THIS IS AN ANTI-DRUG AD

CAMPAIGN OVERVIEW

"THIS IS AN ANTI-DRUG AD"

Millennium Committee Presentation **OCTOBER 2026**

PRESENTATION AGENDA

01 OVERVIEW

02 STRATEGY OF CAMPAIGN

03 CREATIVE THEME

04 MEDIA STRATEGY & CHANNELS

05 METRICS TO DATE

06 WHAT'S TO COME

07 QUESTIONS

OVERVIEW

RFP STATED GOAL

"Preventing drug use and reinforcing Idaho's commitment to maintaining communities that are safe, healthy, and free from harm associated with drug use."

AFTER RFP WAS AWARDED, THE EFFORT WAS IN-MARKET 3 1/2 WEEKS LATER

Agency Team Kick Off: August 24th

Production Began: w/o August 31st

Pre-Wave Research: w/o September 9th

In-Market Start Date: September 14th

Full In-Market Launch: October 1st


STRATEGY

WHAT WE KNOW

"Preventing drug use and reinforcing Idaho's commitment to maintaining communities that are safe, healthy, and free from harm associated with drug use."
—RFP Goal

01

"...historically, 'just say no to drugs' campaigns have yielded **mixed results.**"

'Beyond Saying No' legislative presentation

02

"Fear messages that attempt to persuade people about one-time behaviors, should be more effective than fear messages that attempt to persuade people about **repeated behaviors (e.g. curbing drug use).**"

US Dept of Health & Human Services, n=27,372 (2015) 'Appealing to Fear: A Meta-Analysis of Fear Appeal Effectiveness and Theories'

03

"Emotional campaigns are almost **2x as likely** to achieve top-box performance as rational campaigns."

'The Long and the Short of It' Binet & Field, the IPA

STRATEGY: 4C'S APPROACH

CATEGORY, CULTURE, CONSUMER, COMPANY/ORG

Category: Nationally and in Idaho, illicit drug use is 17 - 25%*

Cultural: People want to 'maxx' their days and be emotionally moved by all the life experiences they can have.

Consumer: Americans who believe the country is "making progress" dealing with our drug problem is at its highest level in 25 years (45%)**.

We need to get an anti-drug message out that can become part of cultural conversations.

**SAMHSA survey 7/25, and GSSG 9/26, **Gallup 11/25*

THE INSIGHT

Without drugs, we fully experience the best parts of living (and in Idaho you're surrounded by anti-drug ads every day).

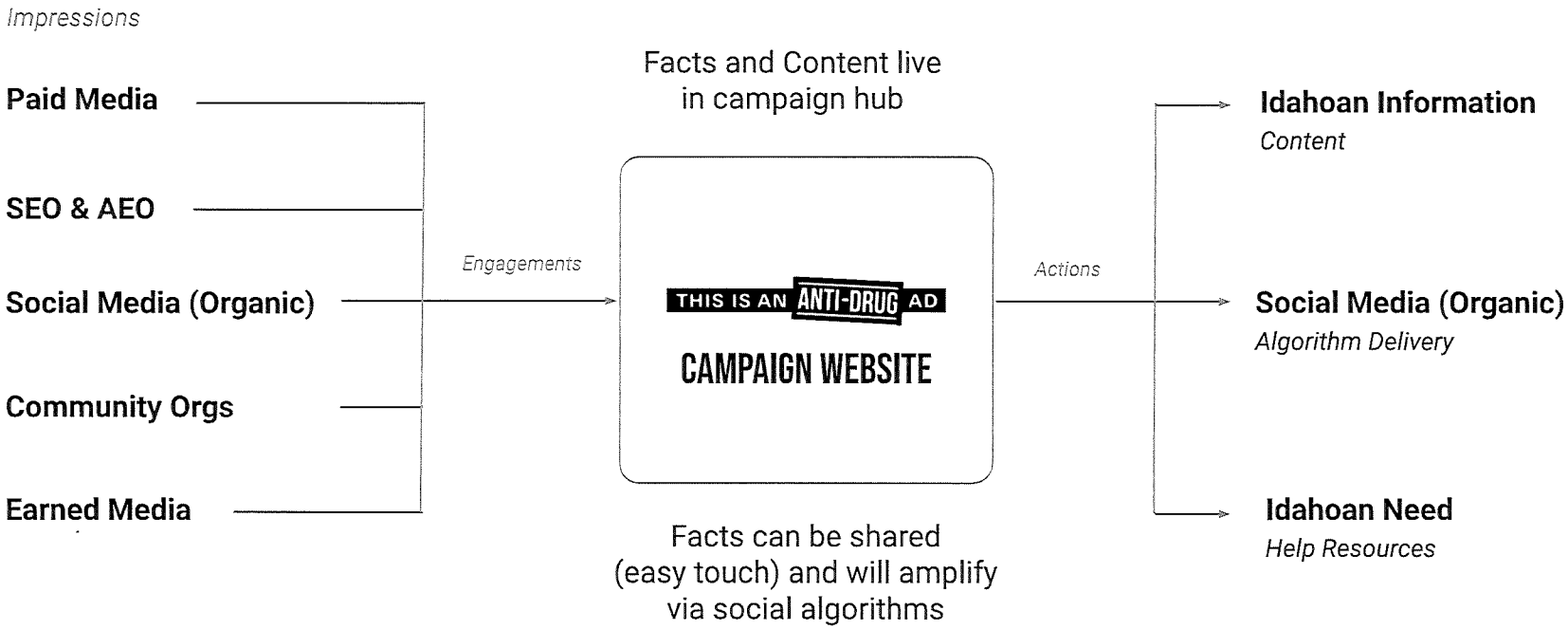
KEY MESSAGE

The best Idaho moments are when drug use isn't part of it. Idaho is at its best when drugs aren't around.

