



CASE STUDY



DIGITAL

OUTDOOR



OUTDOOR





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THE CHALLENGE

While not yet as devastating as on the East Coast and in Appalachia, the opioid epidemic has hit the state of Montana. Opioid overdoses have spiked, as prescription opioids, heroin and even fentanyl have become readily available.

Working with our longtime client, the Montana Department of Public Health and Human Services (MT DPHHS), and in line with the Centers for Disease Control (CDC) Data-Driven Prevention Initiative, Asher was brought in to create the state's first opioids awareness campaign. The goals included: to educate the public, increase awareness of the opioid issue and fight the major stigma associated with the disease of drug addiction.

COMMON SENSE APPROACH

Asher's public health team worked with MT DPHHS, Montana Medical Association, Montana Pharmacy Association Prescription Drug Registry and numerous physicians to develop a focused multimedia "Opioids Awareness" campaign, including:

- (:15) television commercials Statewide broadcast & cable
- (:15) Digital videos Facebook/Instagram, programmatic, SEM & OTT
- Outdoor boards Statewide placement

Creative featured specific at-risk groups – such as pregnant young women and Native Americans – and also highlighted more mainstream demographics affected by opioid addiction, including "soccer moms" and adult males in general. This approach helped to make the point that opioid addiction does not discriminate and draw attention to the other key messages: Addiction is a Disease, Recovery is Possible, and Treatment is Available.

RESULTS

An epidemiological evaluation (March 2019) was completed to assess the impact and success of the "Opioid Awareness" Campaign – and the findings were very impressive. Results included:

- Achieved **9.9 MILLION** impressions
- Roughly 50% of those exposed to the campaign **STRONGLY AGREED** that Montana has an opioid problem (compared with only 31% of those not exposed to the campaign)
- **70%** of those who saw the TV commercials remembered details of the ads
- **40%** of those exposed to the social media ads and **32%** of those who saw the TV commercials said the ads **CHANGED THEIR PERCEPTION OF OPIOIDS**

Cumulatively, results suggest the campaign is creating awareness and the potential for prevention in the state. Since the successful launch of the campaign, it has been flighted in both traditional and digital media a number of times – and continues to do very well.

OVER
9,000,000
IMPRESSIONS

