

THE OPIOID CRISIS

presented by:

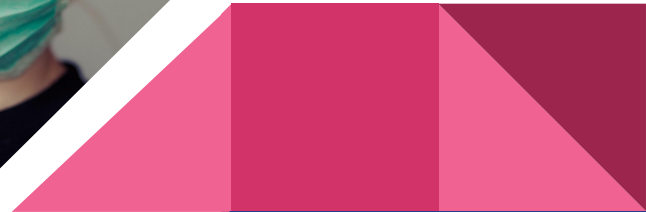
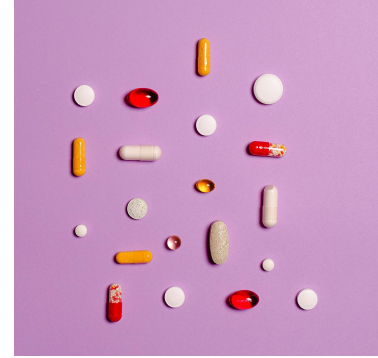
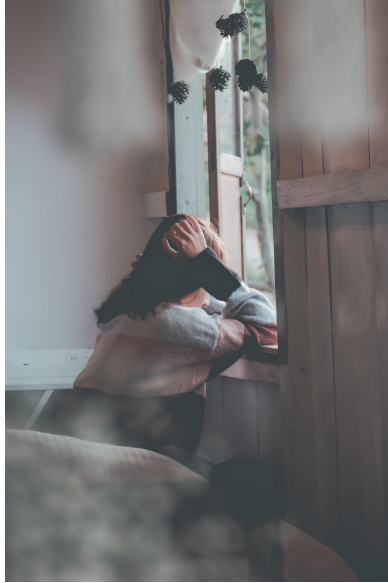


BRIDGE

creative agency



Stay
at
Home



The background is a solid pink color. In the top right corner, there is a decorative arrangement of overlapping triangles in various shades of pink and magenta, creating a geometric pattern.

MEET OUR TEAM



Claudia Lux

Account Executive



Ally Gasser

Account Planner



Camden Leahy

Copywriter



AJ Young
Graphic Designer



Megan Crabb
PR Specialist



Kelsey Wu
Digital Specialist



Hannah Pinson
Media Planner

WE ARE



BRIDGE

creative agency



EXECUTIVE SUMMARY



Our strategy

- Building awareness
- Encouraging education
- Providing resources



TARGET

INSIGHTS

We chose to target

- High school / college aged
- 15-24 year olds
- Missourians
- All races, genders, income levels, etc.
- Rural and Urban





- Didn't recall seeing any opioid campaigns
- Receptive to **social media**
- Want to help
- Lack the knowledge

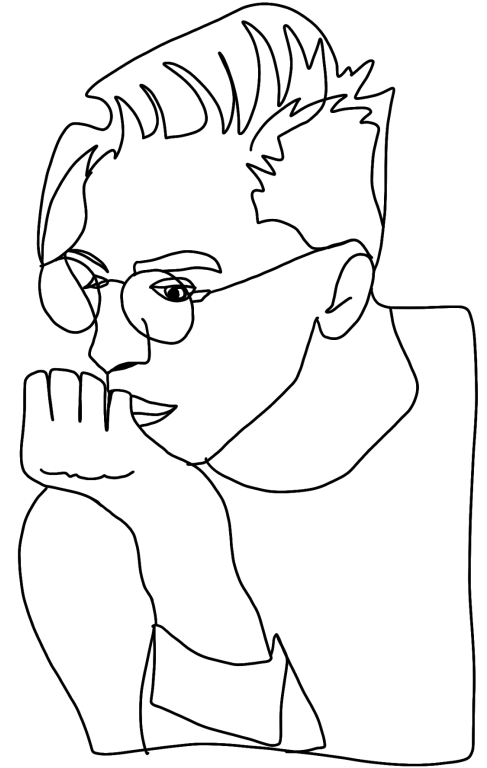
Apprehensive Advocates

"I am itching to get involved in a cause I believe in and ready to make a difference."

