

# The Secret Ingredient Campaign Strategy Guide

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# Introduction

This document is a strategy guide for The Secret Ingredient campaign. It includes a range of tools to implement the campaign and links to campaign materials.

## Step 1: Read the Campaign Overview

The first section describes the campaign concept.

## Step 2: Make a Rollout Plan

The second section suggests tactics to implement the campaign.

## Step 3: Launch your campaign

The Campaign Materials section has files that are ready to publish.

# Campaign Overview

## Background

In 2022, the country was in the midst of an infant feeding crisis. A national formula shortage, combined with recalls to leading formulas in the U.S., created a dire situation for women, infants, and children nationwide. Because WIC recipients purchase around 50% of the formula in the U.S., the National WIC Association (NWA) and WIC were—and still are—well-positioned to be experts and educators. With funding from the Robert Wood Johnson Foundation, NWA and WIC can begin to shift the narrative from what not to do to what to do regarding infant feeding practices.

## Campaign Concept

Feeding infants can be hard. Every situation is unique, and there's so much advice everywhere—and from everyone—that caregivers can be overwhelmed with trying to make the right choice. The Secret Ingredient is an educational and creative campaign for both public audiences and NWA members and stakeholders. The campaign assures caregivers that the only "secret" to successful infant feeding is getting the education and support they need. When caregivers are informed about infant feeding—whether with human milk or with formula—they can be successful no matter what they choose and be better prepared for crises.

The Secret Ingredient campaign uplifts the experiences of a diverse range of real parents and children. This hyper-individualized approach:

- Recognizes and explicitly addresses challenges,
- Builds trust through honesty and transparency,
- Amplifies how unique each caregiving experience is,
- Fights stigma by showing private experiences in a public space,
- and elicits an emotional response in viewers, which we hope will build confidence and create opportunities for engagement with WIC professionals and programs.

# Messaging

The Secret Ingredient campaign is all about sharing the real experiences of caregivers and empowering all caregivers to be better informed about infant feeding.

## Stories

The campaign stories describe caregiving experiences with authenticity. They describe moments of ease and moments of struggle in caregiving and strike a balance between unique, specific descriptions and universal themes.

## Tagline

The secret ingredient is you.

The campaign tagline is an empowering message: that caregivers themselves are the secret to successful infant feeding.

## Call-to-Action

It's normal to have questions about infant feeding. WIC can help you find the answers.

The campaign's call-to-action directs audiences to WIC for help with their questions or concerns about feeding their infant. It uses language that connects the campaign tagline—the secret ingredient is you—to the campaign goal: better informed caregivers.

# Visuals

Real caregiving situations are depicted in The Secret Ingredient campaign. Participants were filmed in their real environments in communities across the United States and their real names are attributed to their quotes in campaign materials. While it's impossible to represent every experience, the campaign is relatable because its authentic stories go deeper than visual representation.

## Fonts and Colors

Fonts for the campaign include P22 Mackinac Pro and Soleil. These fonts are available for purchase from the type foundries and are included in Adobe Creative Cloud subscriptions. The campaign color palette features WIC Violet and WIC Light Violet, as well as a White Violet color custom to the campaign.

Late nights. Early mornings.  
Pouting lips. Soft voices. Big  
joys. In every single moment,  
the secret ingredient is *you*.

STORY  
P22 Mackinac Pro Medium  
Size: Largest in design  
Leading: 1.2x font size

It's normal to have questions about infant feeding.  
WIC can help you find the answers. [SignUpWIC.com](http://SignUpWIC.com)

CALL TO ACTION  
Soleil Bold  
Size: .5x story font size  
Leading: 1.2x font size

### WIC VIOLET

CMYK: 100/100/0/0  
RGB: 46/49/146  
HEX: #2D3091  
PMS: 2105C

### WIC LIGHT VIOLET

CMYK: 68/78/0/0  
RGB: 108/84/163  
HEX: #6B53A2  
PMS: 266C

### WHITE VIOLET

CMYK: 0/2/0/0  
RGB: 254/250/255  
HEX: #FEFAFF  
PMS: 2085C at 10%

# Campaign Rollout Plan

The goal of The Secret Ingredient campaign is to empower caregivers to be better informed about infant feeding. The tactics suggested below fight isolation and crisis of confidence by cultivating community and providing opportunities for education.

## Social Media

The secret ingredient is community connection.

Social media allows people to connect with each other no matter where they are in the world or how different their everyday lives may be. The shared experience of caring for a child unifies people and reaching them on social media platforms offers another opportunity to connect with current and future WIC families.

Partners can provide consistent encouragement and support by sharing the social media graphics provided in the toolkit.

