style-type: none"> <li>• Has no friends</li> <li>• Drunk dancing</li> <li>• Looks pretty silly</li> </ul>	<ul style="list-style-type: none"> <li>• No consequence</li> <li>• No consequence other than sweating</li> <li>• Embarrassment</li> <li>• A turn off to females</li> </ul>	<ul style="list-style-type: none"> <li>• People have a tendency to act wild and crazy when they drink</li> </ul>	<ul style="list-style-type: none"> <li>• Looks goofy</li> <li>• Not funny</li> <li>• He is obviously acting; a staged photo</li> <li>• Too cheesy</li> </ul>

Paraphrased quotes from the participants that support the findings regarding each of the four images are listed below:

- **Image A (Tampon in Mouth)**

*It would hurt my pride. (E1-E3, Ft. Benning)*

*You'd be very ashamed of yourself. (E4, Ft. Benning)*

*Embarrassment. Anyone can see this. They could post his picture on the Web – that could get him. (E1-E3, Robins)*

*His friends will never let him live it down. (E1-E3, Robins)*

*Nasty. This person wouldn't drink again. This is the utmost heights of nasty. (E1-E3, Norfolk)*

- **Image B (Guy who has been Markered)**

*If you had to go to work, that would be terrible. (E4, Robins)*

*They take away privileges and the person who did it may get in trouble for hazing. (E1-E3, Norfolk)*

*Not one to make people think. It's a very common thing – one of those things that happen at parties. (E4, Norfolk)*

- **Image C (Guy Vomiting from Car)**

*It's believable. That looks like one of my buddies. (E4, Ft. Benning)*

*Most meaningful because it's the most real. (E4, Ft. Benning)*

*He'll be cleaning it up. Frustration with friends. (E1-E3, Robins)*

- **Image D (That Guy Evolution Archetype)**

*Embarrassment to self and girlfriend. (E4, Norfolk)*

*Just a drunk dude. Probably slurring all over the place. I don't think there are too many bad consequences. (E1-E3, Beaufort)*

*I don't think anyone will care much. It looks like he's faking it. No female will want to be around that...he's sweaty, he probably stinks, and it looks like his pants are a little wet. (E4, Beaufort)*

*He's just drinking and acting crazy I guess. I don't see any consequences. (E1-E3, Robins)*

## 5. REACTIONS TO CONSEQUENCES ASSOCIATED WITH EXCESSIVE DRINKING

*Property damage, injuries or health consequences, and financial consequences are the service members' most motivating consequences associated with excessive drinking.*

As addressed in Chapter 2, each of the 65 specific messages evaluated during this research study fell into one of 13 broad message platforms. In general, the message platforms varied in severity of consequences and the potential to encourage service members to think about the future and consider the longer-term consequences associated with excessive drinking. Seven of the 13 broad message platforms are intended to move people into the **precontemplation stage** of Prochaska and DiClemente's Transtheoretical Model for Prevention of Alcohol Problems (also known as the Stages of Change model). The other six broad message platforms are intended to move service members from the precontemplation stage into the next stage: **contemplation**. Toward the end of the discussions/interviews, the service members had an opportunity to independently and anonymously evaluate (using Handout C) 11 of these 13 broad message platforms in terms of the extent to which each motivates them to think about drinking less alcohol when they go out to party and have fun. Table 12 shows these 13 message platforms.

Of the 11 messages tested, three are especially perceived as motivating (on a five-point scale where “5” represented “extremely motivating” and “1” represented “not at all motivating”) to deter the target audience from excessive drinking (see Table 12). They are:

- **Property damage** (their own or someone else’s) -- 45% to 63% assigned the highest rating of “extremely motivating,” depending on the severity of the damage as described in the messages; several participants volunteered that this message is even more motivating if the property damage is someone else’s (i.e., inflicted by themselves upon someone else versus damaging their own property)

*I was just a victim last week. Someone hit my car in the parking lot. (E4, Ft. Benning)*

*Wrecking someone else’s vehicle. (E4, Ft. Benning)*

*I wrecked someone else’s vehicle and that got me to not drink and drive. (E4, Ft. Benning)*

*If you destroy your own or someone else’s stuff, like wreck a car, you worked hard for it, time, money, and to destroy it over one night would be a horrible feeling. (E1-E3, Norfolk)*

*Losing control. You don’t want to be responsible and get into an accident and crash a car. You have to pay for that. (E4, Norfolk)*

*Wrecking someone else’s property – that has longer consequences. If it’s my own, I won’t feel as bad, but if I’m borrowing a buddy’s... (E1-E3, Beaufort)*

*Losing control and wrecking your own or someone else’s property. I would be pretty pissed. (E4, Beaufort)*

*Like when people get drunk at your house and start throwing stuff and wrecking your \$2,000 TV. I don’t care how good of a friend they are. You’re going to knock their lights out. (E4, Beaufort)*
- Making bad decisions that lead to **serious injuries or health consequences**; some connected this to unwanted pregnancies, sexually-transmitted diseases (STDs), and drunk driving -- 57% assigned the highest rating of “extremely motivating.”

*STDs, pregnancies. Nobody is in their right mind to make the right decisions (when drinking to excess.) (E1-E3, Robins)*

*Don’t want to go out and have a one night stand, get an STD, HIV, or get someone pregnant. (E4, Norfolk)*

*When the nurse stuck the needle in my nose, it’s stupid that I had to go through that; freak accident but I could have avoided it. (E1-E3, Beaufort)*

- **Financial problems;** some voiced concerns that they need to watch their budget closely because they earn a modest income and want to avoid financial woes -- 48% assigned the highest rating of “extremely motivating”

*Financial problems. It's killing your paycheck. Paying for property damage, cab rides. Eighty-five percent of the guys in the barracks. This is where all their money goes. (E4, Ft. Benning)*

*Having ongoing financial problems. Because I don't want to have them. I want to have money to buy things I like, and I don't want alcohol to be a result of preventing me from things I like. (E1-E3, Robins)*

*I've been on my own since I was 18. What I have now, I got on my own. If I were to lose my car, I would be devastated. You have to pay that. You're paying for drinks when you want something more. (E1-E3, Robins)*

*We don't get the greatest pay. That can be rough. The consequence is realistic. A girl can end up pregnant and now he has to pay for child support for the rest of the child's life. There is enough to pay for living off base without having to pay for someone else's property. (E4, Robins)*

*Money is tight for everyone right now. It's something that people might think about; how much you're spending on alcohol every night. It adds up. (E4, Norfolk)*

*With us in the military, people spend all their money, and then they're struggling to get to that next paycheck and that's just stupid. (E1-E3, Beaufort)*

*I'm already broke as it is. You know, hearing the wife. Means getting tickets and stuff like that. Not the way to go. Running up a \$200 bar tab. The next day you can think of a million other things to have spent it on. (E4, Beaufort)*

However, no individual message platform or specific message is unanimously accepted and perceived as motivating by everyone.

*I want to hear from someone who has experienced it. Have to have been through it. (E1-E3, Beaufort)*

*You're not going to be able to relate to everyone. Humor is a great way to grab one's attention, but there's got to be something serious. Show a funny That Guy and show That Guy killing a family. (E1-E3, Beaufort)*



As the discussions revealed, even the more popular and convincing message platforms were perceived by a few as not as relevant and/or motivating. Examples of these comments are shown below.

- **Financial Consequences**

*The government gives us enough financial problems. The U.S. economy taking a landslide. The alcohol helps us forget our problems. (E1-E3, Ft. Benning)*

*I don't have any financial problems because of drinking. (E1-E3, Ft. Benning)*

- **Harm**

*No one cares about getting hurt. (E4, Ft. Benning)*

*If you're drunk, you're not going to think about other people's stuff. (E4, Norfolk)*

*Someone would tell you that you're doing this wrong. I'm sure someone will tell you you're getting out of control and you need to go home. (E4, Beaufort)*

- **Impact on Relationships**

*When you're doing stuff and it becomes a problem, you really don't care what people think.*

*(E1-E3, Ft. Benning)*

- **Impact on Reputation**

*It's a normal thing. You have a friend with you, and sometimes you have to hold him up. We consider that wingmanship. If you see a buddy like that, at least help them out. (E1-E3, Robins)*

*Some people take pride in being That Guy. You tend to hang out with people who enjoy drinking and getting drunk. (E4, Robins)*

*I've never really cared what other people think of me. May matter to someone else who has a high sense of pride. (E4, Norfolk)*

**Table 12**  
**Motivates You to Drink Less Alcohol**

*QC. Using the five-point scale below, please tell us how much each statement motivates you to think about drinking less alcohol when you go out to party and have fun.*

	Total (n=99)	Ft. Benning (n=29)	Robins (n=17)	Norfolk (n=13)	Beaufort (n=40)	E1-E3 (n=47)	E4 (n=52)
<b>Losing control and wrecking your own or someone else's property (precontemplation)</b>							
Extremely motivating	45%	45%	41%	38%	50%	47%	44%
Very motivating	28%	24%	29%	46%	25%	19%	37%
Somewhat motivating	20%	17%	24%	15%	23%	23%	17%
Not very motivating	3%	7%	--	--	3%	6%	--
Not at all motivating	3%	7%	6%	--	--	4%	2%
Don't know/no answer	--	--	--	--	--	--	--
<b>Mean</b>	<b>4.1</b>	<b>3.9</b>	<b>4.0</b>	<b>4.2</b>	<b>4.2</b>	<b>4.0</b>	<b>4.2</b>
<b>Making bad decisions and hurting yourself (precontemplation)</b>							
Extremely motivating	29%	28%	47%	31%	23%	21%	37%
Very motivating	39%	28%	24%	54%	50%	40%	38%
Somewhat motivating	21%	28%	24%	15%	18%	23%	19%
Not very motivating	5%	7%	--	--	8%	9%	2%
Not at all motivating	4%	10%	6%	--	--	6%	2%
Don't know/no answer	1%	--	--	--	3%	--	2%
<b>Mean</b>	<b>3.9</b>	<b>3.6</b>	<b>4.1</b>	<b>4.2</b>	<b>3.9</b>	<b>3.6</b>	<b>4.1</b>
<b>Losing control and making bad decisions that you really regret (precontemplation)</b>							
Extremely motivating	41%	41%	47%	31%	43%	40%	42%
Very motivating	35%	24%	41%	38%	40%	30%	40%
Somewhat motivating	18%	24%	12%	31%	13%	19%	17%
Not very motivating	2%	3%	--	--	3%	4%	--
Not at all motivating	3%	7%	--	--	3%	6%	--
Don't know/no answer	--	--	--	--	--	--	--
<b>Mean</b>	<b>4.1</b>	<b>3.9</b>	<b>4.4</b>	<b>4.0</b>	<b>4.2</b>	<b>3.9</b>	<b>4.3</b>