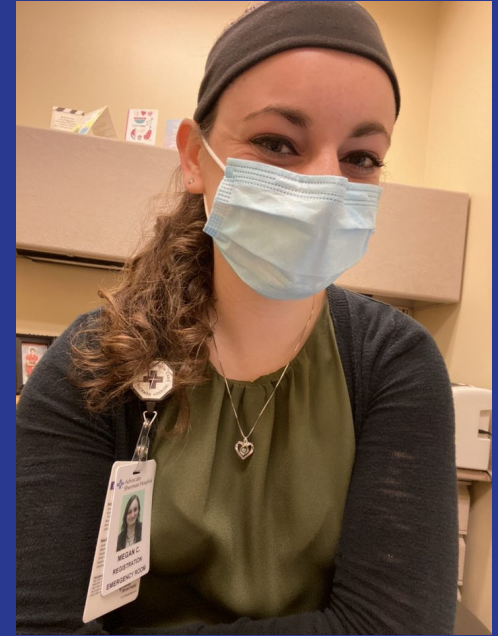
"With something as serious as opioid addiction, I tend to get nervous."

"I would want to help with the opioid crisis if I knew where to start."

"I feel like I don't know enough about opioids, so how am I supposed to support someone going through addiction?"



Our Causes



Acknowledging
the problem and
sympathizing
with the victims

Embrace it too

FACE IT

Identifying as
an **Advocate**
for change and
speaking up

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MEDIA

TACTICS

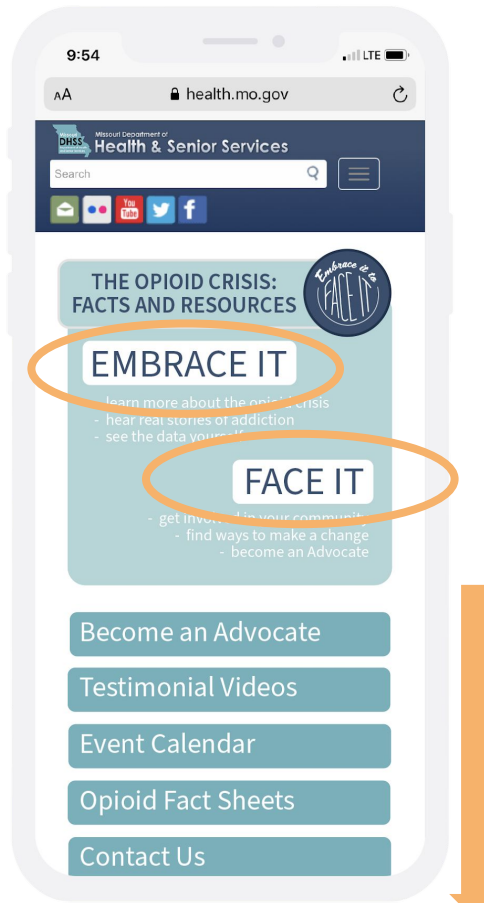


PHASE

1

RENEW





Mobile Website Update

- Add **"Embrace It to Face It"** button w/ link
- Opioid specific landing page
- Accessible educational tools and resources for involvement

Lead Generation Landing Page

Tell us about yourself:

