

WE HELPED TO DRIVE BRAND AWARENESS TO INCREASE PARTICIPATION FOR HOPE NOT HANDCUFFS

OBJECTIVE

Hope Not Handcuffs objective was to 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 Handcuffs focused on geographically targeted areas where data shows people struggling with addiction and drug activity are prevalent. Additionally, they looked to reach GM audiences who potentially have loved ones that struggle with substance abuse.

Hope Not Handcuffs' 4-month campaign included a robust OOH media mix. Bulletins, Digital Bulletins, Posters, and Interior Transit Cards, were spread across 8 Michigan counties in Detroit and Flint. All inventory utilized over-indexed against HHI of less than \$25K audiences.

RESULTS

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



DISCLAIMER: OF COURSE, THE RESULTS OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC.



OUTFRONT

RESULTS

20.5M

GM IMPRESSIONS

3.7M

LOWERS HHI IMPRESSIONS

60.8%

FLINT DMA REACH

10.3%

DETROIT DMA REACH

“OUTFRONT offered a variety of media options that maximized reach and exposure in our target areas within our budget. I would strongly recommend OUTFRONT for both billboard and transit advertising.”

- Diane Engardio
Program Director for Hope Not Handcuffs