**Table 12 (Cont.)  
Motivates You to Drink Less Alcohol**

*QC. Using the five-point scale below, please tell us how much each statement motivates you to think about drinking less alcohol when you go out to party and have fun.*

	Total (n=99)	Ft. Benning (n=29)	Robins (n=17)	Norfolk (n=13)	Beaufort (n=40)	E1-E3 (n=47)	E4 (n=52)
<b>Losing control and becoming a victim (precontemplation)</b>							
Extremely motivating	35%	38%	41%	23%	35%	38%	33%
Very motivating	27%	14%	41%	31%	30%	19%	35%
Somewhat motivating	25%	24%	18%	46%	23%	23%	27%
Not very motivating	6%	10%	--	--	8%	11%	2%
Not at all motivating	5%	14%	--	--	3%	6%	4%
Don't know/no answer	1%	--	--	--	3%	2%	--
<b>Mean</b>	<b>3.8</b>	<b>3.5</b>	<b>4.2</b>	<b>3.8</b>	<b>3.9</b>	<b>3.7</b>	<b>3.9</b>
<b>Ruining your chances with the opposite sex (precontemplation)</b>							
Extremely motivating	23%	24%	6%	46%	23%	23%	23%
Very motivating	19%	14%	53%	--	15%	15%	23%
Somewhat motivating	31%	28%	24%	38%	35%	26%	37%
Not very motivating	13%	14%	12%	8%	15%	15%	12%
Not at all motivating	11%	17%	6%	8%	10%	17%	6%
Don't know/no answer	2%	3%	--	--	3%	4%	--
<b>Mean</b>	<b>3.3</b>	<b>3.1</b>	<b>3.4</b>	<b>3.7</b>	<b>3.3</b>	<b>3.1</b>	<b>3.5</b>
<b>Causing a bad inconvenience or hassle for yourself or someone else (precontemplation)</b>							
Extremely motivating	16%	17%	12%	8%	20%	13%	19%
Very motivating	23%	17%	29%	15%	28%	26%	21%
Somewhat motivating	29%	24%	24%	46%	30%	26%	33%
Not very motivating	23%	24%	29%	23%	20%	23%	23%
Not at all motivating	6%	10%	6%	8%	3%	11%	2%
Don't know/no answer	2%	7%	--	--	--	2%	2%
<b>Mean</b>	<b>3.2</b>	<b>3.1</b>	<b>3.1</b>	<b>2.9</b>	<b>3.4</b>	<b>3.1</b>	<b>3.3</b>

**Table 12 (Cont.)  
Motivates You to Drink Less Alcohol**

*QC. Using the five-point scale below, please tell us how much each statement motivates you to think about drinking less alcohol when you go out to party and have fun.*

	Total (n=99)	Ft. Benning (n=29)	Robins (n=17)	Norfolk (n=13)	Beaufort (n=40)	E1-E3 (n=47)	E4 (n=52)
<b>Wrecking your own or someone else's property in such a way that it has longer-term consequences for yourself or others (contemplation)</b>							
Extremely motivating	63%	62%	47%	54%	73%	55%	69%
Very motivating	18%	10%	29%	23%	18%	17%	19%
Somewhat motivating	13%	17%	18%	15%	8%	19%	8%
Not very motivating	4%	3%	6%	8%	3%	4%	4%
Not at all motivating	2%	7%	--	--	--	4%	--
Don't know/no answer	--	--	--	--	--	--	--
<b>Mean</b>	<b>4.4</b>	<b>4.2</b>	<b>4.2</b>	<b>4.2</b>	<b>4.6</b>	<b>4.1</b>	<b>4.5</b>
<b>Having ongoing financial problems (contemplation)</b>							
Extremely motivating	48%	48%	53%	31%	53%	40%	56%
Very motivating	28%	24%	29%	31%	30%	34%	23%
Somewhat motivating	9%	--	--	38%	10%	11%	8%
Not very motivating	8%	14%	18%	--	3%	6%	10%
Not at all motivating	5%	10%	--	--	5%	9%	2%
Don't know/no answer	1%	3%	--	--	--	--	2%
<b>Mean</b>	<b>4.1</b>	<b>3.9</b>	<b>4.2</b>	<b>3.9</b>	<b>4.2</b>	<b>3.9</b>	<b>4.2</b>
<b>Making bad decisions that lead to serious injuries or health consequences for you (contemplation)</b>							
Extremely motivating	57%	52%	65%	31%	65%	43%	69%
Very motivating	18%	10%	12%	54%	15%	21%	15%
Somewhat motivating	14%	17%	12%	15%	13%	21%	8%
Not very motivating	8%	14%	12%	--	5%	9%	8%
Not at all motivating	3%	7%	--	--	3%	6%	--
Don't know/no answer	--	--	--	--	--	--	--
<b>Mean</b>	<b>4.2</b>	<b>3.9</b>	<b>4.3</b>	<b>4.2</b>	<b>4.4</b>	<b>3.9</b>	<b>4.5</b>

**Table 12 (Cont.)  
Motivates You to Drink Less Alcohol**

*QC. Using the five-point scale below, please tell us how much each statement motivates you to think about drinking less alcohol when you go out to party and have fun.*

	Total (n=99)	Ft. Benning (n=29)	Robins (n=17)	Norfolk (n=13)	Beaufort (n=40)	E1-E3 (n=47)	E4 (n=52)
<b>Doing things that have a negative impact on your relationship with friends because of your repeated negative behavior (contemplation)</b>							
Extremely motivating	34%	21%	47%	23%	43%	32%	37%
Very motivating	43%	48%	24%	38%	50%	38%	48%
Somewhat motivating	13%	10%	18%	31%	8%	15%	12%
Not very motivating	6%	10%	12%	8%	--	9%	4%
Not at all motivating	3%	10%	--	--	--	6%	--
Don't know/no answer	--	--	--	--	--	--	--
<b>Mean</b>	<b>4.0</b>	<b>3.6</b>	<b>4.1</b>	<b>3.8</b>	<b>4.4</b>	<b>3.8</b>	<b>4.2</b>
<b>Suffering social consequences from becoming known as <i>That Guy</i> and suffering a hit to your reputation that sticks with you (contemplation)</b>							
Extremely motivating	25%	34%	29%	23%	18%	21%	29%
Very motivating	32%	24%	35%	31%	38%	30%	35%
Somewhat motivating	20%	10%	12%	31%	28%	15%	25%
Not very motivating	12%	17%	12%	--	13%	15%	10%
Not at all motivating	9%	14%	12%	8%	5%	17%	2%
Don't know/no answer	1%	--	--	8%	--	2%	--
<b>Mean</b>	<b>3.5</b>	<b>3.5</b>	<b>3.6</b>	<b>3.7</b>	<b>3.5</b>	<b>3.2</b>	<b>3.8</b>

*Most service members say that they dread the thought of hurting someone else or wrecking someone else's property as a result of their own excessive drinking.*

In general, E1s to E4s appear to be divided regarding whether they are concerned about what other people (friends, fellow service members, or family members) will think if they drink to excess and hurt themselves or behave foolishly. However, they often volunteered during the various discussions/interviews that they would have difficulty “living with themselves” should their excessive drinking cause harm to someone else. Table 13 below provides an overview of the types of feedback service members gave regarding each of the 11 broad message platforms.

<b>Table 13</b>	
<b>Message Platforms Evaluated by Service Members Using Handout C</b>	<b>Feedback from Service Members</b>
<b>Precontemplation</b>	
Losing control and wrecking your own or someone else's property	<ul style="list-style-type: none"> <li>• Several participants easily recalled having their own property damaged by someone who was likely drunk at the time (e.g., car hit while in parking lot, fence smashed by a drunk driver)</li> <li>• Numerous service members volunteered that they are especially concerned about wrecking someone else's property</li> <li>• In general, service members acknowledge that damaging someone else's property is “a big deal”</li> </ul>
Making bad decisions and hurting yourself	<ul style="list-style-type: none"> <li>• At least one person associated this action with the consequence of being released from the military</li> </ul>
Losing control and making bad decisions that you really regret	<ul style="list-style-type: none"> <li>• Some associate this consequence with causing harm to their military career; want to avoid getting kicked out of the military; perceive the military as having little tolerance for alcohol-related incidents</li> </ul>
Losing control and becoming a victim	<ul style="list-style-type: none"> <li>• Some understand the relevance of this consequence; examples given include being robbed</li> <li>• Some believe this consequence (losing control, in particular) encompasses many other negative consequences</li> </ul>
Ruining your chances with the opposite sex NOTE: In a mixed-gender, large group discussion, male service members claimed that this consequence did <u>not</u> matter to them because they could always meet other women. However, during follow-up interviews with two men (from the same installation) that occurred <u>immediately</u> after the large group discussion (where the two men arriving for their interview saw the participants that were leaving the prior large group discussion), both men identified this as an important consequence and pointed out (when probed by the interviewer) that one reason their fellow male service members from the prior large group discussion did not acknowledge this consequence as important was likely due to their peers wanting to impress an attractive female service member who participated in the large group	<ul style="list-style-type: none"> <li>• Especially motivating to men; they may be inclined to stay sober if they think doing so will help them “get what they want”</li> <li>• Others believe this is less motivating because “there are always more girls another weekend” or “you can always find someone else”</li> </ul>
Causing a big problem for you or someone else	<ul style="list-style-type: none"> <li>• A few acknowledge that they dislike the idea of being a hassle to someone else because they know how much they dislike taking care of others when they drink too much</li> </ul>

NA = Not answered/addressed.

Table 13 (Cont.)

