

ACES & Toxic Stress Public Awareness Campaign

Background

Civilian entrusted PJX Media with the out of home (OOH) component of the Live Beyond campaign, a multimedia initiative by the Office of the California Surgeon General (OSG) designed to raise awareness about Adverse Childhood Experiences (ACEs) and toxic stress. The campaign's goals were to increase understanding of ACEs, support prevention and healing strategies, and foster resilience in individuals. The campaign targeted youth & young adults, impacted communities, and parents & caregivers across California, with all media channels directing traffic to the LiveBeyondCA.org website.

Given the campaign's tight timeline, OOH formats were strategically selected to effectively reach each audience segment and ensure high frequency across the state. The OOH strategy included cinema ads, high school and college campus placements, posters in convenience stores, and point-of-care digital screens for parents and caregivers. Spanish-language ads were also incorporated in areas with a high concentration of Spanish-speaking populations.

Objective

Build General Awareness

The goal was to raise statewide awareness of ACEs by reaching each target audience with tailored messaging and strategically placed OOH assets. This required an in-depth analysis of available inventory and a highly selective approach to placement. Additionally, the campaign aimed to address the intersectionality of socio-economic backgrounds, as well as BIPOC and LGBTQ+ communities, ensuring the message resonated with diverse neighborhoods across California.

Strategy

The campaign used a variety of OOH formats to reach key target audiences across California:

- Traditional high-profile roadside placements in neighborhoods with high concentrations of specific priority groups, such as BIPOC youth and lower-income communities. A hand-painted wall mural near a high school was designed as an interactive activation, allowing youth to take selfies with the campaign's inspirational message, timed to coincide with the back-to-school season.
- Place-Based: Convenience stores, laundromats, and free-standing banners within high schools and other locations frequented by youth and young adults.
- Digital Programmatic (PMP) : Summer cinema video ads played before movie previews to reach youth. Digital billboards and programmatic placements in bus shelters, malls, and on college campuses targeted college students.
- Targeted Messaging: Each audience segment had tailored messaging through bulletins and posters to increase reach and frequency. English and Spanish language creatives were used in relevant areas to ensure inclusivity.



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Plan Details

Campaign Posting Dates: 5/1/2024 - 12/31/2024; 1/1/2025 - 4/30/2025

Markets Selected: State of California

OOH Formats Used: Traditional Formats, Digital Formats

Additional Media Formats: Paid Social, Online Video, Digital Display, Native Display, Paid Search, Streaming Audio, Broadcast Radio, Podcasts, Newspaper/Print, Strategic Partnerships

Target Audience: Primary audiences: Youth & Young Adults (16-25), Impacted Communities, Parents & Caregivers. With intersection of: Low-income households, Communities of color, Immigrants and refugees, Rural communities, LGBTQ+ youth

Budget: \$10M - \$15M (Note: PJX Media managed the OOH portion of the program.)

Results

The Live Beyond campaign successfully increased awareness and engagement across all audiences in the first quarter of its launch.

Examples include:

- 818MM total paid media impressions to Youth, Caregivers, and Impacted Communities, including:
- 244MM hyper-targeted Out-of-Home placements on high school & college campuses, cinema, Live Nation concert venues, pediatrician offices, and low-income areas.

