

# People and Society Case Study

SUBSTANCE AWARENESS COALITION

## CONTEXT



### CAMPAIGN LENGTH

Four months



### GEOGRAPHY

Southwest U.S.



### INVESTMENT

\$160,000



### SOLUTIONS

Programmatic Display,  
Programmatic Video,  
Facebook

## CAMPAIGN FOCUS

This campaign focused on raising awareness of youth drug abuse among parents through cost-effective strategies that ensured consistent visibility online. Developing empathetic and impactful messaging was essential, and we consistently refined our targeting to enhance performance and broaden our reach.

## OBJECTIVE

This public education campaign focused on increasing the awareness of the harms of counterfeit pills laced with fentanyl and methamphetamine to prevent youth substance abuse.

Our team was able to support the association partner create a comprehensive and targeted, digital marketing approach for this state initiative.

## RESULTS

1.32%

Facebook  
click-through  
rate

113k

Clicks

81%

Programmatic  
Video completion  
rate

## WHY US

We specialize in closing large opportunities for our media clients by providing white-glove sales research, Strategic recommendations, and support.

Our team provided immense value in the pre-sales process by enabling the client to reach granular audiences, ensuring precision targeting that maximized ROI. Our constant campaign optimization, ensured every aspect was fine-tuned for success. Through detailed insight, reporting metrics, and monthly reporting calls, complemented our digital platforms and transparent reporting, securing the association's confidence in this campaign's success.