Message Platforms Evaluated by Service Members Using Handout C	Feedback from Service Members
<b>Contemplation</b>	
Wrecking your own or someone else's property and causing long-term consequences	<ul style="list-style-type: none"> <li>• Several service members comment that wrecking <u>someone else's</u> property is especially meaningful and motivating (much more so than wrecking their own property)</li> </ul>
Having financial problems	<ul style="list-style-type: none"> <li>• Service members tend to easily relate to this because their paychecks tend to be modest; examples given include: "killing" one's paycheck, paying for property damage, and cab rides</li> <li>• Others comment that they want to spend their money on many things other than alcohol</li> </ul>
Making bad decisions leading to serious injuries or health consequences	<ul style="list-style-type: none"> <li>• Very few mentioned this consequence as one that concerns them or their peers; only a few people mentioned liver disease or general "health problems" associated with excessive drinking</li> <li>• Alcohol poisoning was mentioned by one as a very harmful consequence</li> <li>• Some associated broken bones and casts with this consequence and pointed out how inconvenient this would be (in terms of their jobs, deployment)</li> <li>• Other health consequences associated with this message include sexual assault, STDs, and pregnancies</li> </ul>
Doing things that have a negative impact on your relationship with friends because of your repeated negative behavior	<ul style="list-style-type: none"> <li>• Some believe even more common acts, such as markering a friend, can negatively impact friendships</li> <li>• A few volunteered that this type of behavior is a sign of alcoholism, especially when one's friends no longer want to spend time with the service member</li> <li>• Others acknowledge that they are concerned about how their behavior would be perceived by or affect their immediate family; for many, maintaining positive family relations are very important</li> </ul>
Suffering social consequences from becoming known as <i>That Guy</i> and suffering a hit to your reputation that sticks with you	<ul style="list-style-type: none"> <li>• Want to avoid obtaining such a reputation; prefer "staying under the radar"</li> <li>• Do not want to be known as "the drunk"</li> <li>• Believe some service members may think/care more about their reputation than potential for physical damage; in particular, at least one person volunteered that keeping one's family name in good honor is important to him</li> <li>• People don't want to be known as <i>That Guy</i>; they can relate to knowing someone who has caused so much nuisance and trouble as a result of being <i>That Guy</i> that he/she is left behind when his/her fellow service members go out ("You don't want to be the person that no one wants to be around...who loses himself when he goes out to drink.")</li> </ul>

NA = Not answered/addressed.

In general, service members were divided regarding at least three of the broad message platforms – some believe the consequence is meaningful and would encourage them to avoid drinking to excess while others claim it has no impact at all:

- Several of the service members believe certain consequences (e.g., wrecking property, hurting themselves) will have a negative impact on their career, and they want to avoid experiencing such an impact. As prior focus group discussions and the 2005 Health-Related Behavior Survey indicate, negative consequences on one's military career is meaningful and relevant for some, but not all, junior enlisted service members.
- Some single service members (across most installations/branches of service) want to avoid doing anything that would ruin their chance to meet or ("hook up with") a member of the opposite sex. Others say that this would not matter to them because so many other opportunities exist to meet women.
- The negative impact that excessive drinking (or one's behavior while drinking excessively, in particular) has impacted one's reputation is very relevant and important to some and not others.

Overall, there is no one-size-fits-all approach to communicating the negative consequences of excessive drinking to this target audience. There are, however, several common themes that appear to be important to many or most members of the target audience. They are:

- Not wanting to harm someone else or someone else's property.
- Not wanting to hurt, disappoint or negatively affect family members as a result of their drinking-related actions.
- Not wanting to throw their money away as a result of excessive drinking.



## 6. OTHER DETERRENTS VOLUNTEERED BY PARTICIPANTS

*Some service members seem to believe that more realistic, hard-hitting consequences are the type of things that would deter them from drinking excessively and becoming That Guy.*

At the very end of each discussion group or interview, the moderators/interviewers provided service members with Handout G which asked them to volunteer and write down other ideas on what would deter them from drinking to excess and becoming *That Guy* (see Tables 15 and 16). These examples are insightful because the participants wrote them anonymously and did not openly discuss them with either other participants or the interviewer/moderator, suggesting that they were prone to provide honest, sincere insights and ideas.

Most revealing and significant are the findings that service members believe that effective deterrents are:

- The consequence of harming themselves or others, especially when driving under the influence (mentioned by almost one participant out of three); especially important to note is that when the responses that clearly identified who was hypothetically being harmed as a result of excessive drinking were coded into mutually exclusive “harming self” versus “harming others” categories, by a ratio of almost two-to-one, service members mentioned harming others as a deterrent (11%) rather than harming oneself (6%).
- Consequences related to their relationships or how they interact with others (mentioned by almost one participant out of three).
- Financial consequences (mentioned by approximately one participant out of ten).
- Professional consequences (mentioned by one participant out of ten).
- Having the *That Guy* campaign reflect more realism in terms of the consequences of excessive drinking (e.g., real stories from individuals); this comment was volunteered by 16% of the participants (one of the most frequently given individual responses).

Also important to note is the finding that several participants acknowledge that they do not want to be embarrassed by their actions (11% of all participants; one of the most frequently provided individual responses; this particular response falls under the “consequences related to relationships with others” category); therefore, the campaign’s current approach continues to be very meaningful in reaching the target audience.

**Table 14**  
**Handout G Net Mentions of Major Codes**

*Handout G: What will get you to think about NOT being “that guy” (the one who drinks excessively and gets out of control)?*

	Total (n=99)	Ft. Benning (n=29)	Robins (n=17)	Norfolk (n=13)	Beaufort (n=40)	E1-E3 (n=47)	E4 (n=52)
Mentioned harming self/others	30%	41%	29%	8%	30%	34%	27%
Mentioned consequences relating to sex	5%	10%	6%	8%	--	2%	8%
Mentioned financial consequences	11%	14%	18%	8%	8%	15%	8%
Mentioned legal consequences	8%	7%	12%	15%	5%	9%	8%
Mentioned professional consequences	10%	14%	24%	8%	3%	4%	15%
Mentioned consequences relating to relationships/people	31%	41%	12%	23%	35%	36%	27%
Mentioned communication-related suggestions	28%	21%	41%	23%	30%	23%	33%
Mentioned programmatic ideas	4%	3%	6%	--	5%	6%	2%
Did not mention any of the major codes	17%	10%	18%	15%	23%	11%	23%

Examples of some comments provided include:

*Personally, reminding me about embarrassing situations helps me not drink much. I prefer not to make a fool of myself. (E1-E3, Norfolk)*

*The long-term effects such as jail time or the financial impact. (E1-E3, Norfolk )*

*I don't want to end up with a bunch of cops by my bed in the morning. (E4, Norfolk )*

*Waking up to someone not very pretty. (E4, Norfolk)*

*By drinking over the limit of alcohol at the club or at friend's house and end up hitting a child. (E1-E3, Ft. Benning )*

**Table 15**  
**Handout G Banner Table**

*Handout G: What will get you to think about NOT being "that guy" (the one who drinks excessively and gets out of control)?*

	Total (n=99)	Ft. Benning (n=29)	Robins (n=17)	Norfolk (n=13)	Beaufort (n=40)	E1-E3 (n=47)	E4 (n=52)
<b>Harming self/others (30%, net)</b>							
Harming self/others-not specified	8%	10%	--	15%	8%	6%	10%
Car accidents	6%	10%	12%	--	3%	9%	4%
Serious injury	4%	10%	--	8%	--	4%	4%
Killing someone	5%	10%	--	8%	3%	6%	4%
Killing self, dying	2%	3%	6%	--	--	--	4%
Damaging property (not specified)	2%	--	6%	--	3%	--	4%
Damaging someone else's property	5%	10%	--	--	5%	2%	8%
Damaging own property	3%	7%	--	--	3%	--	6%
Alcohol poisoning, having stomach pumped	2%	7%	--	--	--	--	4%
Not remembering what happened	2%	--	6%	--	3%	2%	2%
Throwing up	2%	--	--	--	5%	4%	--
Being irresponsible	1%	3%	--	--	--	2%	--
Drinking and driving	7%	7%	6%	--	10%	9%	6%
Waking up wet	1%	--	--	--	3%	--	2%

**Table 15 (Cont.)**  
**Handout G Banner Table**

*Handout G: What will get you to think about NOT being "that guy" (the one who drinks excessively and gets out of control)?*

	Total (n=99)	Ft. Benning (n=29)	Robins (n=17)	Norfolk (n=13)	Beaufort (n=40)	E1-E3 (n=47)	E4 (n=52)
<b>Consequences related to sex (5%, net)</b>							
STDs	2%	7%	--	--	--	2%	2%
Unprotected sex, in general	2%	3%	6%	--	--	--	4%
Pregnancy (unplanned)	1%	--	6%	--	--	--	2%
Child support costs	1%	--	6%	--	--	--	2%
Waking up to someone not pretty	1%	--	--	8%	--	--	2%
<b>Financial consequences (11%, net)</b>							
Financial consequences-not specified	7%	7%	12%	8%	5%	9%	6%
Too much money spent on alcohol, bar tabs	3%	3%	6%	--	3%	4%	2%
Being broke, in general	1%	3%	--	--	--	2%	--
<b>Legal consequences (8%, net)</b>							
DUI/DWI/drunk driving	4%	7%	6%	--	3%	2%	6%
Being arrested	1%	--	6%	--	--	2%	--
Jail time	2%	--	--	8%	3%	4%	--
Getting into trouble with the cops (jail time or DUI/DWI not mentioned)	1%	--	--	8%	--	---	2%

**Table 15 (Cont.)**  
**Handout G Banner Table**

*Handout G: What will get you to think about NOT being "that guy" (the one who drinks excessively and gets out of control)?*

	Total (n=99)	Ft. Benning (n=29)	Robins (n=17)	Norfolk (n=13)	Beaufort (n=40)	E1-E3 (n=47)	E4 (n=52)
<b>Professional consequences (10%, net)</b>							
Professional consequences-not specified	10%	14%	24%	8%	3%	4%	15%
<b>Consequences relating to relationships/people (31%, net)</b>							
Consequences relating to relationships/people-not specified	6%	3%	12%	--	8%	6%	6%
Embarrassing self	11%	17%	--	15%	10%	13%	10%
Others asking you not to drink, restricting you from drinking	1%	3%	--	--	--	2%	--
Observed consequences others have faced, don't want to be like that	4%	3%	--	--	8%	4%	4%
Losing the respect of others, being seen as immature	2%	7%	--	--	--	--	4%
Making drunken phone calls	1%	--	--	8%	--	2%	--
Babysitting others	2%	--	--	--	5%	4%	--
Others having to babysit you	2%	--	--	--	5%	4%	--
Losing people	2%	7%	--	--	--	2%	2%
Pranks, friends doing things to you or other friends	1%	3%	--	--	--	2%	--
Saying/doing things you will later regret	3%	3%	--	8%	3%	2%	4%

**Table 15 (Cont.)  
Handout G Banner Table**

*Handout G: What will get you to think about NOT being "that guy" (the one who drinks excessively and gets out of control)?*

	Total (n=99)	Ft. Benning (n=29)	Robins (n=17)	Norfolk (n=13)	Beaufort (n=40)	E1-E3 (n=47)	E4 (n=52)
<b>Communications related (28%, net)</b>							
Becoming better educated/more aware	3%	3%	--	--	5%	--	6%
Being reminded before drinking, having reminder in wallet	2%	--	6%	8%	--	4%	--
Campaign based more in reality, real people, tragedy	16%	14%	24%	15%	15%	15%	17%
Guest speaker/testimonials	1%	--	--	--	3%	2%	--
Ads-posters/radio/TV	15%	10%	24%	8%	18%	11%	19%
Campaign based on comedy	3%	7%	6%	--	--	4%	2%
<b>Program-related ideas (4%, net)</b>							
Providing free transportation when drinking	1%	--	6%	--	--	2%	--
Need other activities and entertainment to do besides drinking	3%	3%	--	--	5%	4%	2%

