

Trinity Behavioral

Problem

How does a behavioral healthcare company deter teens from substance abuse?

Solution

By posting OOH highlighting the repercussions of opioid use.

Background

The client wanted to create a poignant campaign that would illustrate the emotional aspect of having a loved one addicted to opioids. The biggest challenge the creative team faced was composing a design that appealed to a younger demographic while maintaining a sense of sentiment and urgency.

Objective

This campaign was meant to deter teenagers and young adults from the temptation of trying opioids. In that respect, the company wanted to show the consequences of drug experimentation and use without being overly graphic.

Strategy

The client did not want to use a typical, dreary, black color scheme to illustrate the opioid epidemic. Instead, the client's regular color scheme was used to avoid turning away potential onlookers. The OOH creative would still be provocative and demonstrate the gravity of the situation without adhering to a dark pallet.

Plan Details

Markets: Bennettsville, SC; Marion, SC; Dillon, SC

Flight Dates: June 26, 2017 - September 15, 2017

OOH Formats Used: Posters

Target Audiences: Teenagers, young adults, and parents

Budget: \$2,500