Name

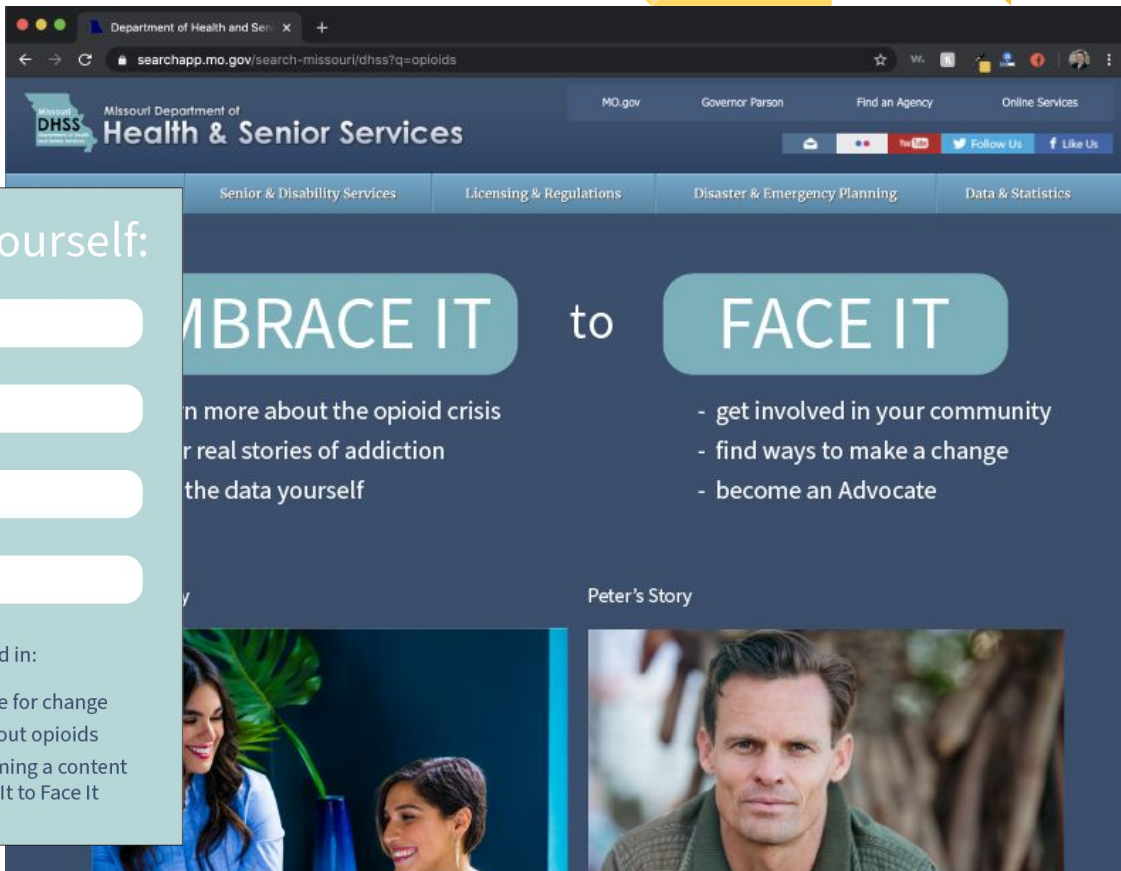
Email

Phone Number

Zip Code

Select any you are interested in:

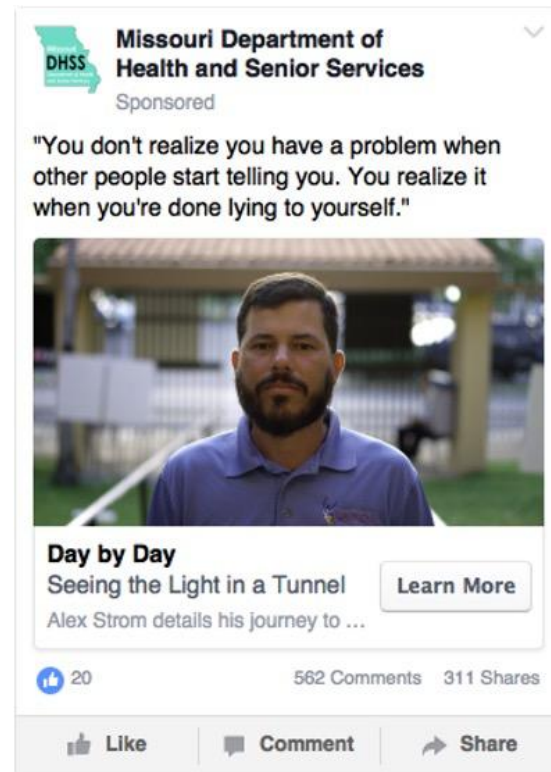
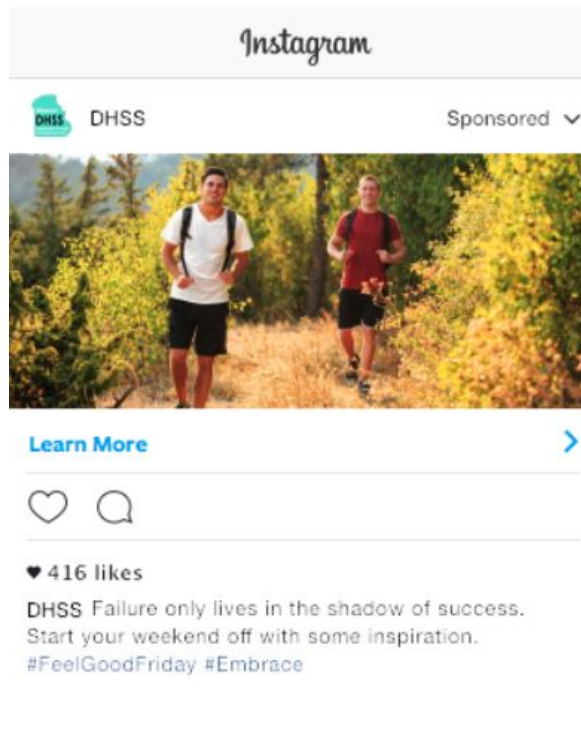
- ☐ I want to be an Advocate for change
- ☐ I want to learn more about opioids
- ☐ I am interested in becoming a content creator for Embrace It to Face It



