

OFFICE OF NATIONAL DRUG CONTROL POLICY

Problem

How does a local credit union make a name for itself amidst national competitors?

Solution

Use a mix of out of home formats to establish your brand in the marketplace.

Background

The 2007 fiscal year marked the eighth year of The Office of National Drug Control Policy's (ONDCP) out of home campaign. Previous media plans had targeted both teens and their parents. But in FY 2007, ONDCP wanted to target teens exclusively and communicate their message in "us-to-us" environments.

Objective

- Brand strategy is to target teens 12-17 (with adequate coverage of 17-18 year olds) when they are "in the moment," that ideal time, place, mood and mindset when the message actually hits home.
- Only out of home video formats will be used
- Negotiate program to provide dollar-for-dollar match value for all media contracted due to government requirements

Strategy

The campaign needed to reach teen "in the moment" with venue-based video programs providing the right message via the right medium. The campaign was national in scope with top markets prioritized for maximum reach.

The creative agency contracted the cinema campaign directly but all other venue-based video media were coordinated by the media planning agency with a final contracted plan including screens in arcades, GameStop stores, Foot Locker stores, Champs stores and Foot Action USA stores.

Plan Details

Markets: National

Out of Home Formats Used:

- Arcade indoor video networks
 - January - April, October - November 2007
 - # of venues: 55 in first run, 66 in second run at two :30 spots per hour
- Indoor video networks at sports equipment stores
 - January - February, July - November 2007
 - # of Venues: approximately 6,000
 - Four :30 spots per hour in January, February, and July; two :30 spots per hour

August - November

- Aerial banner at Summer X-Games
 - August 2-5, 2007 in Los Angeles
 - One 30' x 100' Aerial Banner targeting X-Games events, beaches, etc.



Note: The only way that ONCDP can place a program is if the vendor matches the program with added value for the same dollar amount; these flight dates reflect that match.

Results

78.4% of post-wave survey respondents thought sports equipment store video networks were a good place for The Office of National Drug Control Policy to advertise. 63.7% of respondents thought the “Above the Influence” advertising had a positive influence on teens.

Additionally, according to the “Monitoring The Future” report released this year by the government, overall illicit drug use by American teens continued a gradual decline in 2007.

