

CASE STUDY: AMERICAN HEART ASSOCIATION

No more sugarcoating.

Sugary drinks are the largest source of added sugar in the American diet, and medical studies link them to chronic diseases like diabetes and heart disease. Research shows that taxes on sugary beverages in other jurisdictions have led to a reduction in the number of sugary beverages people consume. The American Heart Association seized an opportunity to reduce the amount of sugar in our diets when the Cook County Board President proposed a tax on sugary beverages.

Our Solution

Residents in Cook County's most vulnerable communities experience high rates of chronic diseases that The American Heart Association links to overconsumption of sugary drinks. So, the AHA called on Grisko just weeks before the vote to create a persuasive campaign that would build support for the Cook County proposal.

Grisko developed a message-driven campaign to communicate AHA's position on the benefits of a sugary beverage tax, to encourage Cook County commissioners to rise above the deep pockets of the beverage industry and garner support for the tax among their constituents. We also crafted a holistic communications strategy, including a targeted multi-channel media plan, public relations strategy, social media editorial calendar and informative landing page to reach the right audiences with the right message at the right time.

The Impact

Our persuasive marketing campaign helped compel county commissioners to vote favorably. It also motivated the beverage industry to fight back hard, and the tax was eventually repealed — but not before we got its attention.

