



**Public Health**  
Prevent. Promote. Protect.

LaMoure County Public Health Department

**Opioids Marketing Plan**  
**Revised December 15, 2023**

creative  
innovative  
strategic



# Agenda

- Overview
- Objectives & Strategies
- T.A.M.M (Target, Action, Message, Media)
- Budget
- Next Steps

## Overview

LaMoure County Public Health has received a local community grant to build awareness around opioid abuse and prevention.

- Coverage Area: LaMoure County, ND
- Investment: \$4,000
- Advertising Timeframe: January-March 2024

# Objectives & Strategies

## Objective:

- Increase knowledge and reduce the stigma associated around Opioid Use Disorder (OUD)

## Strategies:

- Implement a mix of highly targeted media tactics to best deliver this message to a selected geographical area
- Leverage the existing “Overcome Opioids” campaign assets\* tagged with the LaMoure County Public Health logo

*\*Permission to use as been received!*

# Target Audience & Insights

Primary target audience:

- Opioid users (18+) living or working in LaMoure County, ND

General insights:

- Opioids can be used recreationally or medically
- Addiction can happen to anyone at any time



## Target Audience & Insights (continued)

Users may:

- Avoid social situations (isolation)
- Lose interest in activities
- Be afraid or embarrassed to speak out or ask for help
- Unaware of (or have limited access to) resources that are available

## Action

How do we want our target audience to feel?

- Safe, respected, hopeful
- Reassured that they are working with professionals at LaMoure County Public Health and that information shared is kept confidential

What do we want our target audience to do?

- Contact our office (701-883-5356)
- Follow us on Facebook for tips/resources

# Creative Strategy

- Communicate visually using multi-media
- Keep it short – “snackable” content
- Use eye-catching graphics to create stopping power
- Keep it real



# Campaign Treatment & Message



# Media Summary

## Online Tactics:

- Digital Advertising
- Snapchat
- Streaming Radio
  - Spotify
- Social Media

## Traditional Tactics:

- Local Broadcast Radio
- Print Advertising

# Digital Advertising

## Objective:

Build awareness, reduce stigma and drive traffic to public health resources

## Strategy:

- Anchor will use display advertising to reach prospects in a concentrated geographical area as they surf the web
- Banner ads will click through to the LaMoure County Public Health website
  - Ad sizes: 300x250, 728x90, 300x600
- Timing: January – February 2024
- Estimated Investment: \$600

# Snapchat

Objective:

Build awareness

Strategy:

- Leverage Snapchat advertising where a portion of our target audience spends time interacting with peers and looking at stories, news and entertainment
- Anchor will create a 10-second ad tagged with the LCPH logo
- Timing: January – March 2024
- Estimated Investment: \$600

# Snapchat Ad

**OVERCOME  
OPI****IDS**



# Radio

## Objective:

Build awareness with reach and frequency

## Strategy:

- Create a 30-second radio spot and place it on select platform(s) where our target audience is already engaged and listening:
  - Streaming radio (Spotify)
  - Local broadcast radio
    - 50 :30 ads to run on Big Dog Country KYNU 95.5FM
    - 85 :30 ads to run on The Tornado Oaks KDDR 1220AM w/simulcast 95.9 and 100.3
    - Bonus :30 ad PSA rotator on all station when time allows or as filler
- Timing: January – March 2023
- Estimated Investment: \$725



## Script

FOR THOSE SUFFERING FROM OPIOID ABUSE DISORDER, IT CAN BE DIFFICULT TO PINPOINT HOW THEY BECAME DEPENDENT. THANKFULLY, THE JOURNEY TO OVERCOMING OPIOIDS DOESN'T NEED TO BE DIFFICULT TO BEGIN.

LAMOURE COUNTY PUBLIC HEALTH HAS THE RESOURCES YOU NEED TO START THE HEALING - WITHOUT JUDGEMENT OR BLAME. IT'S OK TO ASK FOR HELP.

OVERCOME OPIOIDS, WITH SUPPORT FROM THE EXPERIENCED TEAM AT LAMOURE COUNTY PUBLIC HEALTH. FOR TIPS AND RESOURCES, FOLLOW US ON FACEBOOK.