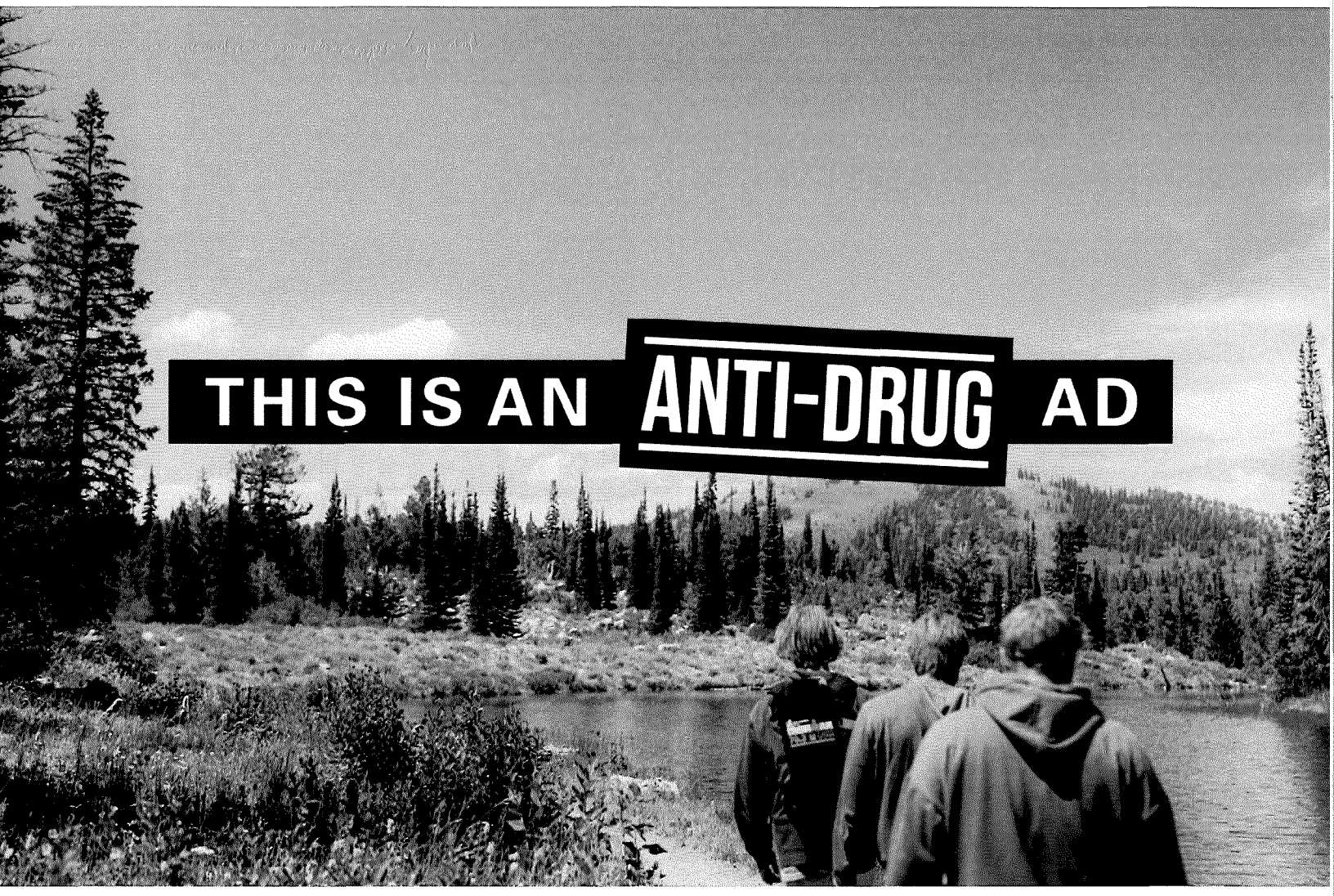
ACTION MOMENTS

Give people the ability to act on data points + join in the movement.