**Table 15 (Cont.)  
Handout G Banner Table**

*Handout G: What will get you to think about NOT being “that guy” (the one who drinks excessively and gets out of control)?*

	Total (n=99)	Ft. Benning (n=29)	Robins (n=17)	Norfolk (n=13)	Beaufort (n=40)	E1-E3 (n=47)	E4 (n=52)
<b>Other-not specified</b>	4%	--	--	--	10%	--	8%
<b>Being photographed drunk</b>	1%	--	6%	--	--	2%	--
<b>Nothing can stop me</b>	1%	--	--	8%	--	2%	--
<b>Common sense</b>	2%	3%	--	--	3%	2%	2%
<b>Self-control, hold self to high standard</b>	5%	3%	--	--	10%	9%	2%
<b>Learning from past experiences/ mistakes</b>	4%	7%	--	--	5%	4%	4%
<b>Long-term influences</b>	2%	--	--	--	5%	--	4%
<b>Don't know/no answer</b>	6%	3%	18%	8%	3%	2%	10%
<b>Mentioned hurting self</b>	6%	7%	--	8%	8%	4%	8%
<b>Mentioned hurting others</b>	11%	21%	--	15%	8%	11%	12%



## 7. INSTALLATION TOURS

*On-site tours of installations suggest that multiple events, activities, and facilities exist in which to promote the That Guy campaign.*

While visiting each of the four installations to conduct the fall 2008 focus group discussions and in-depth interviews, Fleishman-Hillard coordinated installation tours with each installation's point of contact. The purpose of the tours was two-fold: 1) get to meet the points of contact, face-to-face, and learn more about their jobs and the work they have been doing on behalf of the That Guy campaign, and 2) learn more about the target audience's day-to-day environment and how they are currently exposed (or may potentially be exposed) to the campaign and its messages regarding excessive drinking.

The photographs on the following pages show examples of the opportunities to post and display information regarding activities, events, and health education information at both Norfolk and Beaufort.

Norfolk:

Figure 1



Figure 2

## Wind & Sea Recreation Center

**OCTOBER** 444-4033

Hours of operation:  
 Monday to Thursday - 11 a.m. to 11 p.m.  
 Friday - 11 a.m. to 12 a.m.  
 Saturday - Hours for 12 a.m.  
 Sunday - Hours for 11 p.m.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			Madden 09 Tournament on F31. Play starts at 4 p.m.	1	2	3
	5 WWE "No Mercy", action starts at 8 p.m.	6 Pistol Quits \$32, Deposit 4:30 p.m.	7 Free Movie Night at Main Gate Theater, Starts at 7 p.m.	8 TARZAN Tournament, Starts at 7 p.m.	9	10
12 COLUMBUS DAY	13 9-Ball Tournament, starts at 6 p.m. \$5 entry fee	14 Pistol Quits \$32, Deposit 4:30 p.m.	15 Chess Tournament, Starts at 6 p.m.	16	17	Extreme White-water and Bridge Day Departs at 9 a.m.
19 Extreme White-water Trip and Bridge Day	20 9-Ball Tournament, starts at 6 p.m. \$5 entry fee	21 Pistol Quits \$45, Departs at 4 p.m.	22 Texas Hold'em Tournament, starts at 6 p.m.	23	24	"Ultimate Fighting Champion" 18 p.m.
26	27 Pistol Quits \$45, Departs at 4 p.m.	28	29 Barracks Bash Walt Moore Field, 6 to 11 p.m. Food, Prizes, and Entertainment	30	31	MAA

### 2008 REGIONAL LIBERTY TRIPS

**EXTREME WHITEWATER RAFTING TRIP BRIDGE DAY**  
 October 18 & 19  
 Departs 6:00 at 6 a.m.  
 \$110 for active duty  
 \$130 for others  
 Includes transportation, meals, snacks, and beverages. All rafting gear, meals, snacks, beverages, and fuel provided.  
 Credit tax activation and tax receipt.

**WASHINGTON, D.C. TRIP**  
 November 8  
 DEPARTS C-9  
 AT 9 A.M.  
 \$25 for active duty  
 \$40 for others  
 Includes meals and tax receipt.

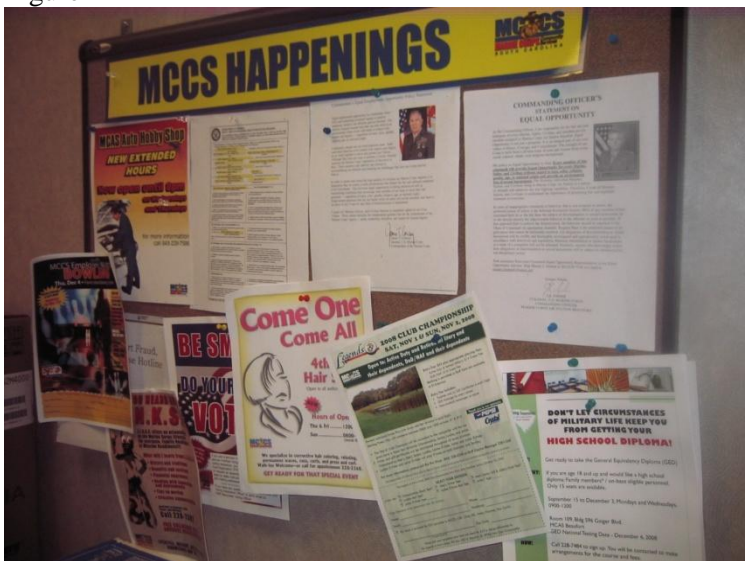
CALL OR VISIT YOUR LIBERTY OFFICE FOR MORE INFORMATION!

Beaufort:

Figure 3



Figure 4



***Junior enlisted service members at Robins AFB are likely to be aware of the That Guy campaign, and it resonates well with them. This audience also tends to believe that the Air Force does not tolerate drinking and driving (and service members say they appoint designated drivers to avoid such occurrences).***

As a result of meeting with Robins AFB leadership prior to conducting the focus group and interviews, Fleishman-Hillard was able to incorporate specific questions that were especially timely and relevant for Robins AFB: the drinking and driving culture among these junior-level service members and their awareness and understanding of Georgia's relatively recent enforcement of a drinking and driving law, referred to by leadership at Robins as the "Unsafe Act.\*"

### ***Drinking and Driving Culture***

NOTE: Upon the request of leadership at Robins AFB, the Fleishman-Hillard interviewers added a few questions to the in-depth interviews (requiring no more than five minutes during the one-on-one interviews and no more than 10 minutes during the focus group discussion) that were especially relevant to Robins AFB (i.e., drinking and driving culture at the installation and awareness of a relatively recent enforcement of Georgia's drinking/driving law). These questions were incorporated at a point during the discussion when participants were already talking about their recall of what they have heard/seen regarding the *That Guy* campaign and their perceptions of the campaign. Posing these questions did not detract, in any way, from the remaining questions asked by the interviewers.

In general, the E1s to E4s who participated in the research at Robins believe that drinking and driving is not acceptable, and they also believe that there is little tolerance for such behavior within the Air Force.

Nevertheless, they acknowledge that this behavior does occur because some individuals tend to naively believe that "getting caught" while drinking and driving will not happen to them, i.e., that somehow they are different from everyone else.

*\*While our points of contact at Robins referred to this law as the "Unsafe Act," FH could not easily find this regulation on the State of Georgia's official Web site. However, there are two regulations that appear to come close to the installation's description of this regulation that FH found through additional Internet searches:*

1) O.C.G.A. § 40-6-391(a)(2) states: (a) A person shall not drive or be in actual physical control of any moving vehicle while: ... (2) Under the influence of any drug to the extent that it is less safe for the person to drive. This statute, which is commonly referred to as the DUI Drugs – Less Safe law, makes it illegal to drive under the influence of prescribed or non-prescribed drugs.

Source: [http://www.ms-firm.com/driving\\_duit\\_with\\_drugs.html](http://www.ms-firm.com/driving_duit_with_drugs.html)

2) Georgia law certainly does not prohibit a person over the age of 21 from consuming alcohol and driving, but you would never know that if you are in Georgia this holiday season. Under Operation Zero Tolerance, you can count on being arrested for DUI if you are stopped after you consumed any amount of alcohol. This overly aggressive enforcement of Georgia DUI laws will continue at least from December 19, 2008 through January 4, 2009.

Source: <http://www.duilawyersofgeorgia.com/georgia-holiday-dui-enforcement.html>

Further proof points that E1s to E4s at Robins tend to believe that such behavior is not tolerated include:

- Designated driver practices are in place (as well as the custom of buying soda/energy drinks for the designated driver); some specifically mentioned the call-a-ride service (AADD) available in Warner Robins, although they point out that such a service has resulted in underage drinkers being caught while in an intoxicated condition.
- They believe that the local law enforcement “knows what to look for” because of the limited access to and from the installation to the town of Warner Robins. (For example, anyone driving on one of these two or three roads at 2 a.m. or 3 a.m. will likely be pulled over by law enforcement.) Some also believe that because there is “not a lot going on” in Warner Robins, the likelihood of a service member getting caught when he/she drinks and drives is relatively high.
- They believe the consequences associated with drinking and driving are severe. Examples given include losing one’s stripes, losing the privilege of driving on base, and/or being assessed heavy fines.

However, one interesting insight that the service members shared during separate interviews is the different interpretations of the 0-0-1-3 program.

- Some believe (or have read) that one of the zeroes in “0-0-1-3” represents either “zero drinks if driving” or “zero DUIs.” They point out that the latter interpretation implies that, “It’s cool to drink as long as you don’t get caught.”
- Others believe that service members who are caught drinking and driving will point to 0-0-1-3 and claim that they followed the guidelines (e.g., “only one drink per hour, no more than three drinks per night”) yet still got into trouble.

The implication of these comments is that the Air Force may want to consider extra measures to ensure that the 0-0-1-3 program emphasizes the “zero drinks if driving” message.

### ***“Unsafe Act”***

Several (but not all) of the E1s to E4s at Robins AFB who participated in either the focus group or the in-depth interviews are aware of the relatively recent enforcement of Georgia’s DUI laws. The sources through which they have learned about it include: military e-mail (via the chain of command) and word of mouth.