### Sample Social Post Copy

Breastmilk is a full source of nutrients for an infant and changes its composition to adapt to nutritional needs as babies grow and develop.

Receiving breastfeeding support from WIC can help families achieve their breastfeeding goals.

WIC is here to help: <https://www.signupwic.com/>

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It's normal to have questions about infant feeding. WIC can help you find the answers.

Learn more: <https://www.signupwic.com/>

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Engaging with WIC breastfeeding support improves breastfeeding outcomes.

WIC is here to support you and your family.

<https://www.signupwic.com/>

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When life is changing, the secret ingredient is you.

WIC has the resources to help you be the parent you want to be.

Learn more: <https://www.signupwic.com/>

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Formula feeding and breastfeeding do not have to be exclusive. WIC has resources to help you navigate combo-feeding.

<https://www.signupwic.com/>

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Breastfeeding is a learning process.

Don't be discouraged.

WIC can provide resources and support to help you achieve your breastfeeding goals.

<https://www.signupwic.com/>

## Earned Media

Social media has changed the world, but traditional media is still the shortest route to get the most attention for our cause. In order for The Secret Ingredient Campaign to fully succeed, it's critical that your organization is able to gain the media's attention. To have a high-performing, integrated communications plan, we have to not only know when and how we're implementing and executing our campaign materials, we also need the media in our coverage area to help tell the campaign's story and, in doing so, improve the campaign's overall reach.

Remember—a campaign's success is measured by the number of heads we turn, by the number of people we engage with, and by the number of conversations we start. We can't do this work without the media's help.



## Tips for Getting the Coverage You Need

Simply launching a new awareness campaign isn't enough to make it deserving of press coverage. To convince a reporter to want to cover your campaign activities, you must be able to prove to them why it is so important that they and their readers pay attention to the work you are doing right now. There needs to be a level of immediacy when it comes to turning heads.

If you want your campaign to be considered for coverage, you need to not only be able to explain why your campaign is newsworthy, you need to be able to point the press to an opportunity for coverage.

That can happen two ways. It can come in bigger, event-focused forms—for example, holding an event offers a prime opportunity to gain media attention. Or it can come in more small, personal forms—like offering a personal narrative story or an op-ed or a feature story.

Before you start reaching out to media outlets in your coverage area, make sure you've done your research. Here are some questions to consider:

What news organizations do you already have relationships with?

In what news outlets will your story have the most relevance?

Who seems to have the most respect/following in the community?

Who has covered similar stories in the past?

Who will do the best job of telling your organization's story?

When planning your pitch, be mindful of dates. Is the campaign falling around a major holiday? Is there an election going on? Be aware as to what's happening in the general news cycle. If you try to pitch your story three days before the Fourth of July, chances are reporters are going to be way too busy for your pitch to really catch their attention.

Don't call at an obviously busy time. Mondays are typically slow news days, as editors are coming back from the weekend. Call on a Monday morning and pitch your story. If it isn't around a busy time, the editor/reporter will be thankful you did.

Remember to always follow-up. Calling a reporter or editor once is not enough, and it's not enough to just send one email. Reporters are busy people. Try to remind them

that you're there and the time for them to pay attention to The Secret Ingredient Campaign is now.

## Sample Press Release

Unless it really is breaking news, you'll most likely want to send a press release along with a personal note—after you've called. Most of the time, your press release should be something you come up with to promote a specific event or action that your organization is taking.

If you're planning a campaign-themed fundraiser or community event, that's a good reason to send along a press release. If you have recently achieved something newsworthy, like serving some milestone number of families, that may be a good reason, too. Just think about the kinds of things you see in the newspaper, and try to imagine what readers will think of as "news."

Use the template to promote an event or edit it to make a press release about your own newsworthy happenings.

## Print Materials

A simple way to share The Secret Ingredient campaign is through **print materials**. The campaign's call to action is relevant not just in recruiting new WIC participants, but in forging deeper connections with existing WIC participants. The posters and postcards available in this toolkit are an excellent outreach tool for both audiences. These materials can be displayed in WIC offices or placed strategically in locations relevant to WIC-eligible audiences, like doctors offices, grocery stores, and daycare centers.

## Events

The secret ingredient is community connection. The experience of caregiving unifies people who may otherwise have nothing in common. The rollout of this campaign is based upon the shared experience of caring for a child and it positions WIC and its partners to host listening sessions or events to encourage storytelling and learn firsthand from one another.

## The Secret Ingredient Video Premiere Event

Create community among caregivers while celebrating the launch of NWA's newest campaign! Host a watch party for the short videos that accompany The Secret Ingredient campaign and follow it up with a panel discussion and Q+A composed of parents, WIC providers and infant feeding professionals.

