

## CASE STUDY

# HOW DIGITAL ADVERTISING HELPED U.S. GOVERNMENT RAISE AWARENESS OF THE DANGERS OF A GROWING HEALTHCARE CRISIS

## STORY

A U.S. Federal Government agency focused on national health safety was seeking to address the rise in opioid addiction and harm caused to communities. Each year, millions of Americans suffer from dependence or addiction to prescription or illicit opioids – a growing epidemic. The Federal Government in partnership with The White House launched a multi-tactical public awareness campaign was created to raise general awareness of the opioid epidemic and that addiction is widespread across the country and in local communities. Research showed many communities and citizens felt they were immune to the crisis. Story telling messaging drove audiences to the campaign landing page to further engage with stories of diverse Americans impacted by the epidemic. The client partnered with Centro to build a digital strategy and tactical deployment around this important message.

## GOAL

The client's goal was to aggressively confront opioid addiction by educating and engaging a broader audience who may not necessarily believe they could be directly affected by the epidemic and shift perception that anyone can become addicted to opioids.

## CHALLENGE



Educate



Target Audience



Performance

The challenge for this client was reaching the appropriate target audience and measuring impact against them. Through extensive research, Centro's team was able to strategically define the target audience from both demographic and geographic perspectives and use that information to guide tactic and partner selection. The campaign was designed to reach people ages 25-69, mostly blue-collar with a lower household income, in key states that have the highest drug usage. A brand lift study was included to measure the direct impact that the ads had on the audience's perceptions.

## SOLUTION



Optimization



Video



Display

The omni-channel media strategy was designed to connect with the target audience by generating initial awareness, encouraging engagement, and ultimately shifting perception. Utilizing a full-funnel approach, Centro partnered with Basis DSP (programmatic display + video), and Hulu to support campaign objectives over the course of fifteen months. Centro developed a layered targeting strategy with content adjacencies around news, health, and substance abuse, custom keyword alignments directly related to the opioid crisis, and third-party behavioral targeting based on target audience demographics and relevant interests (drug enforcement, drug policy reform). The Centro team tackled ongoing performance by implementing real-time changes based on key performance indicators, exceeding the defined VCR, eCPM, and eCPC benchmarks. Ultimately, measurement through a Nielsen brand lift study proved the campaign was successful with an **84.9% overall lift in perception among exposed audiences**, with 70% more likely to agree that anyone can become addicted to opioids compared to 37.9% of non-exposed audiences.

## RESULTS

**84.9%**

overall lift in  
perception among  
exposed audiences

**141M**

Total Ad Impressions

**24.7M**

Completed Video Views

**\$0.05**

eCPCV

**80.32%**

Video Completion Rate

**0.14%**

CTR