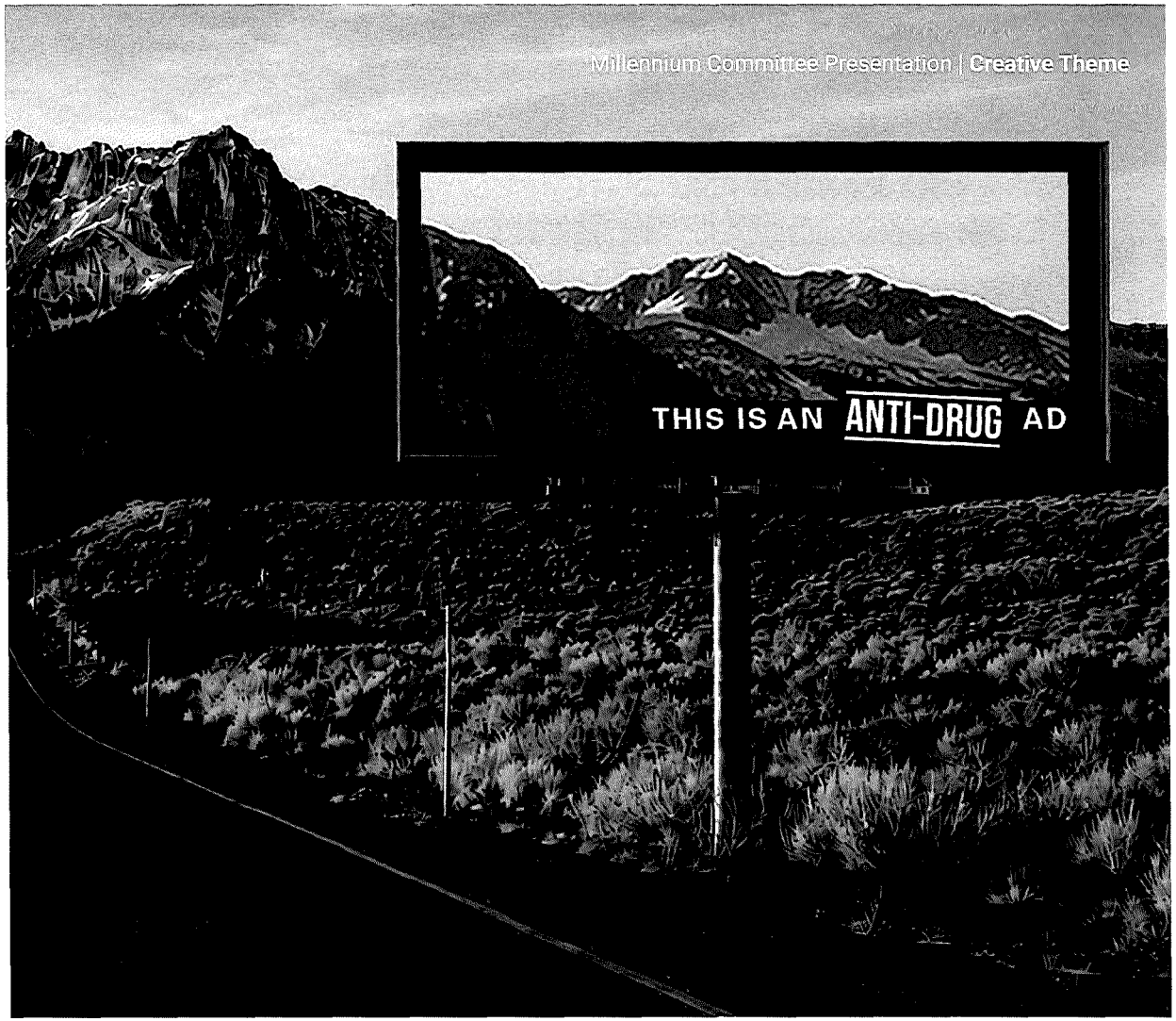
THE OVERALL CAMPAIGN JOURNEY

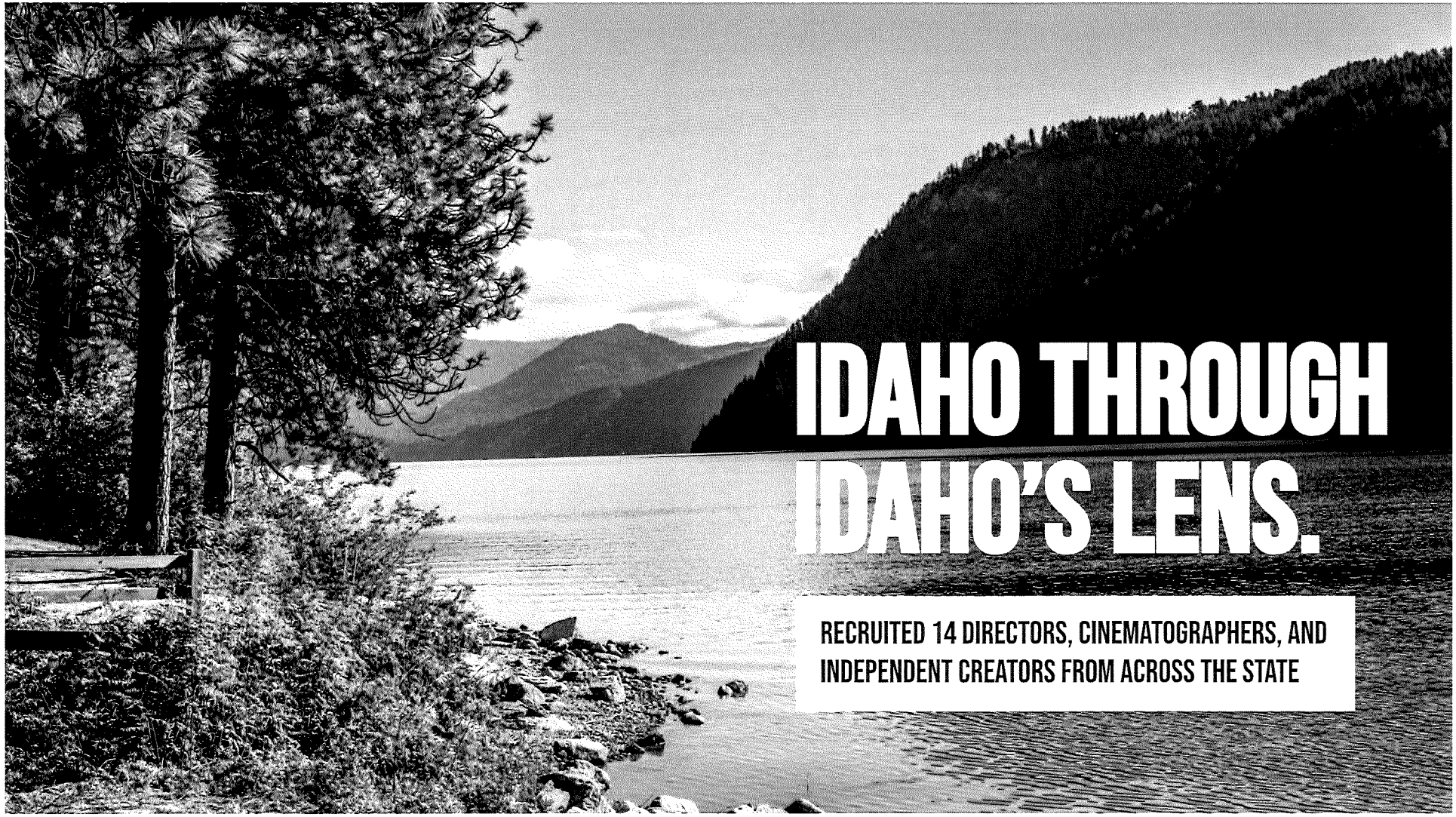


CREATIVE THEME


THIS IS AN ANTI-DRUG AD

WE'LL MAKE THE STATE OF IDAHO ITSELF AN **ANTI-DRUG AD.**




IDAHO THROUGH
IDAHO'S LENS.
RECRUITED 14 DIRECTORS, CINEMATOGRAPHERS, AND
INDEPENDENT CREATORS FROM ACROSS THE STATE

MEDIA STRATEGY AND CHANNELS

STATEWIDE MEDIA STRATEGY

PRIMARILY TARGETING ADULTS, + 18-25 (SECONDARY)

MEDIA SPEND PER MEDIUM

TV/Video: 37%
Social: 26%
OOH: 16%
Display: 15%
Other: 6%

EXAMPLES OF RANGE:

NBC FOX NETFLIX

Idaho Statesman

MAGICVALLEY.COM

BRING THE IDEA TO LIFE

- Experiential OOH
- Rich/Native display
- Contextual placements

WITH HIGH LEVELS OF MEDIA

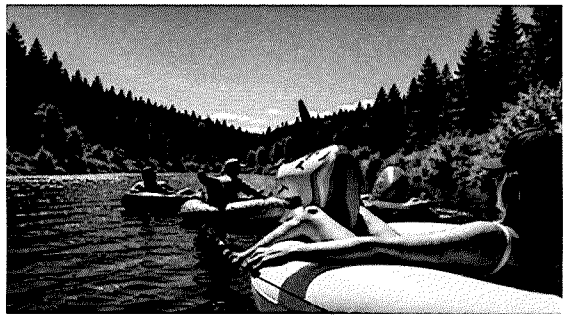
- Reach and Frequency
- Sustained launch levels
- Est'd 95% reach & 15x frequency (monthly)

IN QUALITY SPACES

- Premium & native digital
- Sports/Prime in Video
- Quality OOH placements

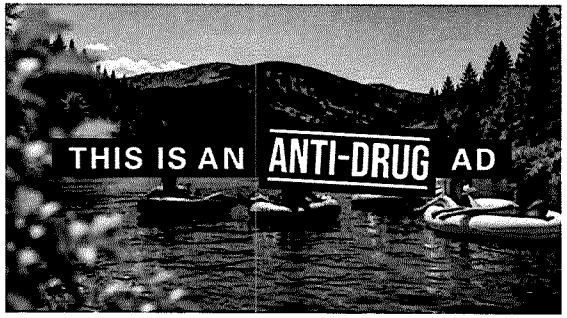
TV/VIDEO CREATIVE

FIRST...



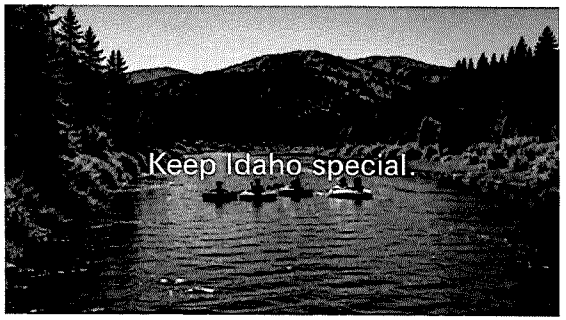
Draw viewer attention through a magical and authentic Idaho moment.

THEN...



After several seconds, the graphic appears. Viewers are still fully immersed in the moment. The graphic goes away.

CLOSE.



A second message appears. We fade to black.

:15S BROADCAST/VIDEO

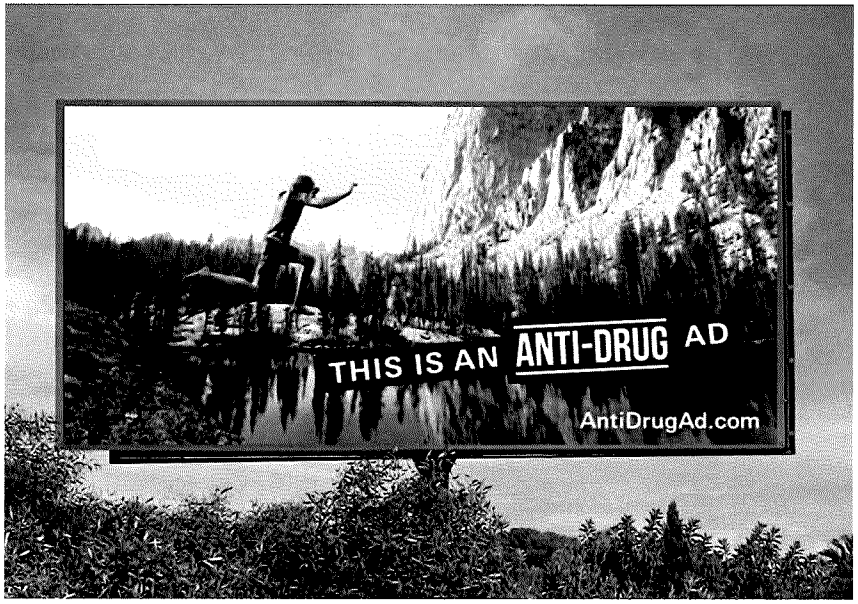


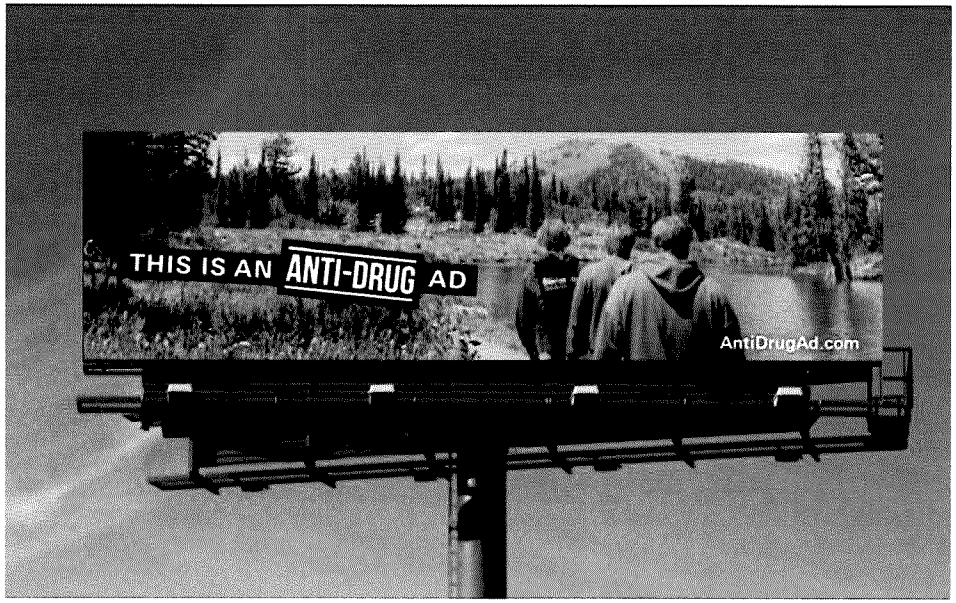
Will be **25+ total short videos** by campaign end