The background image is a screenshot of a web browser displaying the Missouri Department of Health & Senior Services website. The browser's address bar shows a search for 'opioids' on the state's official portal. The website header includes the department's name and navigation links. A dark blue banner features the text 'EMBRACE IT to FACE IT' in large, white, sans-serif font. Below this, there are two columns of text. The left column discusses the opioid crisis and offers resources like real stories and data. The right column lists three bullet points: 'get involved in your community', 'find ways to make a change', and 'become an Advocate'. At the bottom, there are two photographs: one of two women smiling and another of a man looking directly at the camera. The overall design is clean and professional, with a focus on community engagement and education.

Social Media Revamp

- Blunt and formal tone
↓
engaging and authentic
- Crowdsourced content,
2-way communication,
link resources



A decorative graphic element consisting of a grid of triangles in various shades of blue and white, arranged in a geometric pattern.

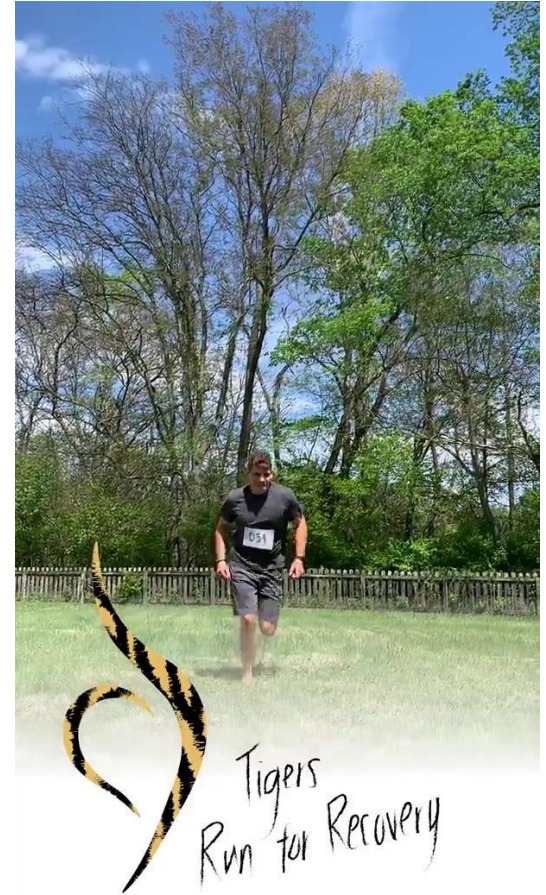
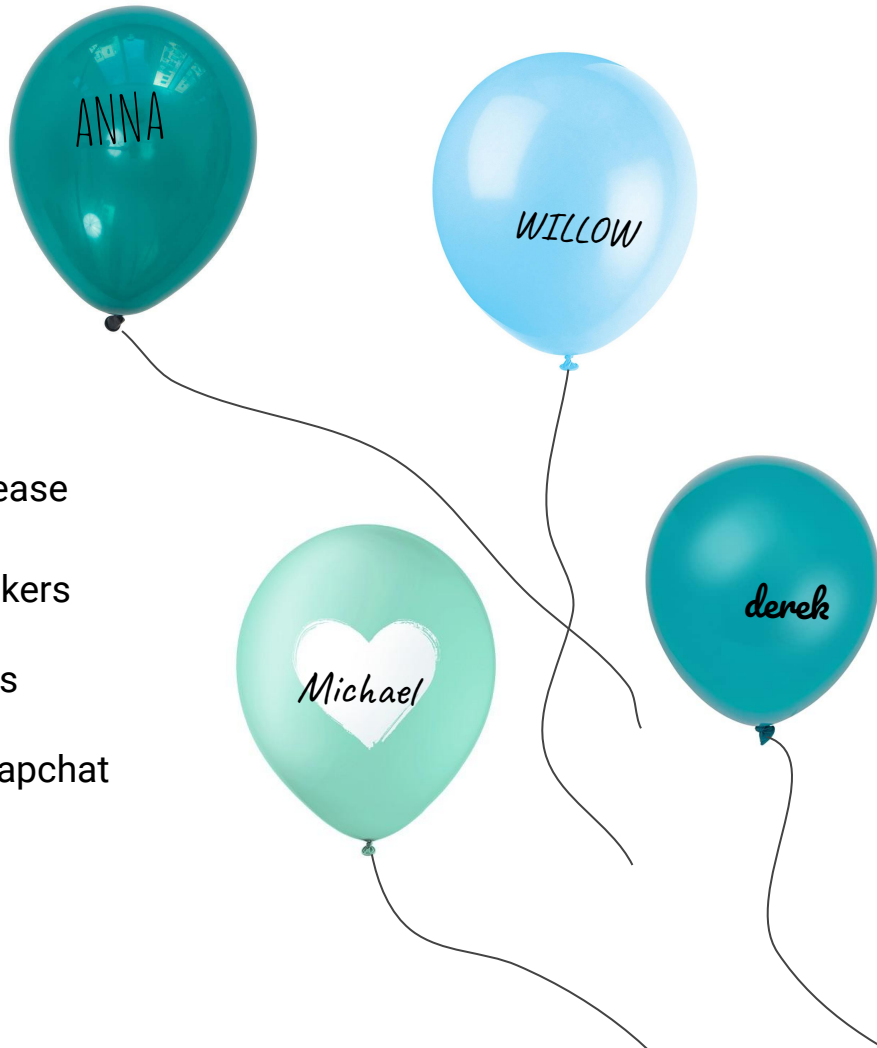
Memorial 5K Run/Walk: Run for Recovery



- Create a **support system**
- Making the opioid crisis **part of the conversation.**



- Balloon release
- Guest speakers
- Food Trucks
- Custom Snapchat filter



Promotional Merchandise



- Branded merch to hand out at events, school programs, etc.
- Identify yourself as an **Advocate**
- **Conversation** starters

Prescription Take-Back Bins

- Our research showed a lack of **awareness** of take-back bins



- Implement more bins at grocery stores, pharmacies, doctor's offices,, etc.
- **Explanations** of how to use and “Embrace It to Face It” logo/DHSS website

Geotargeting

- Advertise **Memorial 5K** and **prescription take-back bin** locations on mobile
- Use relevant **locations** (doctor's offices, hospitals, pharmacies, the location of the 5K, etc.)