In terms of junior service members' perception of how the enforcement of Georgia's DUI law will impact them (or others like themselves), if at all, their feedback is divided:

- Some tend to believe that the impact is minimal because their culture already emphasizes the avoidance of drinking and driving.
- Others think the law will encourage people to "think twice" before drinking and driving although they also add that awareness of this law needs to be more widespread.

### ***Input Regarding Other Deterrents to Drinking and Driving***

The interviewers also offered the junior-level service members the opportunity to volunteer other ideas regarding how to prevent drinking and driving. These suggestions included:

- Offering free rides to go out to and return from drinking establishments.
- More reminders to not drink and drive. (However, some countered this suggestion with the belief that they already hear this message "every day.")

Nevertheless, a few pessimistically offered that "nothing" will make a difference because there is so little to do in the community of Warner Robins (i.e., except drink). A few others also pointed to the culture within the military as one that encourages drinking by making alcohol available at official celebrations and events. ("It's a military thing.")

## APPENDIX

### FOCUS GROUP LOGISTICS

Fleishman-Hillard hired the services of three independent recruitment vendors to travel to select markets to conduct on-installation, in-person recruitment. The vendors were: Market Trends for Norfolk, Virginia; Nolan Research for Ft. Benning, Georgia, and for Warner Robins, Georgia; and Coastal Focus for Beaufort, South Carolina. The vendors obtained access to the installations through *That Guy* points of contact at each installation, and the professional interviewers approached and conducted their intercept, face-to-face screening interviews with those who, based purely on visual inspection, appeared to be relatively young service members. The vendors used an extensive recruitment screener that was very similar to the one used in May and September 2006 to screen/recruit focus group participants.

The vendors who worked on this study (Market Trends, Nolan Research, and Coastal Focus) signed a confidentiality agreement with Fleishman-Hillard and agreed to adhere to all protocol requirements approved by Fleishman-Hillard's IRB (Chesapeake Research Review) including:

- Recording any identifying information regarding potential participants' names on a piece of paper that was kept completely separate from the service members' responses to the study screening questions.
- Retaining the participants' responses to the screening questions in a separate file (password protected server if an electronic file) or location. This information was destroyed a few days after all four installations' focus group discussions.
- Scheduling the discussions to take place during dinner hours (their off-duty hours), coinciding with the volunteers' meal period (and providing a light pizza dinner). This was done to ensure that volunteers would not need the permission of their supervisors in order to participate in a discussion.
- Making reminder telephone calls to those who qualified for the discussion and voluntarily agreed to participate.

Upon completing a screening interview, the professional interviewers asked those who qualified to participate in the discussions and told them that they would receive \$50 for their participation.

During the focus group discussions, Fleishman-Hillard also adhered to additional protocol requirements approved by its IRB (Chesapeake Research Review). These additional steps are outlined below.

- The participants were informed of confidentiality and privacy act provisions prior to participating in the discussion, and the participants were also told the length of time the discussion required of them during the recruiting process and immediately prior to beginning the discussion.
- The participants were told that their identity will remain confidential, and the focus group moderator assured the participants that their name will never appear in any reports to the Department of Defense.
- The purpose of the research (and the Department of Defense's sponsorship of the research) was revealed to the participants during the recruiting process and at the beginning of the focus group discussion.
- The focus group moderators/interviewers were experienced, professionally trained moderators who are skilled at leading discussion groups with a wide variety of audiences and know how to build trust and confidence among participants.
- In particular, the moderators used projective techniques to encourage the participants to talk about alcohol use among junior-level, enlisted active duty service members. This made it possible for participants to feel comfortable about sharing their experiences since they did not need to acknowledge that they are necessarily talking about their own behaviors. Because the focus groups involved minors (those between the ages of 18 and 20) in a discussion about drinking, the moderators told the participants that they should not reveal their age to them. (The focus group screener only asked participants to confirm whether they are between the ages of 18 and 24, not their specific age.)
- We relied upon a Fleishman-Hillard research professional to capture the comments, feedback, and suggestions from the discussion groups. This was done to enhance the candid nature of the discussions. This report does not include the names of any participants, nor does the summary of the discussion groups make it possible for anyone to identify a particular individual. The sessions were not audio- or video-recorded.



## DISCUSSION GUIDE

### IN-MARKET RESEARCH POST-CAMPAIGN LAUNCH FACILITATOR'S GUIDE TRICARE – Alcohol Abuse Prevention Education Campaign FINAL

#### OBJECTIVES OF SESSION:

- ◆ Assess the target audiences' awareness of and reaction to the *That Guy* campaign (including campaign recall, how they heard about it, what they recall seeing/hearing).
- ◆ Assess which communications tactics and vehicles are working most and least effectively.
- ◆ Assess target audiences' perceptions of the impact of the *That Guy* campaign.
- ◆ Test and obtain feedback regarding new messages and other creative concepts (e.g., advertising concepts, cartoons).

NOTE: THIS IS THE FH DISCUSSION LEADER'S GUIDE. IT WILL GUIDE THE FH FACILITATOR THROUGH THE DISCUSSION/INTERVIEW BUT WILL NOT BE READ VERBATIM, TO PARTICIPANTS. PLEASE NOTE THE FACILITATOR WILL ONLY READ OUT LOUD THOSE WORDS OR SENTENCE(S) THAT APPEAR IN regular type face.

#### I. INTRODUCTION (10 MINTUES)

- A. FLEISHMAN-HILLARD INTRODUCTION/DISTRIBUTE HANDOUT B AND ASK PARTICIPANT(S) TO FILL OUT.
- B. MODERATOR INTRODUCTION
- C. Purpose: To discuss and obtain feedback about the Department of Defense's Alcohol Abuse Prevention campaign, *That Guy*, and review some new ideas to generate awareness of and interest in the campaign.
- D. Taking notes during discussion.
  1. Notes stay with Fleishman-Hillard; no names included in the notes.
  2. Discussion is confidential; no names will ever appear in a report or be associated with your comments.
  3. Notes used to write an overall summary report; destroyed after writing a report.
  4. Colleagues from my company, Fleishman-Hillard, are also here to listen and learn from you today.
  5. I need to make sure I have your consent to participate in this discussion and that you agree to and understand the terms of the consent form; READ CONSENT FORM OUT LOUD; do you agree to participate (OBTAIN VERBAL CONSENT); if not, you are free to go; likewise, if you decides that you do not want to participate once we get started, please rest assured that you are free to leave at any point.

## E. Ground Rules:

1. FOCUS GROUP ONLY: You **don't have to raise your hand** to say something.
2. FOCUS GROUP ONLY: Please speak one at a time; don't interrupt.
3. FOCUS GROUP ONLY: Speak up/**speak loudly**.
4. We want to hear your opinion and perceptions; we want your honest feedback – (FOCUS GROUP ONLY: you don't have to agree with others). There are no right or wrong answers, just different points of view.
5. FOCUS GROUP ONLY: Please respect the privacy and confidentiality of your fellow service members. In particular, please do not leave here today and share with anyone else what a particular person said.
6. The discussion is confidential; your name will not be associated with what you say unless what you share with me has bearing on your own health and well-being. Please do not share your age with me. Also, please remove any identifying badges or name tags. I have a blank adhesive name badge that you can use to cover up your own name badge if it's sewn onto your uniform.
7. End the discussion in 90 minutes (FOCUS GROUP)/45 minutes (ONE-ON-ONE INTERVIEW).

## F. PARTICIPANT INTRODUCTIONS (5 MINUTES MAX)

FOCUS GROUP ONLY: Starting to my left, please share:

1. What's your first name? Let's use first names only today, and you may use a fictitious name, if you wish.
2. Where are you from – where's home? NO PROBING.
3. Share with me/the group the sources you most frequently use to get news and information – of any kind.

## II. RECALL OF THAT GUY AND CAMPAIGN FEEDBACK – TACTICS &amp; VEHICLES (10 MINUTES) DISTRIBUTE HANDOUT B AND ASK PARTICIPANTS TO COMPLETE.

So let's talk more specifically about a campaign developed by the Department of Defense. It's one that all of you have probably heard or seen something about. That's why you were invited here today. The campaign is *That Guy* Or Don't Be That Guy. As you probably know, *That Guy* is focused on curbing excessive drinking among military men and women. HOLD UP LOGO, COASTERS, ETC. TO TRIGGER RECOGNITION/DISCUSSION.

Who in the room is familiar with the *That Guy* campaign? Who is not? IF SOME ARE UNAWARE, SHOW EXAMPLES, ETC.

HANDOUT B.

- A. Where do you recall hearing, reading, or seeing anything about *That Guy*? **USE HANDOUT B TO LEAD DISCUSSION**

PROBE: What did you see? Describe the ad for me. What did you like/dislike? Why?

- B. In what ways, if any, have you used or benefited from what you heard, read, or saw through any of the *That Guy* campaign information or activities that we've talked about?

### III. FEEDBACK ON CREATIVE CONCEPTS

We also want to get your feedback to a few ideas we have for encouraging service members to drink less when they are partying or just feel like drinking.

- A. DISCUSSION OF SPECIFIC MESSAGES (15 MINUTES) I'm now going to share with you examples of jokes, phrases, or taglines that the campaign could use to encourage service members to drink less. GIVE HANDOUT D. FOR EACH MESSAGE PLATFORM SECTION, ASK:
1. Which of these do you like best? What does it say to you? Why?
  2. Which ones, if any, do you dislike or think are not very meaningful to you, if any? Why not?
- B. FACEBOOK DISCUSSION. (5 MINUTES)
1. ALL: Who has/do you have a Facebook? (SHOW OF HANDS FOR FOCUS GROUPS.)
  2. ALL: Who has/do you have a MySpace account? (SHOW OF HANDS FOR FOCUS GROUPS.)
  3. ONE-ON-ONE ONLY: What are the primary reasons you have such an account? How do you use it? PROBE: To keep in touch with friends, family members back at home? To meet new people? To connect and network with other service members?
  4. ONE-ON-ONE ONLY: What kinds of materials, photos, or images do you post on your profile?
  5. ONE-ON-ONE ONLY: What other kinds of Web site links do you include within your page/profile? Why?
- C. DISCUSSION OF CARTOONS (TEST 20 CARTOONS). HANDOUT E. (10 MINUTES)
1. Which of the cartoons, if any, do you like most? Why?
  2. Which of these does the best job of catching your attention? Why?
  3. Which ones are most relevant to you? Why or why not?
  4. Any that don't make sense – or just aren't meaningful to you?