SOCIAL MEDIA CONTENT

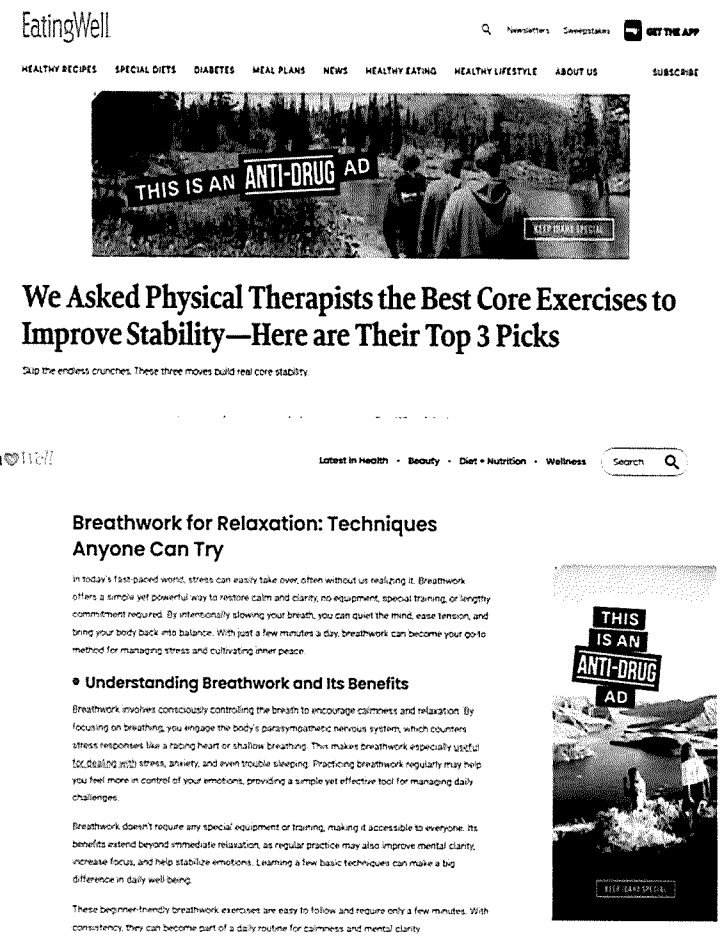


OUT OF HOME BOARDS

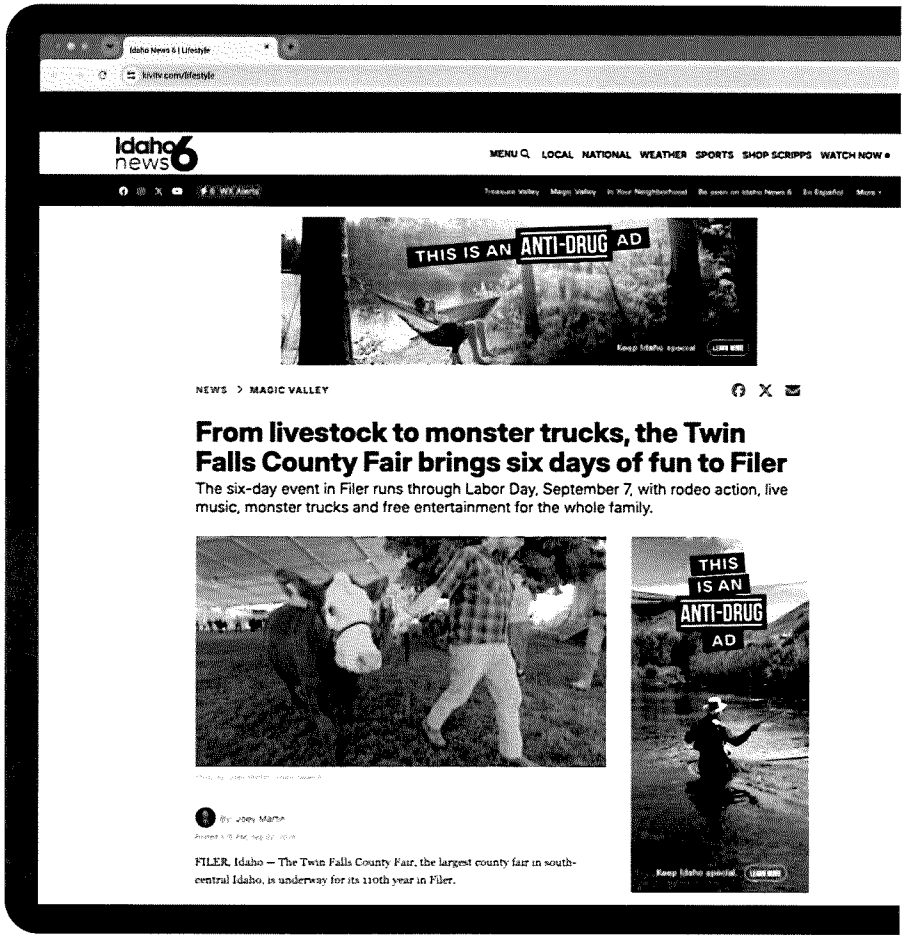




PROGRAMMATIC MEDIA DELIVERS ADS TO IDAHOANS ON NATIONAL WEBSITES, AND LOCALLY



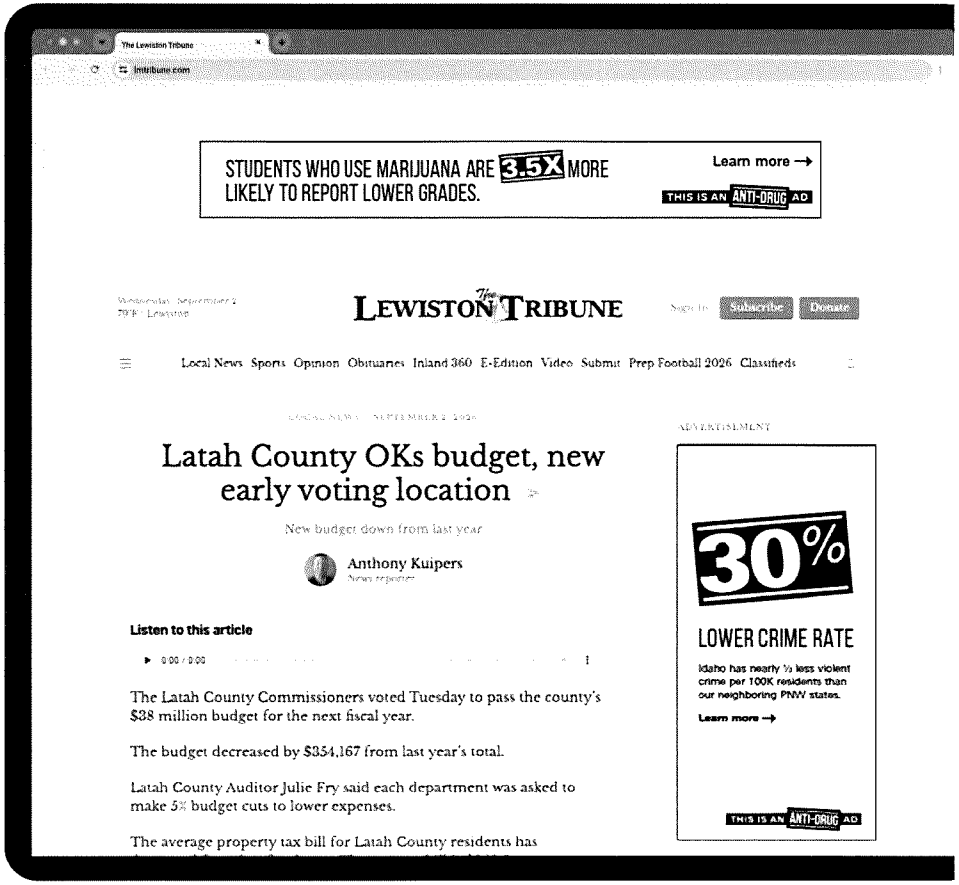
