

## DWIHN

### Background

The Detroit Wayne Integrated Health Network is a safety net organization providing help to 75,000 people with mental illness, substance use disorder, intellectual and developmental disabilities and families and children with serious emotional disturbance. The current competitive environment forces the need to reach Americans who may be struggling with mental illness, substance use or any other mental health issue. OOH messaging allows advertisers to reach the masses daily.

### Objective

DWIHN desired a very robust billboard campaign, that allowed the ability to change out creative messaging three to four times a year. With the flexibility of changing out creative, it ensures the ability to deliver relevant messaging to the surround communities, which included a heavy focus on Detroit and Wayne County. The goal is always to reach those who are struggling to find help for themselves or a loved one.

### Strategy

DWIHN uses the location of their strategically selected assets to help support their messaging. Using geography and market knowledge to provide supportive, sincere and hopeful messages to communities that may have a higher concentration of substance abuse audiences.

### Plan Details

Market: Wayne County (Dearborn and Detroit)

Flight Dates: The final 11 weeks of 2020

OOH Format: 20-poster rotary program, two posters

Budget: \$10,000 and over

Impressions: The 20-poster program yielded an average of over 60M general market average impressions over 40 weeks, while the three bulletins and two posters in the final two months of 2020 have yielded just over 2.3M general market impressions.

Target Audience: Individuals struggling with mental illness, substance use or any other mental health issue.

### Results

The DWIHN 24 hour helpline that is featured on the billboards is the one of the top two referral sources for DWIHN's Access Center at all times. Consumers are noting the 1-800# and phoning for help.

