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