SOME DISPLAY BANNERS MIX MOMENTS AND "KEEP IDAHO SPECIAL."



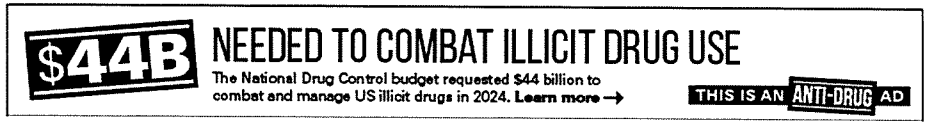
DISPLAY AD CONCEPTS

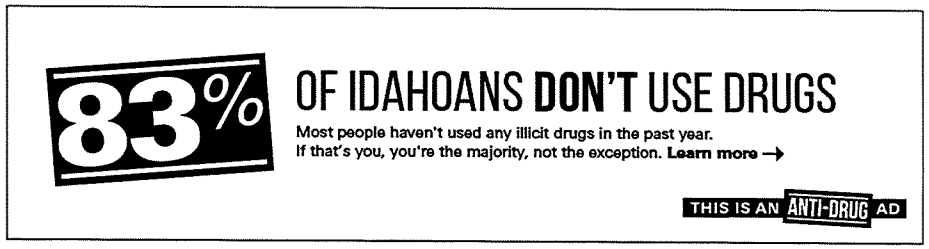


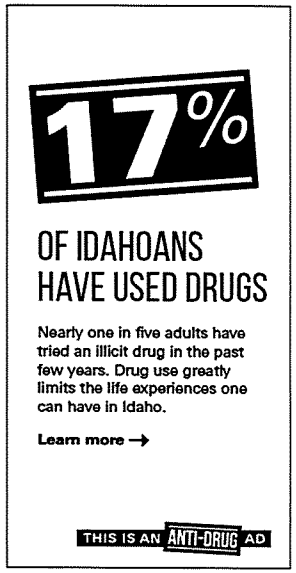
OTHERS DISPLAY ADS AMPLIFY HARD-HITTING FACTS.

