

Hope Not Handcuffs

Background

Hope Not Handcuffs is an organization started by Families Against Narcotics (FAN), aimed at bringing law enforcement and community organizations together in an effort to find viable treatment options for individuals seeking help to reduce dependency with heroin, prescription drugs, and alcohol. It is more than a resource, it is a solution.

Objective

Target areas around participating local municipalities to create awareness about the program and how they can help those in need of recovery. Beyond general brand exposure, the goal was to increase the number of program participants and to transition them to healthy recovery.

Strategy

Hope Not Handcuffed looked to reach general market audiences who have loved ones that struggle with substance abuse. Hope Not Handcuffs' four month campaign included a robust OOH media mix. Bulletins, Digital Bulletins, Posters, and Interior Transit Cards, were spread across eight Michigan counties in Detroit and Flint. All inventory utilized over-indexed against audiences with HHI of less than \$25K.

Plan Details

Market: Detroit and Flint

Flight Dates: 11/11/19-3/8/20

OOH Format: Digital Bulletins, Posters, Bulletins, and Transit Interior Cards

Target Audience: Adults A18+ with HHI Less Than \$25K

Results

Over the duration of 17 weeks, the Hope Not Handcuffs campaign delivered 3.7M impressions against lower HHI audiences across Detroit and Flint. Additionally, they reached the A18+ audience with over 20.5M impressions which captured 10.3% of Detroit and 60.8% of Flint.

