

Preventive Measures

Background

Preventive Measures is a Core Service Agency that is rooted in serving the community, with most of its Washington DC clientele coming through the Department of Behavioral Health's mental rehabilitative services department and the free-standing mental health clinic. While the organization wanted to expand its impact, it had never targeted individuals in a higher income, self-pay or private pay market.

Objective

Build General Awareness:

Focus on brand awareness primarily with people in the northwest Washington DC area that have a household income of \$75,000.

Strategy

The #itsOK campaign aimed to normalize mental health and therapy in communities of color, or those stereotypically raised to be "strong." They used four images and captions to depict people who looked happy and healthy on the outside, but felt intense pressure to take care of everyone else on the inside -- then displayed them on king-size bus posters and digital liveboards.

Plan Details

Market: Washington DC

Flight Dates: March 2021 - April 2021

OOH Formats: King-Size Bus Posters, Digital Liveboards

Target Audience: \$75K HHI

Budget: \$10,000 and over

Results

The campaign generated significant traffic and duration increases on Preventive Measures' website, which, in addition to increased interest, also showed that they were on the right track in the development of a self-pay mobile app.