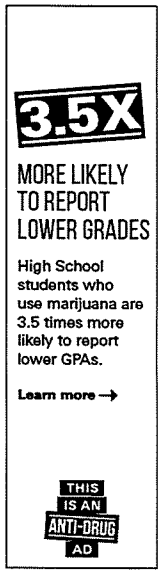


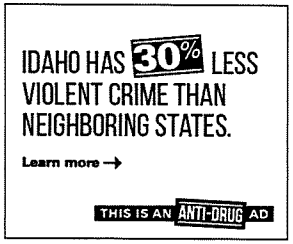
STAT SHARE DISPLAY ADS

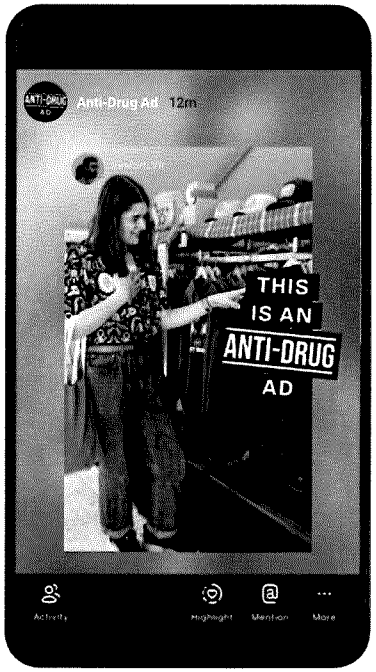




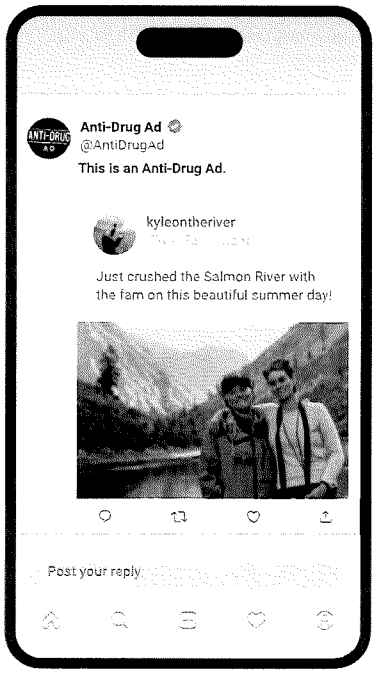








Reposting into stories



Reposting into the feed



Resulting Instagram grid

INFLUENCER PARTNERS WILL ADD CONTENT



ROSIE PIPER

@rosiepiper_

Treasure Valley (Meridian)
131,000 Instagram Followers
3,800 Facebook Followers

First-time mom and lifestyle vlogger who posts daily vlogs about cooking and hosting, beginner running, books, camping, and Boise/McCall food picks.



KATIE & KODY KLENOW

@thedinkwads

Treasure Valley (Boise)
16,900 Instagram Followers
190 Facebook Followers

Boise couple with a goldendoodle who posts about camping, backpacking, climbing, dog-friendly trips, and road trips from Boise.



KINSEY AMEZCUA

@kinseyamezcua

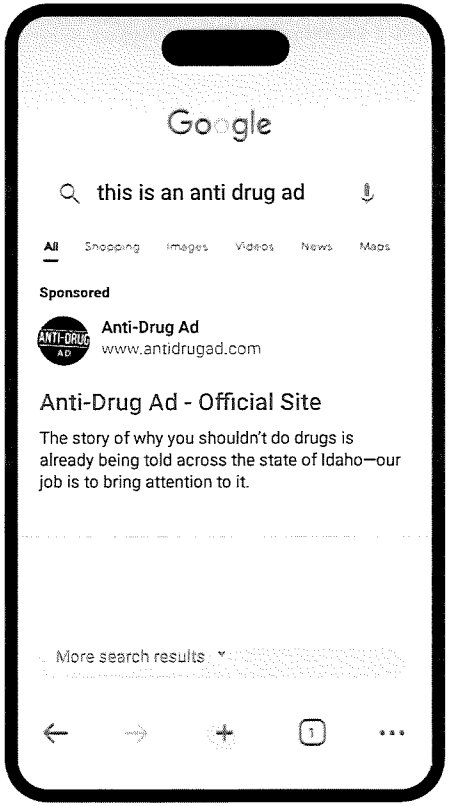
Eastern Idaho (Idaho Falls)
21,200 Instagram Followers
27,200 Facebook Followers

Stay-at-home mom of two toddlers and UGC creator with an MS in Nutritional Sciences who posts about toddler crafts and budget family activities.

- EXAMPLES OF POTENTIAL CONTRIBUTORS -

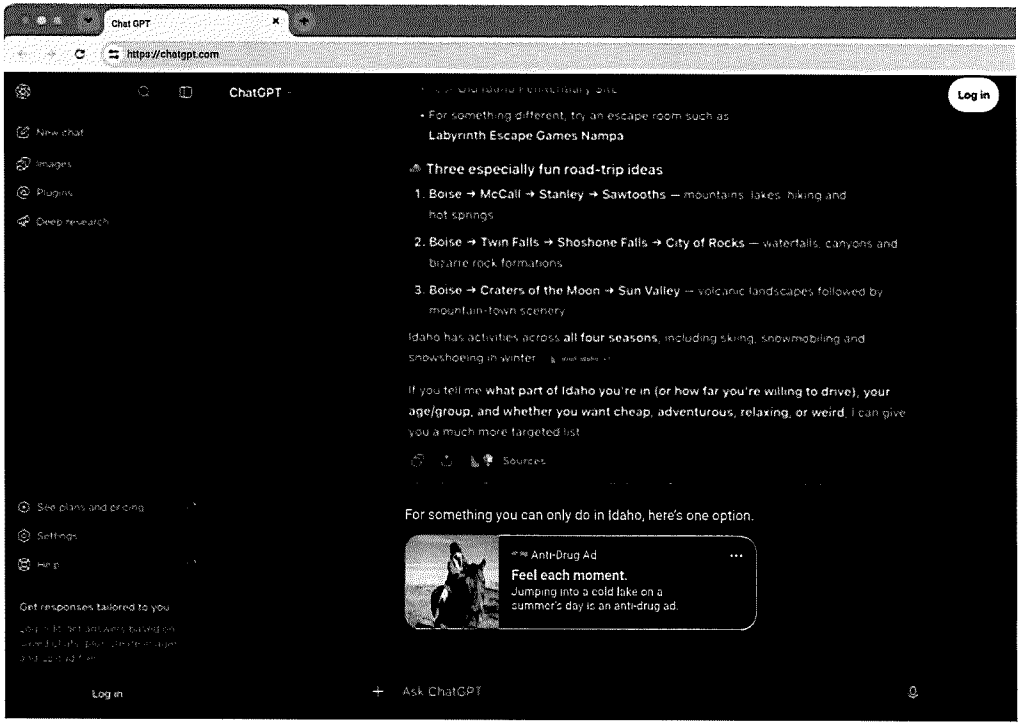
WE WANT CURIOUS IDAHOANS TO STAY ON THE IDAHO WEBSITE.

Google Search ads will send relevant search queries to our website.



