DRAKE COOPER

IDEA Campaign Update

Office of Drug Policy | October 14, 2026

SFY2027 Idaho Drug Education & Awareness (IDEA) Campaign Grant

Report 01 | Data through October 13, 2026 | Submitted October 14, 2026
Reporting period: September 15–October 13, 2026
Next update: October 28, 2026, with data through October 27, 2026

This update documents campaign implementation, progress on deliverables, and available performance results to support grant reporting.

Campaign summary

The IDEA anti-drug campaign has successfully launched in Idaho, with the campaign website live and media underway. Digital outdoor placements established the campaign's first media presence on September 14, followed by paid search on September 15. Additional creative assets and media placements continue to roll out in phases, expanding the campaign's visibility across the state.

Implementation by status

Completed

Deliverable	Completion or evidence
Website	Launched September 14. [https://antidrugad.com/]
Social handles launched	Launched September 14. Facebook | Instagram
Signed media authorization	Approved and signed September 9.
Approved media plan	Approved and signed September 9.
Additional website pages	Launched 10/5/26
Awareness Pre Survey	Presented 10/15

In progress

Deliverable and owner	Progress since last report	Next milestone or date
Campaign Summary	DC producing summary sheet and toolkit	Oct/Nov
JMFC Presentation	Ross Edmunds + John Drake presentation to JMFC	10/23

Experiential	Selfie frames in production for mid-Nov. placement	11/16
Awareness post-survey	In-market in December. Due EOY for 1/11 presentation	Dec 26/Jan 27

Awaiting approval or blocked

Ongoing Neighborly reimbursements pending.

Planned for the next two weeks

Preparing for November asset refresh.

Selfie frames in production.

10/23 JMFC presentation.

Campaign Summary/Toolkit

Performance summary

Reporting period: September 14-October 13, 2026

Website performance

Metric	This period	Campaign to date	Change vs prior period
Visits (sessions)	6,277	7,296	150% increase in visits
Traffic sources	Top 5 - Snapchat 2573 - IG 1,791 - FB 1,364 - TTD 607 - Direct 366		N/A

Media performance

Measure	Result through cutoff
Percent through media plan	14.7% based on elapsed scheduled flight days. Flight: Sept. 14 - Sept. 29, 2026
Spend to date	Estimated $134,184.74 | 6.7% of approved media budget of $1,997,500

IODP Campaign – Media Plan & Buy Status

Idaho Office of Drug Policy

Oct 14, 2026

Topline status of the IODP media plan and buy, by channel. Subject to change.

TV ADVERTISING

Status: All schedules live as of 10/1; all ordered stations show status "Confirmed"; flight runs 10/1 - 12/20

- → **Boise DMA:**
  - 4 stations (KTVB-NBC, KBOI-CBS, KNIN-Fox, KIVI-ABC)
  - 266 spots ordered
  - 1,495 GRPs Purchased
- → **Twin Falls DMA:**
  - 4 stations (KMVT-CBS, KSVT-Fox, KSAW-ABC, KTFT-NBC)
  - 370 spots ordered
  - 1,402 GRPs purchased
- → **Idaho Falls/Pocatello DMA:**
  - 4 stations (KIFI-ABC, KXPI-Fox, MIFI-CBS, KPVI-NBC)
  - 256 spots ordered
  - 1,395 GRPs purchased

STREAMING CTV | Tradedesk

Status: Live as of 10/1; Flight runs continuously 10/1 - 12/13

- >3m Impressions served since 10/1
- Serving on Tradedesk's "S&P 500"collection of premium CTV publishers

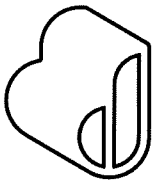
STREAMING CTV | Locality

Status: Confirmed Live as of 10/1; Flight runs 10/1 - 12/13

- >1.44m Impressions served since 10/1
- included Premium placements include Netflix, Amazon, HBO+, Paramount+ and more

"ENHANCED" Streaming CTV | Kargo

Status: Confirmed Live as of 10/1



- 5m Impressions to run by 12/31 across Idaho

PROTECTIVE FACTORS CTV - Kargo

Status: Confirmed Live as of 10/1

- 2m Impressions to run by 12/31 across Idaho
- Contextual Targeting - Lifestyle Channel Bundle

BILLBOARDS AND OOH

Status: All digital boards live as of 9/14/26.

➔ First flight will run through 10/25/26. The second flight for digital boards is contracted to run 11/16/26-12/13/26.

Status: Static boards were installed and live as of 10/5/26

➔ Contracted to be up through 12/13/26.

Status: High school digital screens went live on 9/28/26

➔ Will run through 10/25/26.

➔ **Billboard Location Breakout**

◆ **Digital Boards & Posters - 24 total**

- Boise DMA: 13
- Southeast Idaho: 7
- North Idaho: 4

◆ **Static Boards**

- 10 static boards across the state. Mostly rural areas to fill in where digital inventory was not available.

◆ **High School Digital Screens**

- Inventory falls at 23 different schools across the state

◆ Location map

RADIO ADVERTISING

➔ Not included in the current plan.

PRINT MEDIA

➔ Not included in the current plan.

SOCIAL MEDIA ADVERTISING

Status: Meta and Snapchat live as of 10/1/2026. Flight dates: 10/1/2026 - 12/13/2026.

- **Meta:** 11.7M impressions to date
- **Snapchat:** 3.0M impressions to date
- Targeting: Idaho ; Interests in miscellaneous sports, hobbies, outdoor activities, parenting, etc.

DIGITAL DISPLAY ADVERTISING

- **Kargo High Impact Display:** Live as of 10/1/26. 5,902,778 impressions purchased to run statewide through 12/31/26.
  - Unit types: Venti and Lighthouse
- **Kargo Protective Factors Display:** Live as of 10/1/26. 6,241,830 impressions purchased to run statewide through 12/31/26.
  - Contextual Targeting
  - Unit Types: Lighthouse and Breakaway high impact units, also running Standard Banners.

SEARCH ENGINE ADVERTISING

- **Google Search:** Live as of 9/15/26; [#] keyword groups / campaigns, [budget or est. clicks if sharing].
  - Pause Date: 9/18/26
  - Campaigns: 1 - Anti-Drug Ad
    - 6 ad groups (drug free, drug user, idaho drugs, dare campaign, drug help, anti drug)
    - 12 ads
  - 72 Keywords
  - Metrics
    - Cost: $148.65
    - Impressions: 675
    - CTR: 0.04%
- **OpenAI:** Live as of 10/1/2026. 4k impressions to date.
  - Focus: drug prevention, anti-drug ad, things to do in Idaho, outdoor activities, hobbies, fitness, wellness, etc.

INFLUENCER MARKETING

Status: In progress

- Reaching out to 10 influencers to ideally arrive at 5-7 potential influencer partners (pending interest)
  - Shortlist of 10 has been vetted based on demographics, audience, affiliations, reputation, and content patterns
  - Final selection of up to 5–7 partners will reflect the state's population as much as possible
  - Engagement will include 1–2 Instagram Reel(s) + Facebook Post(s) from each partner
  - Content will be posted before December 14 and remain live at least through end of January

2027; posts will be eligible for boosting with paid media

- Influencers will share drafted assets before posting; one round of revisions if needed
- Analytics (reach, engagement) will be provided

WEBSITE AND LANDING PAGES

Status: Live as of 9/14/26

- → https://antidrugad.com/
- → Analytics on site visits and top sources are shared in bi-weekly progress reports
- → A final analytical recap will be provided in January to the JMFC