- D. DISCUSSION OF AD IMAGES. GIVE HANDOUT F. (10 MINUTES) Please look at these. (SHOW ON STORYBOARDS: 1) TAMPON; 2) MARKING; 3) VOMIT; AND 4) DUCT TAPING. EXPLAIN THAT THESE ARE POTENTIAL IMAGES TO USE IN THAT GUY ADVERTISING: POSTERS, NEWSPAPER ADS, WEB SITE ADS, ETC. THEY ARE CONCEPTS/NOT FINAL.

AFTER PARTICIPANTS HAVE COMPLETED HANDOUT F, ASK FOR EACH OF THE FOUR CONCEPTS:

1. What does this image **communicate** to you? Why do you say that? What else? Anything else?
2. From an emotional standpoint, **what is the consequence** that this guy is experiencing as a result of being That Guy? What adjectives would you use to describe what he's experience? PROBE, IF NECESSARY: Shame? Victim? Humiliation? Fun? Harm?
3. And from "light" to "extreme," what is the **intensity level** of what this guy is experiencing? Why do you say that?

SHOW ALL AND ASK:

4. Which of these images does the best job of **catching your attention**? Why?
5. Which one is **most meaningful or relevant** to you? Why?
6. What about the photography – do you think candid, amateur photos work best or would studio photography by professionals work best? Why? PROBE: Do you prefer photos that are bright and sharp or more grainy and faded?
7. Are there any other examples of images that would be even more powerful and convincing than these? What in particular? Please describe.
8. And which one did you pick as doing the **best job of convincing you to not be That Guy**? Why?

- E. DISCUSSION OF MESSAGE PLATFORMS: PLATFORMS 1-11 (15-20 MINUTES)  
DISTRIBUTE HANDOUT C.

1. Which statements are most meaningful to you, if any? What does it say to you? Why?
2. Which statement isn't meaningful to you, if any?
3. To what extent would any of these statements encourage service members to have fewer drinks when they're partying or just feel like drinking?

- F. GIVE HANDOUT G. (5 MINUTES)

1. Please read the question on Handout G.
2. Will you please share with me what, if anything, will motivate you or others like you to avoid drinking excessive amounts of alcohol?

#### IV. WRAP-UP DISCUSSION (5 MINUTES)

What do you like the most about *That Guy*? Least?

Thank you for your help!

## QUESTIONNAIRE FORMS

### HANDOUT B

1. Thinking about the *That Guy* campaign, where have you heard or seen information about *That Guy*? Please circle all that apply.

- 1 Advertisement played at installation movie theater before a movie
- 2 Advertisement played at civilian movie theatre before a movie
- 3 TV advertisement
- 4 Billboards
- 5 Radio advertisement
- 6 Newspaper advertisement
- 7 Online, Internet advertisements, banner ads
- 8 Posters, on base
- 9 Playing cards
- 10 Posters, in local bars or clubs
- 11 Posters, in restrooms
- 12 Posters, in convenience stores
- 13 Coasters, in local bars or clubs
- 14 Signs on shuttle buses
- 15 T-shirts with That Guy logo or name
- 16 Temporary tattoos/stickers
- 17 Web site; please specify name of site or Web site address:
- 18 Other; please specify:

2. Thinking of what you heard or saw about *That Guy*, please indicate whether this campaign got you to think about drinking less.

- 1 *That Guy* got me to think about drinking less
- 2 Did not think about drinking less

PLEASE DO NOT SIGN YOUR NAME TO THIS.

**HANDOUT C**

Using the five-point scale below, please tell us how much each statement motivates you to think about drinking less alcohol when you go out to party and have fun: *Please circle one answer for each statement.*

	<b>Extremely Motivating</b>	<b>Very Motivating</b>	<b>Somewhat Motivating</b>	<b>Not Very Motivating</b>	<b>Not At All Motivating</b>	<b>Don't Know</b>
Losing control and wrecking your own or someone else's property.	5	4	3	2	1	6
Making bad decisions and hurting yourself.	5	4	3	2	1	6
Losing control and making bad decisions that you really regret.	5	4	3	2	1	6
Losing control and becoming a victim.	5	4	3	2	1	6
Ruining your chances with the opposite sex.	5	4	3	2	1	6
Causing a bad inconvenience or hassle for yourself or someone else.	5	4	3	2	1	6
Wrecking your own or someone else's property in such a way that it has longer-term consequences for yourself or others.	5	4	3	2	1	6
Having ongoing financial problems.	5	4	3	2	1	6
Making bad decisions that lead to serious injuries or health consequences for you.	5	4	3	2	1	6
Doing things that have a negative impact on your relationship with friends because of your repeated negative behavior.	5	4	3	2	1	6
Suffering social consequences from becoming known as That Guy and suffering a hit to your reputation that sticks with you.	5	4	3	2	1	6

PLEASE DO NOT SIGN YOUR NAME TO THIS.

**HANDOUT D**

1. Please circle the two jokes, messages, or taglines below that you like the best, if any: *Please circle no more than two.*

**Concept: Losing control and wrecking your own or someone else's property:**

- 1 You might be That Guy if you mistake your closet for a urinal
- 2 You might be That Guy if you pick a fight with a trash can
- 3 You might be That Guy if you puked in your friend's car last night
- 4 You might be That Guy if the plant in the corner of the bar seems like a reasonable place to relieve yourself
- 5 You might be That Guy if you wake up with several road signs and traffic cones in your bedroom

2. Please circle the two jokes, messages, or taglines below that you like the best, if any: *Please circle no more than two.*

**Concept: Making bad decisions and hurting yourself:**

- 1 Reason #202 not to be That Guy: puking through your nose hurts.
- 2 You might be That Guy if the floor flies up and hits you in the face
- 3 You might be That Guy if you just drank out of a beer bottle that was used as an ashtray
- 4 You might be That Guy if you decide that 300 pounds bouncer is "really ticking you off"
- 5 You might be That Guy if you require stitches but only really care about a beer run

3. Please circle the two jokes, messages, or taglines below that you find like the best, if any: *Please circle no more than two.*

**Concept: Losing control and making bad decisions that you really regret:**

- 1 You might be That Guy if you've stumbled through four parking lots looking for your car, and still haven't remembered you rode with a friend.
- 2 You might be That Guy if your friends email you pictures from the night before and you don't recall ever being out with them in the first place.
- 3 You might be That Guy if you can't figure out why your car key won't open your front door.
- 4 You might be That Guy if you're out late looking for a place where the bartender doesn't know you.
- 5 You might be That Guy if you believe vomiting is beneficial because it makes room in your stomach for more beer.

4. Please circle the two jokes, messages, or taglines below that you like the best, if any: *Please circle no more than two.*

**Concept: Losing control and becoming a victim:**

- 1 Reason #634 not to be That Guy: they took your clothes.
- 2 You might be That Guy if, when you finally get home, your buddies point out that somewhere during the night your eyebrows got shaved off.
- 3 You might be That Guy if you show up at work with "Huge Loser" written on your face in red permanent marker.
4. You might be That Guy if your friends plastic wrap you to the bed or flagpole.
5. Reason #556 not to be That Guy: Being taken for \$50 for a \$7.50 taxi ride.

5. Please circle the two jokes, messages, or taglines below that you like the best, if any: *Please circle no more than two.*

**Concept: Ruining your chances with the opposite sex:**

- 1 You might be That Guy if you wake up with four telephone numbers in your pocket and none of them are real.
- 2 You might be That Guy if you're the center of attention ... because you passed out on the center of the dance floor.
3. You might be That Guy if you're afraid to roll over and see who is in bed next to you.
4. You might be That Guy if you're convinced your ex-girlfriend is dying for you to phone her at 3 a.m.
5. Reason # 33 not to be That Guy: You can't stand at attention.

6. Please circle the two jokes, messages, or taglines below that you like the best, if any: *Please circle no more than two.*

**Concept: Causing a big problem for you or someone else:**

- 1 You might be That Guy if somebody's front lawn looks more comfortable than your bed.
- 2 You might be That Guy if you report your car as stolen when it's actually still at the bar from last night.
- 3 You might be That Guy if you think passing out at the bar is just a "nap to recharge your batteries."
4. Reason #54 Not to be That Guy: What you won't remember your friends will.



7. Please circle the two jokes, messages, or taglines below that you like the best, if any: *Please circle no more than two.*

**Concept: Wrecking your own or someone else's property and causing long-term consequences:**

- 1 #333 not to be That Guy: Insurance doesn't cover stupidity.
- 2 #762 not to be That Guy: a hole in your neighbor's fence the size of your car.
- 3 #852 not to be That Guy: "I don't remember" is NOT a legal excuse.
- 4 You might be That Guy if you lose a wrestling match...to a road sign.
- 5 Reason #788 not to be That Guy: Realizing that mailbox you smashed is yours.

8. Please circle the two jokes, messages, or taglines below that you like the best, if any: *Please circle no more than two.*

**Concept: Having financial problems:**

- 1 Reason #173 not to be That Guy: a \$200 bar tab is not as funny the next day.
- 2 Reason #326 not to be That Guy: you can't pay your rent with puke.
- 3 You might be That Guy if you greet the suggestion to "open a tab" as an all-you-can-drink challenge.
- 4 You might be That Guy if you wake up in the morning with four dollars and are mad that you still had enough for one more shot.

9. Please circle the two jokes, messages, or taglines below that you like the best, if any: *Please circle no more than two.*

**Concept: Making bad decisions leading to serious injuries or health consequences:**

- 1 You might be That Guy if the last two things you remember hearing were, "Hey, watch this!" and a siren.
- 2 Reason #489 not to be That Guy: no one in the emergency room knows how you got there either.
- 3 Reason #138 not to be That Guy: Teeth look better in your mouth.
- 4 You might be That Guy if you punch the wall several times before you realize your hand is broken.
- 5 Reason #426 not to be That Guy: STD does not stand for "So Totally Drunk"

10. Please circle the two jokes, messages, or taglines below that you like the best, if any: *Please circle no more than two.*

**Concept: Losing control and making bad decisions that you really, really regret:**

- 1 Reason #897 not to be That Guy: embarrassing photos of you on the Internet.
- 2 You might be That Guy if on a regular basis you make phone calls to all the bars you visited the night before in search of any of the following items: credit card, cell phone, wallet, and/or your friend from out of town.
- 3 Reason #168 not to be That Guy: making bail isn't as fun as making out.
- 4 You might be That Guy if the circle of spectators around you has dwindled to just the police.
5. Reason # 826 not to be That Guy: Your boss doesn't want to see you at his door at 3 in the morning.

11. Please circle the two jokes, messages, or taglines below that you like the best, if any: *Please circle no more than two.*

**Concept: Doing things that have a negative impact on your relationship with friends because of your repeated negative behavior:**

- 1 Reason #85 not to be That Guy: your friends get tired of babysitting you and ditch you in the bar.
- 2 Reason #999 not to be That Guy: your friends don't invite you to go out drinking with them.
- 3 Reason #458 not to be That Guy: your friends pretend not to know you.
4. Reason # 59 not to be That Guy: The nicknames.

