

CASE STUDY

AUSTIN PUBLIC HEALTH

## OBJECTIVE

Raise awareness among low-income African Americans and Hispanics about the dangers of consuming sugar-sweetened beverages (SSBs).

## STRATEGY

Created a bilingual quiz testing participant knowledge about SSBs. Promoted the quiz through targeted Facebook and programmatic display ads along with radio endorsements.

## THE RESULT

180

registrations

**WATERLOO**  
MEDIA  
AUSTIN, TEXAS

CREATIVE

AUSTIN PUBLIC HEALTH



**YOU WOULDN'T FEED YOUR  
KIDS 16 PACKETS OF SUGAR.  
WHY LET THEM DRINK IT?**



Developed by the Bexar Healthy Beverage Coalition, San Antonio, TX



**¿ALIMENTARÍAS A TUS HIJOS  
CON 16 PAQUETES DE AZÚCAR?  
ENTONCES ¿POR QUÉ LOS  
DEJARÍAS BEBERLA?**



Desarrollado por el Bexar Healthy Beverage Coalition, San Antonio, TX