A special event allows your organization to continue to provide support for those who are already aware of the benefits NWA provides caregivers, and introduce the programs to others who could benefit from these services. Inviting other relevant community partners to participate or host an information table may also widen your reach, and therefore pull in new participants. For many caregivers, getting a night out of the house can be difficult—consider adding a virtual element to your event by offering a Facebook Live watch party. More viewers will be able to access the information shared during the live event, and it can be archived and shared to your Facebook page for future views. Having a dedicated staff person to monitor the Facebook Live chat may be a good idea. The staffer can encourage virtual viewers to leave questions for the panel, share informative links and guide viewers to sign up for future events and how to sign up for WIC benefits themselves.

## The Secret Ingredient Speaker Series

Hosting a recurring speaker series is another way to cultivate community among caregivers. Instead of hosting one event as a video premiere, it's possible to spread that information out over a season of evening gatherings or lunch-and-learns. Each event could kick off with one or all of The Secret Ingredient videos, followed by a presentation from an infant feeding professional. These events can be co-produced with other community partners and service providers, widening the reach of participants. Offering to provide free childcare for these events may be helpful in building attendance within the intended audience.

# Timeline

NWA recognizes that all of our service providers and partners are different—so it makes sense that your timeline for launching the Secret Ingredient campaign would be, too!

While the exact details of how and when your organization launches the campaign are up to you, we'd recommend the following:

- Sharing the campaign during the first six months of 2023
- Strategically rolling out the campaign to select audiences during the month of April (National Child Abuse Prevention Month) when many child advocacy groups are sharing content related to healthy life practices for families and children, and/or leading up to Mother's Day on May 14th

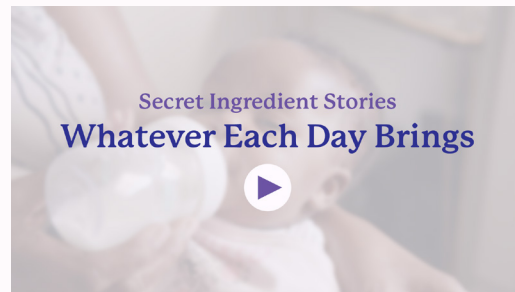
# Campaign Materials

The campaign materials in this toolkit—videos, social media content, posters, and postcards—are ready to be published. They are available in the following languages: English, Spanish (Latin American), Chinese (Mandarin, simplified characters), Arabic, and Creole (Haitian). Print materials are provided both with WIC branding and without WIC branding.

## Blog Posts

Also included in the toolkit are five blog posts. These blog posts can serve as a way to introduce the campaign, demonstrate how to use the toolkit, and give each campaign video a platform for convenient viewing. They will be published on the NWA website, but you are also welcome to share them from your own website or social media platforms.

## Videos



## Video Files

The campaign includes ProRes and MOV video files. When deciding whether to use ProRes or MOV, there are several factors to consider. If you are displaying videos on a large screen, ProRes is the ideal format to use. MOV files are much smaller and can be easily shared and played back on a wide range of devices. MOV is the most suitable format for sharing videos online and on social media platforms.

# Social Media Graphics

## Square Graphics for Posts



Late nights. Early mornings. Pouting lips. Soft voices. Big joys. In every single moment, the secret ingredient is you.



Bedtime stories. Morning kisses. Salty tears. Gentle squeezes. Sighs of relief. Through every challenge, the secret ingredient is you.



Frequent waking. Quiet sleep. Tired smiles. Soothing snuggles. Precious moments. Whatever parenting looks like, the secret ingredient is you.



3am feedings. 6pm meltdowns. Silly faces. Tummy time. Small wins. Through all the ups and downs, the secret ingredient is you.



Overworked. Underslept. Morning coos. Tired eyes. New routines. When life is changing, the secret ingredient is you.



Messy hands. Warm baths. Long nights. Dimpled grins. Proud moments. Whatever each day brings, the secret ingredient is you.



Hurried mornings. Late starts. Gentle rocking. Sleepless nights. Milestones met. In each new experience, the secret ingredient is you.

**“Ask. Research. You’re your own best teacher.”**

—Eloisa  
WIC Participant

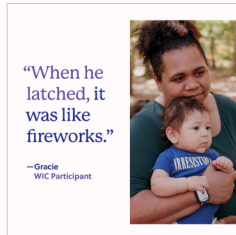


“One of the biggest challenges for me to overcome was asking for help.”

—Dallie  
WIC Participant

“It’s okay to feel and be a mess. You can ask for help. There are people there who can help you.”

—Dallie  
WIC Participant



“When he latched, it was like fireworks.”

—Grace  
WIC Participant



“Without that close relationship with WIC, I wouldn’t be able to breastfeed.”