12. Please circle the two jokes, messages, or taglines below that you like the best, if any: *Please circle no more than two.*

**Concept: Suffering social consequences from becoming known as That Guy and suffering a hit to your reputation that sticks with you:**

- 1 Reason #409 not to be That Guy: no one is laughing with you.
- 2 Reason #887 not to be That Guy: your friends feel sorry for you and make you feel like a loser.
- 3 You might be That Guy if your friends put down a plastic sheet before letting you pass out on their sofa/rug.
- 4 You might be That Guy if the first thing you do after a night out is delete the evidence from your friend's digital camera...just in case.
- 5 You might be That Guy if you wake up and apologize to your roommate for forgetting to meet him at the bar...the bar he carried you home from.

13. Please circle the two jokes, messages, or tagline below that you like the best. Please circle no more than two:






**Concept: Reasons to step-in and stop your buddy, if he's about to become That Guy:**


- 1 Your car looks better without puke sprayed across the interior.
- 2 Your chances of hooking up are better when your wingman isn't shouting sexist jokes and sporting a pee stain on his jeans.
- 3 You're tiring of hearing how much he loves you and getting man-hugs in public.
- 4 He's about to pick a fight with some hard core "ultimate fighting" dudes by shouting "Me and my friend are gonna kick your asses."
- 5 He wasn't the one you were hoping to carry off to bed.
- 6 You ran out of clean shirts that don't already have his blood or puke stains on them.
- 7 He still hasn't paid you back from the last time you posted his bail.
- 8 Your back is starting to hurt from carrying him around, and you don't even get the standard eight bucks an hour for babysitting.






**HANDOUT E**






On a five-point scale, please tell us how much you like each of the following cartoons about *That Guy*. (Please circle one response for each type of advertisement concepts shown below.):

<b>CARTOON</b>	<b>Like a lot, "5"</b>	<b>"4"</b>	<b>Neither like nor dislike, "3"</b>	<b>"2"</b>	<b>Do not like at all, "1"</b>	<b>Not sure</b>
<p><b>Cartoon A – Arrest Guy</b> That Guy.com REASON #622 NOT TO BE THAT GUY:  WAVING GOODBYE</p>	5	4	3	2	1	6
<p><b>Cartoon B – Beer Pong</b> That Guy.com REASON #298 NOT TO BE THAT GUY:  YOU'RE ONLY AMUSING YOURSELF</p>	5	4	3	2	1	6
<p><b>Cartoon C – Boss Guy</b> That Guy.com REASON #826 NOT TO BE THAT GUY:  YOUR BOSS DOESN'T WANT TO SEE YOU AT 3 IN THE MORNING</p>	5	4	3	2	1	6
<p><b>Cartoon D – Cab Guy</b> That Guy.com REASON #556 NOT TO BE THAT GUY:  BEING TAKEN FOR A RIDE</p>	5	4	3	2	1	6

CARTOON	Like a lot, "5"	"4"	Neither like nor dislike, "3"	"2"	Do not like at all, "1"	Not sure
<p><b>Cartoon E – Cart Guy</b> That Guy.com</p>  <p>REASON #209 NOT TO BE THAT GUY: SHOPPING CARTS ARE NOT A GOOD FORM OF TRANSPORTATION</p>	5	4	3	2	1	6
<p><b>Cartoon F – Courage Guy</b> That Guy.com</p>  <p>REASON #999 NOT TO BE THAT GUY: BEER COURAGE</p>	5	4	3	2	1	6
<p><b>Cartoon G – Crotch Guy</b> That Guy.com</p>  <p>REASON #375 NOT TO BE THAT GUY: FAILED PICK-UP LINES</p>	5	4	3	2	1	6
<p><b>Cartoon H – Date Guy</b> That Guy.com</p>  <p>REASON #518 NOT TO BE THAT GUY: NOT GETTING A SECOND DATE</p>	5	4	3	2	1	6
<p><b>Cartoon I – Drama Girl</b> That Guy.com</p>  <p>REASON #585 NOT TO BE THAT GUY: NOBODY LIKES A DRAMA QUEEN</p>	5	4	3	2	1	6

CARTOON	Like a lot, "5"	"4"	Neither like nor dislike, "3"	"2"	Do not like at all, "1"	Not sure
<p><b>Cartoon J – Drop Guy</b> That Guy.com</p>  <p>REASON #771 NOT TO BE THAT GUY: WHERE YOUR FRIENDS DROP YOU OFF</p>	5	4	3	2	1	6
<p><b>Cartoon K – Dumpster Guy</b> That Guy.com</p>  <p>REASON #872 NOT TO BE THAT GUY: GETTING TRASHED STINKS</p>	5	4	3	2	1	6
<p><b>Cartoon L – Error Guy</b> That Guy.com</p>  <p>REASON #360 NOT TO BE THAT GUY: ERRORS IN JUDGMENT</p>	5	4	3	2	1	6
<p><b>Cartoon M – Floor Guy</b> That Guy.com</p>  <p>REASON #467 NOT TO BE THAT GUY: THE WAY THE FLOOR FLIES UP AND HITS YOU IN THE FACE</p>	5	4	3	2	1	6
<p><b>Cartoon N – Karaoke Guy</b> That Guy.com</p>  <p>REASON #186 NOT TO BE THAT GUY: I LIKE BIG BUTTS AND I CANNOT LIE... NO ONE APPRECIATES YOUR KARAOKE WHEN YOU'RE NOT IN A KARAOKE BAR</p>	5	4	3	2	1	6

CARTOON	Like a lot, "5"	"4"	Neither like nor dislike, "3"	"2"	Do not like at all, "1"	Not sure
<p><b>Cartoon O – Legal Guy</b> That Guy.com REASON #852 NOT TO BE THAT GUY:</p>  <p>"I DON'T REMEMBER" IS NOT A LEGAL EXCUSE</p>	5	4	3	2	1	6
<p><b>Cartoon P – Makeover Guy</b> That Guy.com REASON #270 NOT TO BE THAT GUY:</p>  <p>DRUNK MAKEOVERS</p>	5	4	3	2	1	6
<p><b>Cartoon Q – Makeup Guy</b> That Guy.com REASON #138 NOT TO BE THAT GUY:</p>  <p>TEETH LOOK BETTER IN YOUR MOUTH</p>	5	4	3	2	1	6
<p><b>Cartoon R – Pierced Guy</b> That Guy.com REASON #171 NOT TO BE THAT GUY:</p>  <p>WAKING UP WITH MORE THAN JUST A HANGOVER</p>	5	4	3	2	1	6
<p><b>Cartoon S – Random Guy</b> That Guy.com REASON #718 NOT TO BE THAT GUY:</p>  <p>WHAT YOU PICKED UP LAST NIGHT</p>	5	4	3	2	1	6





CARTOON	Like a lot, "5"	"4"	Neither like nor dislike, "3"	"2"	Do not like at all, "1"	Not sure
<p><b>Cartoon T – Spew Guy</b> That Guy.com</p> 	5	4	3	2	1	6
<p><b>Cartoon U – Taste Guy</b> That Guy.com</p> 	5	4	3	2	1	6
<p><b>Cartoon V – Waffle Guy</b> That Guy.com</p> 	5	4	3	2	1	6
<p><b>Cartoon W – Wake Guy</b> That Guy.com</p> 	5	4	3	2	1	6
<p><b>Cartoon X – Wardrobe Girl</b> That Guy.com</p> 	5	4	3	2	1	6

PLEASE DO NOT SIGN YOUR NAME TO THIS.



**HANDOUT F**

On a five-point scale, please rate each image's effectiveness at encouraging you to not be That Guy. (*Please circle one response for each image shown below.*):

POTENTIAL IMAGE FOR ADVERTISEMENT	Very Effective, "5"	"4"	Neither effective nor ineffective, "3"	"2"	Not like at all effective, "1"	Not sure
<p>Image A</p> 	5	4	3	2	1	6
<p>Image B</p>  <p>2</p>	5	4	3	2	1	6
<p>Image C</p> 	5	4	3	2	1	6
<p>Image D</p>  <p>4</p>	5	4	3	2	1	6

PLEASE DO NOT SIGN YOUR NAME TO THIS.

**HANDOUT G**

1. What will get you to think about NOT being “that guy” (the one who drinks excessively and gets out of control)? Please write down (in the space below) what will motivate you to avoid drinking excessive amounts of alcohol, if anything.

2. What news or information sources do you use on a regular basis?

3. How do you learn or see or hear about events on your installation?

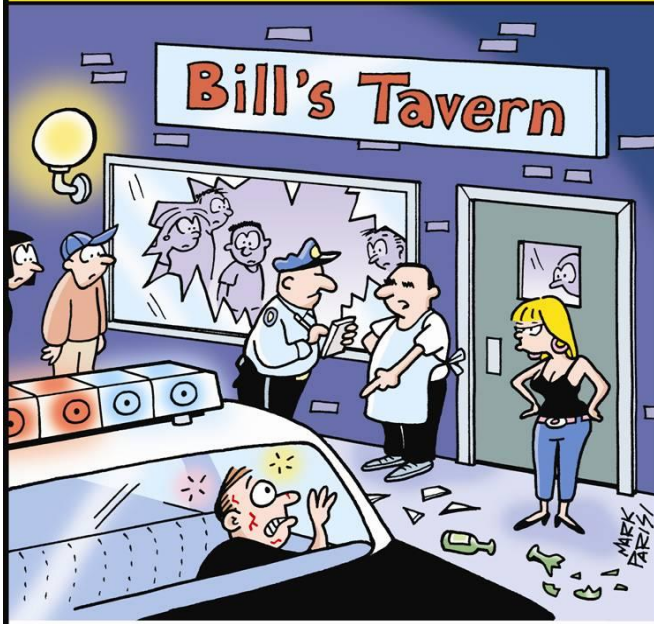
PLEASE DO NOT SIGN YOUR NAME TO THIS.