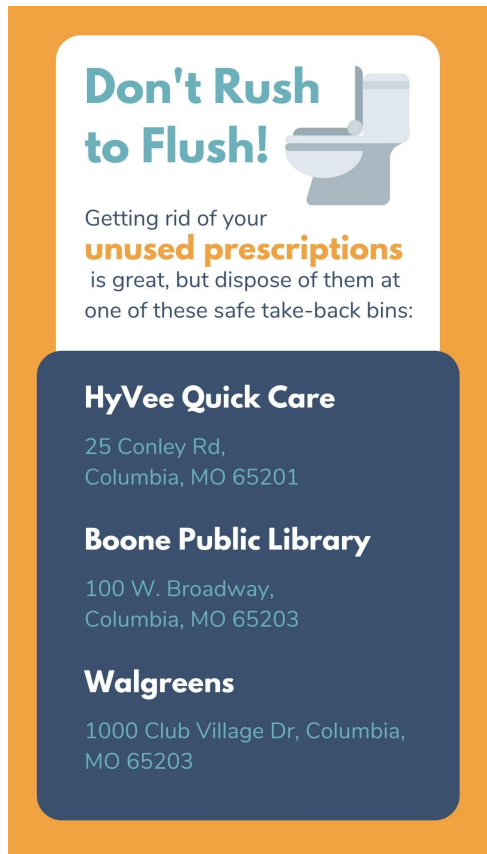
130 people die every day from opioid overdoses

Join the DHSS in supporting those fighting for life at the

Run for Recovery

5K Walk/Run

Register at [DHSS.com/RunForRecovery](https://www.dhss.com/RunForRecovery)



Don't Rush to Flush!

Getting rid of your **unused prescriptions** is great, but dispose of them at one of these safe take-back bins:

HyVee Quick Care
25 Conley Rd,
Columbia, MO 65201

Boone Public Library
100 W. Broadway,
Columbia, MO 65203

Walgreens
1000 Club Village Dr, Columbia,
MO 65203

Audio Ads

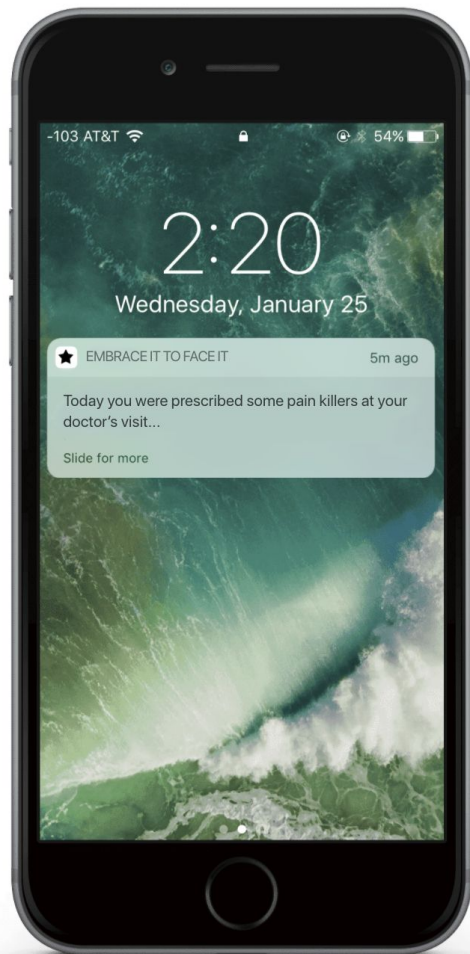
- Place on local radio stations, Pandora, Spotify, and podcasts
- Changing the way we **talk** about opioids and **face** the issue

Example: A New Kind of Conversation



Text Notifications

- **Humanize** opioid addiction
- Experiential, first-person messages
- Combating the **"it doesn't apply to me"** attitude



Today you were prescribed some pain killers at your doctor's visit. Anyone who takes opioids is at risk of developing addiction. Addiction begins with just a pleasurable feeling, but develops into something you can't live without. Respond "Learn More" for the rest of the story.