—Asa  
WIC Participant

“A lot of people, they’ll tell me I did something wrong for not breastfeeding, but WIC did not do that to me.”

—Rachael  
WIC Participant

Breastmilk is a full source of nutrients for an infant and changes its composition to adapt to nutritional needs as babies grow and develop.

Receiving breastfeeding support from WIC can help families achieve their breastfeeding goals.

Getting a comfortable and effective latch can be difficult, but seeking support early and often will help.

WIC has certified lactation consultants and breastfeeding peer counselors across the country.

Specialized infant formulas are available for preterm infants or those with specific health concerns.

WIC can work with you to obtain the formula that you need.

Formula feeding and breastfeeding do not have to be exclusive. A mixed feeding plan can be implemented.

WIC has resources to help you navigate combo-feeding.

Engaging with WIC breastfeeding support improves breastfeeding outcomes.

WIC has resources to help you navigate breastfeeding.

Breastfeeding is a learning process for you and your baby.


WIC can provide resources and support.

It’s normal to have questions about infant feeding.

WIC can help you find the answers.


## Facebook Cover Graphics

Late nights. Early mornings. Pouting lips. Soft voices. Big joys. In every single moment, the secret ingredient is *you*.




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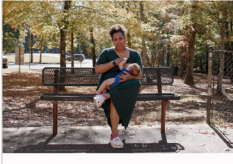


# Stories and Reels Graphics

## Static

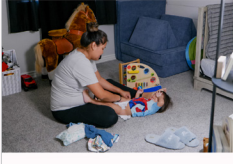
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It's normal to have questions about infant feeding. WIC can help you find the answers.




Bedtime stories. Morning kisses. Salty tears. Gentle squeezes. Sighs of relief. Through every challenge, the secret ingredient is *you*.

It's normal to have questions about infant feeding. WIC can help you find the answers.




Hurried mornings. Late starts. Gentle rocking. Sleepless nights. Milestones met. In each new experience, the secret ingredient is *you*.

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## Animated



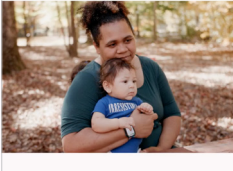

Bedtime stories. Morning kisses. Salty tears. Gentle squeezes. Sighs of relief. Through every challenge, the secret ingredient is *you*.

It's normal to have questions about infant feeding. WIC can help you find the answers. SignUpWIC.com

Overworked. Underslept. Morning coos. Tired eyes. New routines. When life is changing, the secret ingredient is *you*.



Late nights. Early mornings. Pouting lips. Soft voices. Big joys. In every single moment, the secret ingredient is *you*.





Messy hands. Warm baths. Long nights. Dimpled grins. Proud moments. Whatever each day brings, the secret ingredient is *you*.

It's normal to have questions about infant feeding. WIC can help you find the answers. SignUpWIC.com



# 11x17 Poster Series

Posters are 11-inches wide by 17-inches tall and include a .125" bleed on all sides. Suggested paper for printing is 100-pound glossy text-weight.





Late nights. Early mornings. Pouting lips. Soft voices. Big joys. In every single moment, the secret ingredient is *you*.

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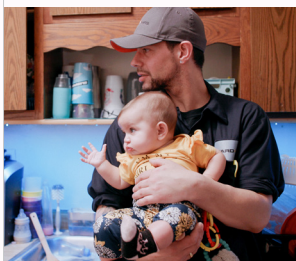
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It's normal to have questions about infant feeding. WIC can help you find the answers. Sign up! WIC.com




Messy hands. Warm baths. Long nights. Dimpled grins. Proud moments. Whatever each day brings, the secret ingredient is *you*.

It's normal to have questions about infant feeding. WIC can help you find the answers. Sign up! WIC.com



Hurried mornings. Late starts. Gentle rocking. Sleepless nights. Constant growth. In each new experience, the secret ingredient is *you*.

It's normal to have questions about infant feeding. WIC can help you find the answers. Sign up! WIC.com



# Postcard Series

Postcards are 6-inches wide by 4-inches tall and include a .125" bleed on all sides. Suggested paper for printing is 14-point cardstock, glossy coating only on side with graphics.

Late nights. Early mornings. Pouting lips. Soft voices. Big joys. In every single moment, the secret ingredient is *you*.

It's normal to have questions about infant feeding. WIC can help you find the answers.



SignUpWIC.com



Bedtime stories. Morning kisses. Salty tears. Gentle squeezes. Signs of relief. Through every challenge, the secret ingredient is *you*.

It's normal to have questions about infant feeding. WIC can help you find the answers.



SignUpWIC.com



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