LLM SEARCH ADS SUPPORT AI CONVERSATIONS

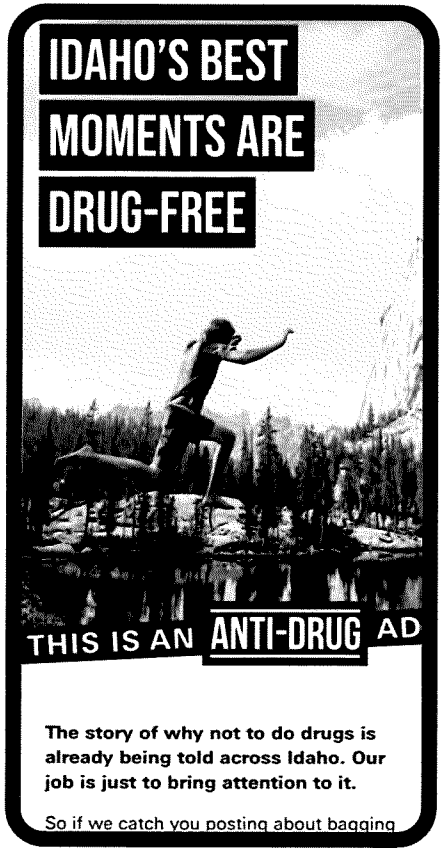
Ads can also appear in AI ChatGPT interactions



WE CREATED A HUB FOR IDAHOANS TO KEEP LEARNING

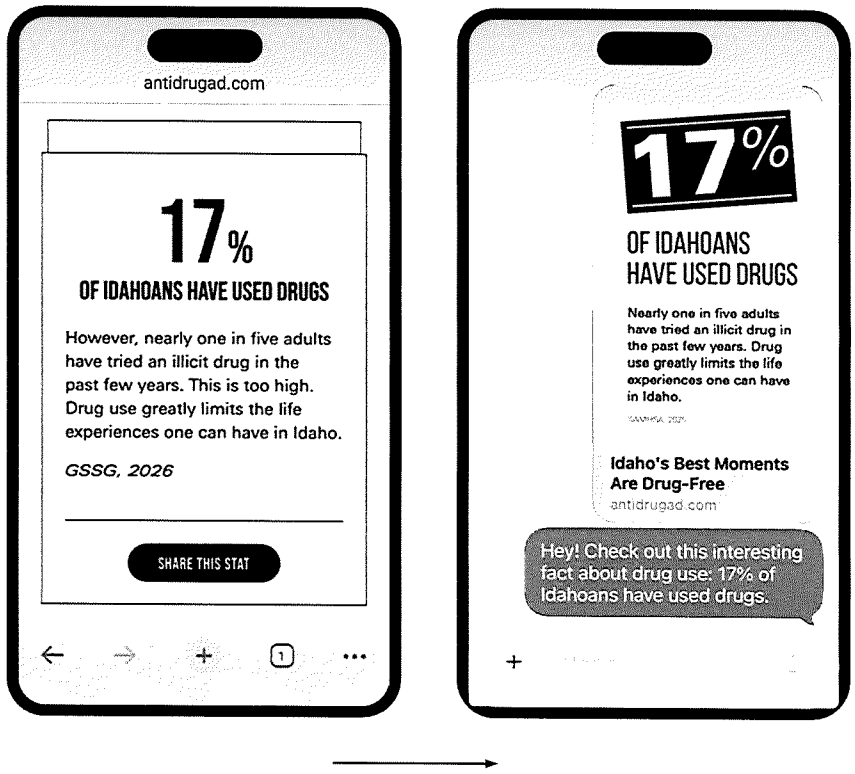
Idahoans can explore resources and learn more about the anti-drug campaign and sponsorships.

AntiDrugAd.com



INFORMATION CAN BE SHARED DIRECTLY FROM THE WEBSITE

"Share" buttons provide a pre-populated message and link back to the site which can be instantly posted to social media or sent as a text message.



METRICS TO DATE

QUALITATIVELY, WE ARE SEEING IDAHOAN INTEREST

Social media posts have seen significant interactions, and interest across the state.



Hey if you ever want to collaborate! I love what you do! And see your ads on tv all the time!

Ex: ThingsToDoInRexburg

QUANTITATIVELY, THROUGH OCTOBER 19TH THE CAMPAIGN HAS SEEN STRONG METRICS

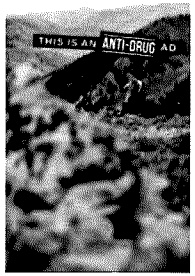
42.7 M
Total Impressions

56.5K
Total Clicks

98.4%
VTR

553K
Engagement

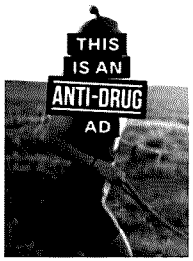
8.2K
Website Engagement



META "YOUR ADVENTURE AWAITS" STATIC

11.1K
Link Clicks

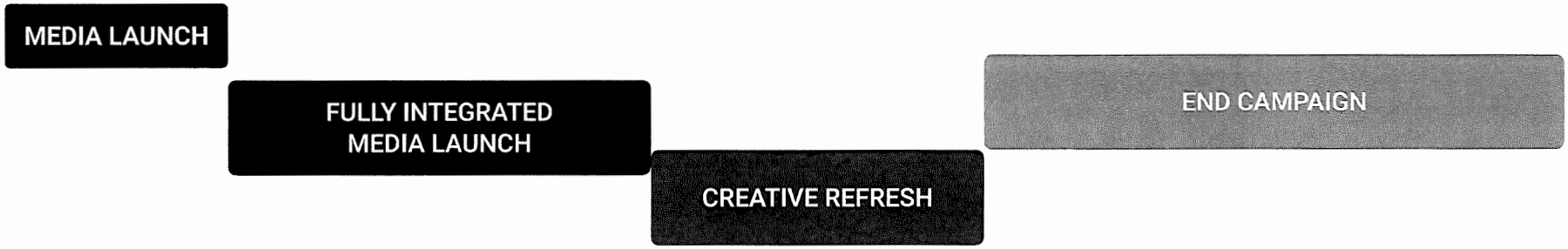
SNAPCHAT "RUNNING AT SUNSET" 0:15S VIDEO



9.4K
Swipeups

WHAT'S AHEAD

CAMPAIGN TIMING



September 14	October 01 - 19	Early November	December	January
	- 24% through from **Fully Integrated Start** - Media Spent Through Oct 19: **26%**	- Update creative to reflect fall / cooler season in Idaho		- Recap full campaign

QUESTIONS

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"THIS IS AN ANTI-DRUG AD" CAMPAIGN OVERVIEW

THANK YOU

Millennium Committee Presentation **OCTOBER 2026**