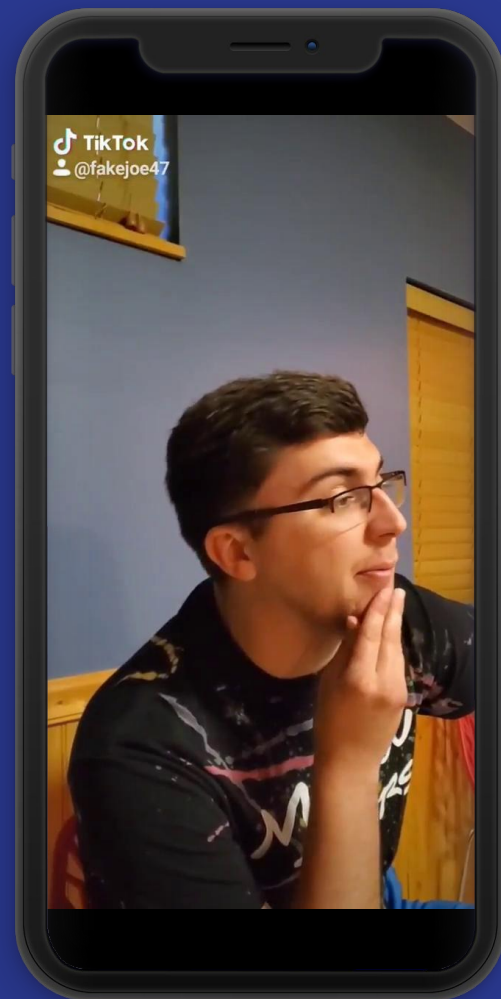
"Learn More"

Opioids trigger the release of endorphins, your brain's feel-good neurotransmitters. When an opioid dose wears off, you may find yourself wanting those good feelings back, as soon as possible. Click here to hear real people's stories of addiction...

Social Media Paid Ads

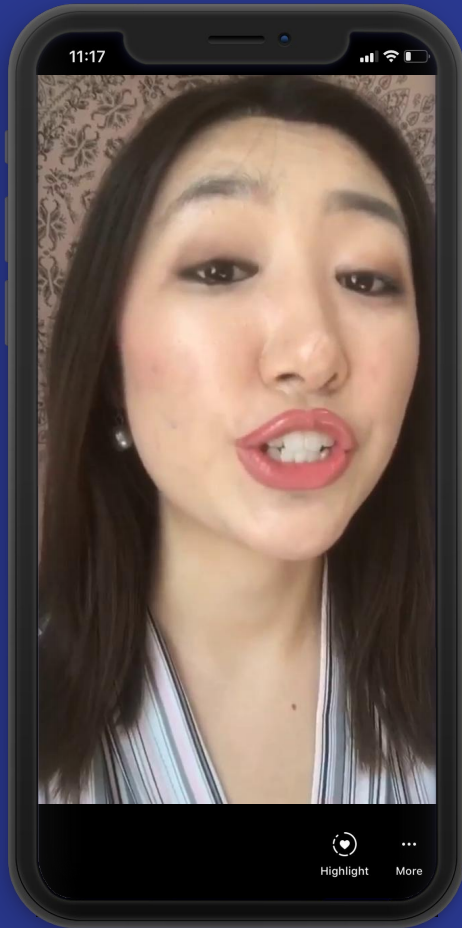
- 15 second spots on TikTok, Instagram and Snapchat
- **Full interviews** on Facebook, DHSS Website and Twitter

TikTok



Instagram

Snapchat



YouTube Influencers

- **Advocates** can become influences for Embrace It to Face It
- Content on individuals' channels and featured on main channel