CARTOONS

Cartoon A - Arrest Guy

That Guy.com

REASON #622 NOT TO BE THAT GUY:



WAVING GOODBYE

Cartoon B - Beer Pong

That Guy.com

REASON #298 NOT TO BE THAT GUY:



YOU'RE ONLY AMUSING YOURSELF

Cartoon C - Boss Guy

That Guy.com

**REASON #826 NOT TO BE THAT GUY:**



YOUR BOSS DOESN'T WANT TO SEE YOU AT 3 IN THE MORNING

Cartoon D - Cab Guy

That Guy.com

**REASON #556 NOT TO BE THAT GUY:**



BEING TAKEN FOR A RIDE

Cartoon E - Cart Guy

That Guy.com

REASON #209 NOT TO BE THAT GUY:



SHOPPING CARTS ARE NOT A GOOD FORM OF TRANSPORTATION

Cartoon F - Courage Guy

That Guy.com

REASON #994 NOT TO BE THAT GUY:



BEER COURAGE

Cartoon G - Crotch Guy

That Guy.com

REASON #375 NOT TO BE THAT GUY:

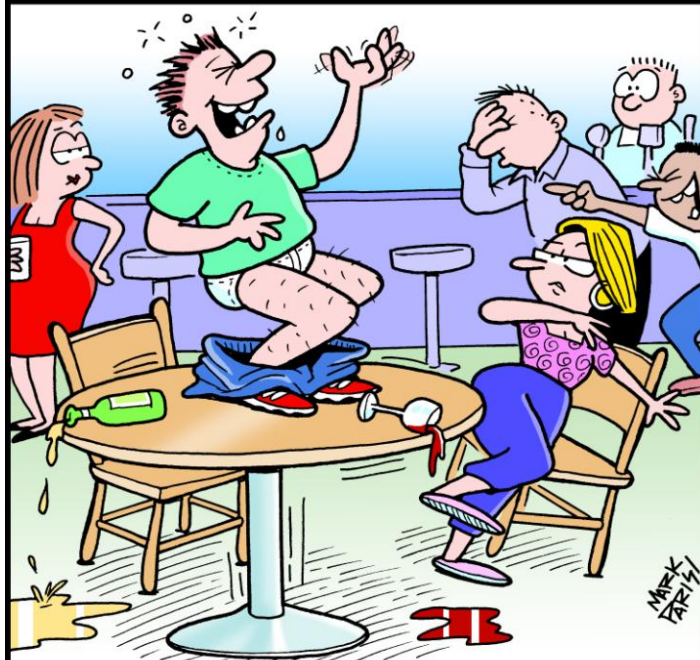


FAILED PICK-UP LINES

Cartoon H - Date Guy

That Guy.com

REASON #518 NOT TO BE THAT GUY:



NOT GETTING A SECOND DATE

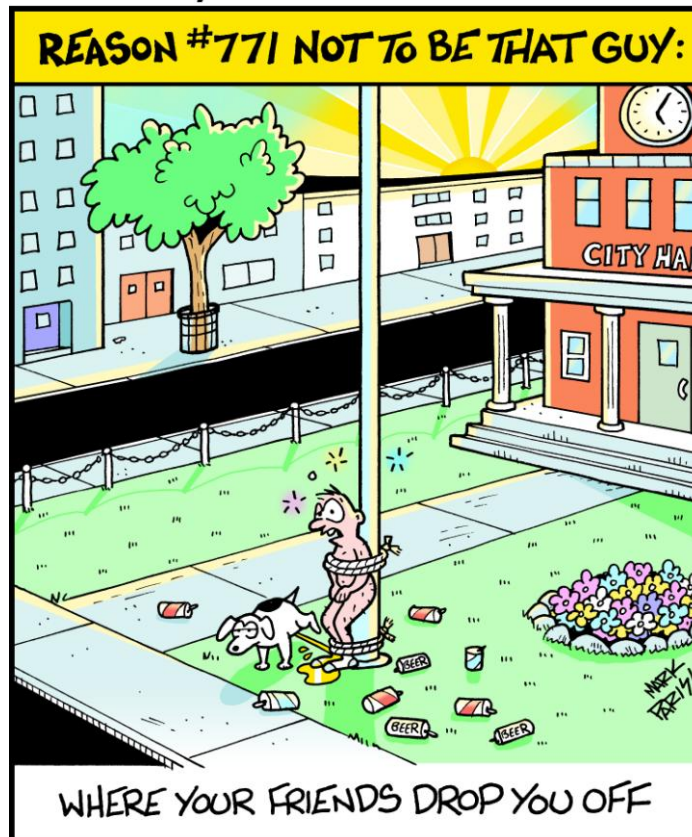
Cartoon I - Drama Girl

That Guy.com



Cartoon J - Drop Guy

That Guy.com



Cartoon K - Dumpster Guy

That Guy.com

REASON #872 NOT TO BE THAT GUY:



Cartoon L - Error Guy

That Guy.com

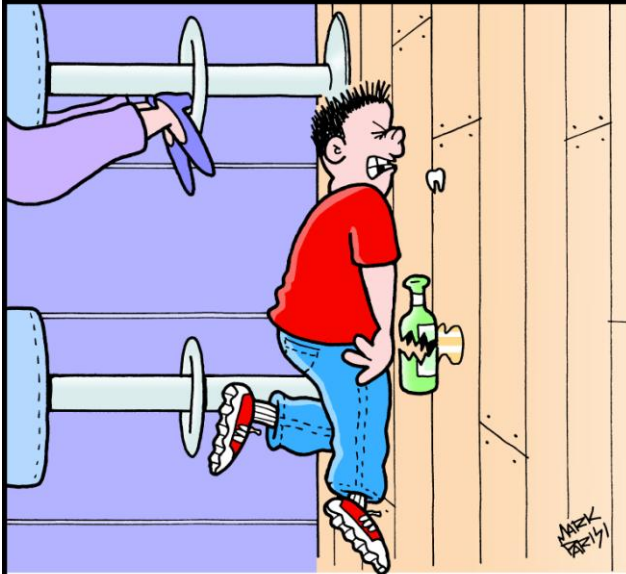
REASON #360 NOT TO BE THAT GUY:





Cartoon M – Floor Guy  
That Guy.com

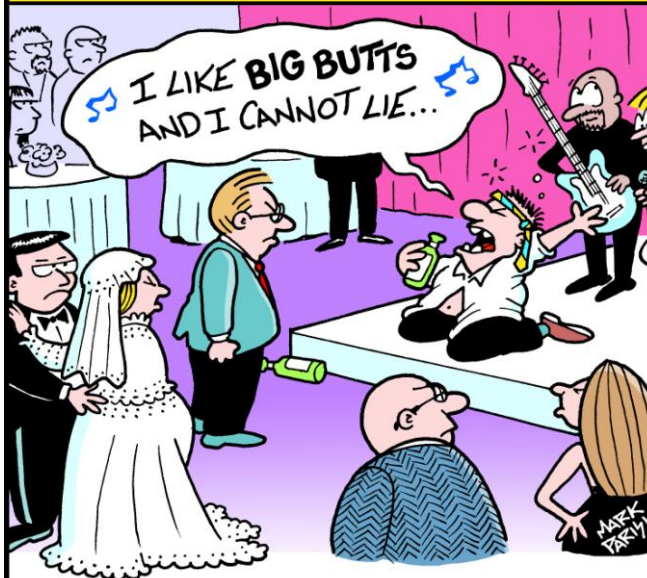
**REASON #467 NOT TO BE THAT GUY:**



THE WAY THE FLOOR FLIES UP  
AND HITS YOU IN THE FACE

Cartoon N – Karaoke Guy  
That Guy.com

**REASON #186 NOT TO BE THAT GUY:**



NO ONE APPRECIATES YOUR KARAOKE  
WHEN YOU'RE NOT IN A KARAOKE BAR

Cartoon O - Legal Guy

That Guy.com

REASON #852 NOT TO BE THAT GUY:



"I DON'T REMEMBER" IS NOT  
A LEGAL EXCUSE

Cartoon P - Makeover Guy

That Guy.com

REASON #270 NOT TO BE THAT GUY:



DRUNK MAKEOVERS

Cartoon Q - Makeup Guy  
That Guy.com

REASON #138 NOT TO BE THAT GUY:



TEETH LOOK BETTER IN YOUR MOUTH

Cartoon R - Pierced Guy  
That Guy.com

REASON #171 NOT TO BE THAT GUY:



WAKING UP WITH MORE THAN JUST A HANGOVER

Cartoon S - Random Guy

That Guy.com

REASON #718 NOT TO BE THAT GUY:



WHAT YOU PICKED UP LAST NIGHT

Cartoon T - Spew Guy

That Guy.com

REASON #942 NOT TO BE THAT GUY:



THERE HE GOES AGAIN...THE SPEWMASTER!

THE VOMINATOR!

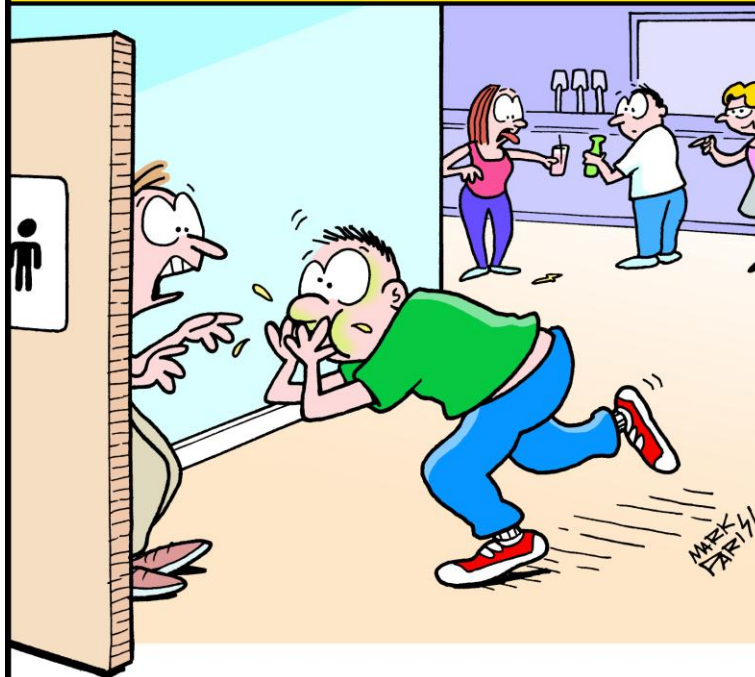
SIR BARFS-A-LOT!

THE NICKNAMES

Cartoon U - Taste Guy

That Guy.com

REASON #312 NOT TO BE THAT GUY:



TASTING YOUR MEALS  
ONCE IS ENOUGH

Cartoon V - Waffle Guy

That Guy.com

REASON #742 NOT TO BE THAT GUY:



GETTING LEFT BEHIND

Cartoon W - Wake Guy

That Guy.com

REASON #696 NOT TO BE THAT GUY:



YOU NEVER KNOW WHAT YOU'LL WAKE UP TO

Cartoon X - Wardrobe Girl

That Guy.com

REASON #921 NOT TO BE THAT ~~GUY~~:

GIRL



WARDROBE MALFUNCTIONS