## Local News – Print

### Objective:

Top-of-mind awareness

### Strategy:

- Leverage local print media to reach community members
- Anchor will create a 4col x 4", B/W, ad
- Total Insertions: 3
  - 2 insertions in *LaMoure Chronicle* (January and March)
  - 1 insertion in *Kulm Messenger* (February)
- Estimated Investment: \$425

Newspaper	Circulation
<i>LaMoure Chronicle</i>	931
<i>Kulm Messenger</i>	465



# Newspaper Ad: Example



**OVERCOME OPIOIDS**

*It's OK to ask for help.*



For tips and resources,  
follow us on Facebook.



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# Budget Summary

Advertising Budget	Media Budget Estimate	Production Budget Estimate	Total Investment
• Digital Advertising	\$600		
• Snapchat	\$600		
• Streaming & Broadcast Radio	\$725		
• Newspapers	\$425		
Production Budget		\$1,000	
Account Management (plan/final report)		\$650	
<b>Total Plan Investment</b>	<b>\$2,350</b>	<b>\$1,650</b>	<b>\$4,000</b>

# Facebook & Instagram Advertising

## Objective:

Build awareness and increase social media presence



## Strategy:

- Leverage Facebook's interface as a way to deliver our message on both Facebook and Instagram simultaneously

Given the reduced investment, LaMoure County Public Health will create/manage the social media posts for this campaign

## Next Steps

LaMoure County Public Health action items:

- Provide feedback/approval on the overall plan and creative ads\*

Anchor action items:

- Secure the media
- Develop/finalize the creative ads
- Set up and launch campaigns
- Deliver a final performance report once the campaign ends

*\*Note: a substance/addiction-related message ad could be rejected by any social media platform based on their ever-changing advertising policies. If that happens, Anchor will make an appeal and if the ad is not approved, Anchor will reallocate those dollars to other tactics.*

# Additional Ideas For Consideration If Extra Funds Allow

# Flyer

Objective: Awareness

Strategy:

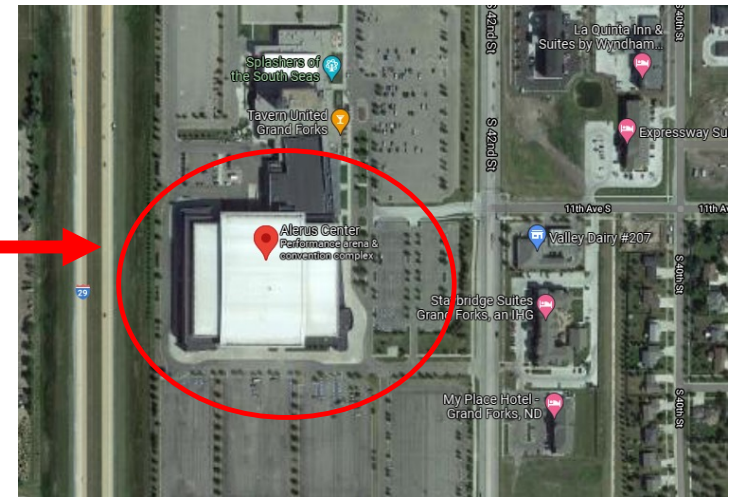
- Create a marketing flyer to be distributed to local businesses, churches, schools, etc., for community members to take
- Anchor will create and print (Qty 1,000) a single-panel flyer
- LCPH will distribute
- Estimated Investment: \$1,100

# Geo-Fence/Event Retargeting

Objective: Build brand awareness

Strategy:

- Anchor will work with LCPH to identify a list of highly attended community events in LaMoure County
- A retargeting campaign will show ads to anyone who has their mobile device GPS data turned on and uses the internet while in those areas
  - Ads will follow the user as they leave the fence for up to 30-days



*Photo for demo purposes only*

**Considered But Not Recommended  
For This Campaign**



# TikTok

TikTok is one of the fastest growing platforms for all audience engagement.

- In 2022, TikTok had an average engagement rate of 17.99%, and 90% of users who visited the app more than once a day spent an average of 52 minutes per day.

LCPH would need to create a TikTok account and pass on the account ID to Anchor Marketing to get Admin access.

However, recently we attempted to launch the “Overcome Opioids Together” ad but it was rejected by TikTok stating that it didn’t comply with their advertising policies given the addiction-related service/substance message.

As a result, we are not recommending this platform for this campaign.



**Thank You**

