

THE GEORGIA STATE OPIOID RESPONSE CAMPAIGN DELIVERED OVER 500M 18+ IMPRESSIONS AND DROVE THOUSANDS OF PEOPLE TO THE OPIOID ADDICTION AND RECOVERY WEBSITE.

- **CHALLENGE:** With over 800K people dying from Opioid addiction since 1999, the State Opioid Response Team set out to educate and help people throughout the entire state of Georgia understand “a Way Out” of their addiction.
- **ACTION:** Using the “Always-On” medium of Outdoor advertising and the pinpoint accuracy of OUTFRONT Mobile, the S.O.R Team executed a powerful message to the families and people who need help..
- **RESULTS:** The Georgia S.O.R. Campaign outperformed industry mobile attribution benchmarks by 45%, reached over 500M+ 18+ audiences, and drove over 363K+ people to learn more about recovery.



DBHDD

CATEGORY / NON-PROFIT

OUTFRONT



RESULTS

500M+

GENERAL MARKET IMPS

363K+

MOBILE CLICKS

45%

ABOVE BENCHMARK FOR
MOBILE PERFORMANCE