Kingsley ✓
2.84M subscribers



Abigail Elana
92 subscribers



embrace it to face it



EmbraceltToFacelt
710 subscribers

SUBSCRIBE

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MEDIA CALENDAR

AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY

DIGITAL

Mobile Website
Update

Lead Generation
Landing Page

SOCIAL

Memorial
5K
10/10

TikTok,
Snapchat, Insta

Full Narrative Spots on Facebook and Websites

PR/EVENT

Geotargeting
for 5K

Geotargeting for
Take-Back Bins

Prescription Take-Back Bins

MERCH

Promo Merch
pass out at 5K

TRADITIONAL

Audio Ads

OUT OF HOME

Experiential Text
Notifications

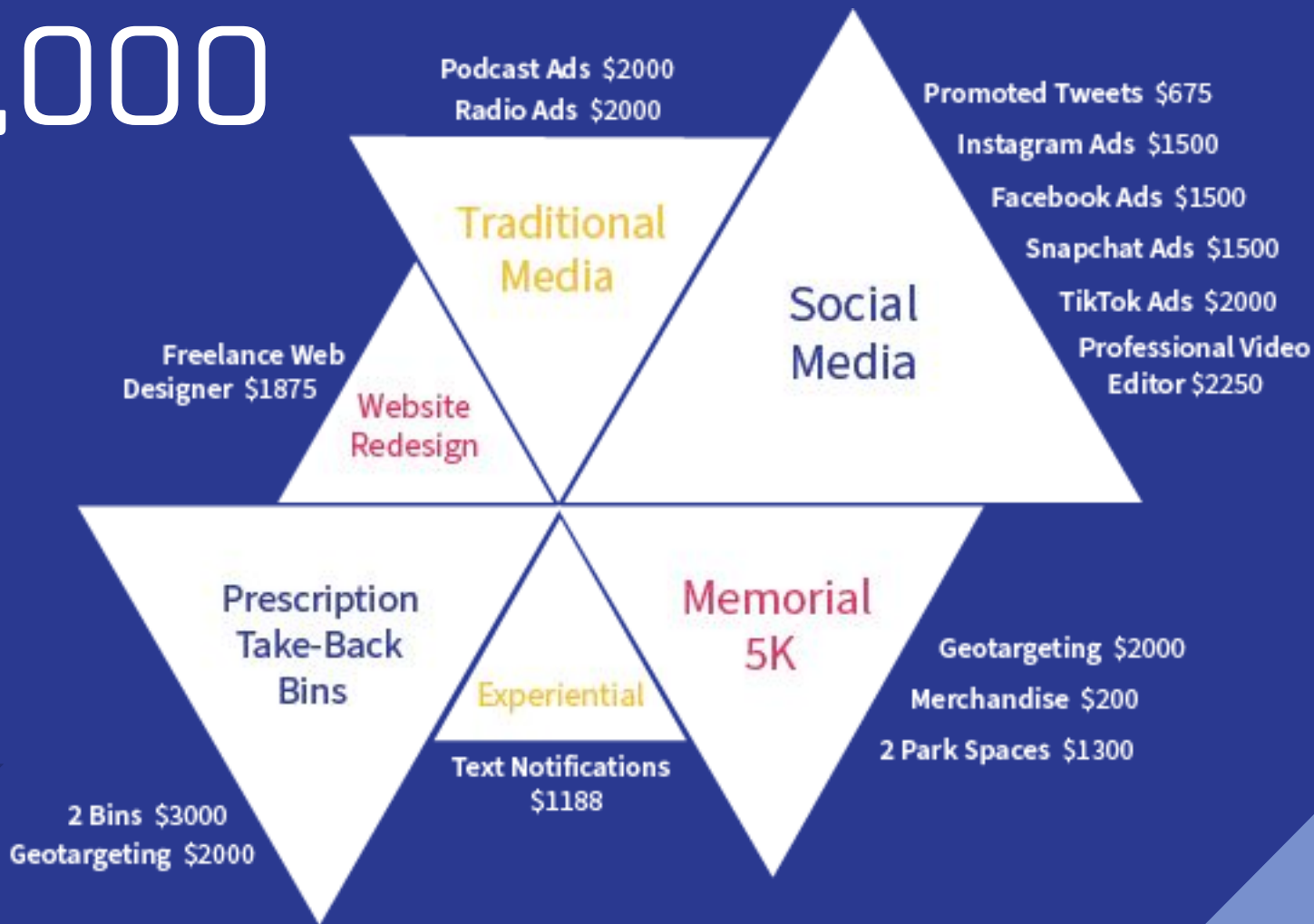
INFLUENCER

YouTube Influencers

BUDGET

\$10,000 · \$25,000 · \$50,000

\$25,000



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MEASURES OF SUCCESS

Impressions:

an impression is when a viewer sees an advertisement

- Mobile Website Update
- Geotargeting
- Audio Spots
- Owned Social Media

Conversions:

an interaction with the tactic or action taken

- Lead Generation Landing Page
- 5K Memorial Run
- Prescription Take-Back Bins
- Social Media Spots

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CONCLUSION

Our Goals:

- **Bridge** the knowledge gap
- Provide **educational tools**
- Start the **conversation**





THANK YOU

QUESTIONS?