

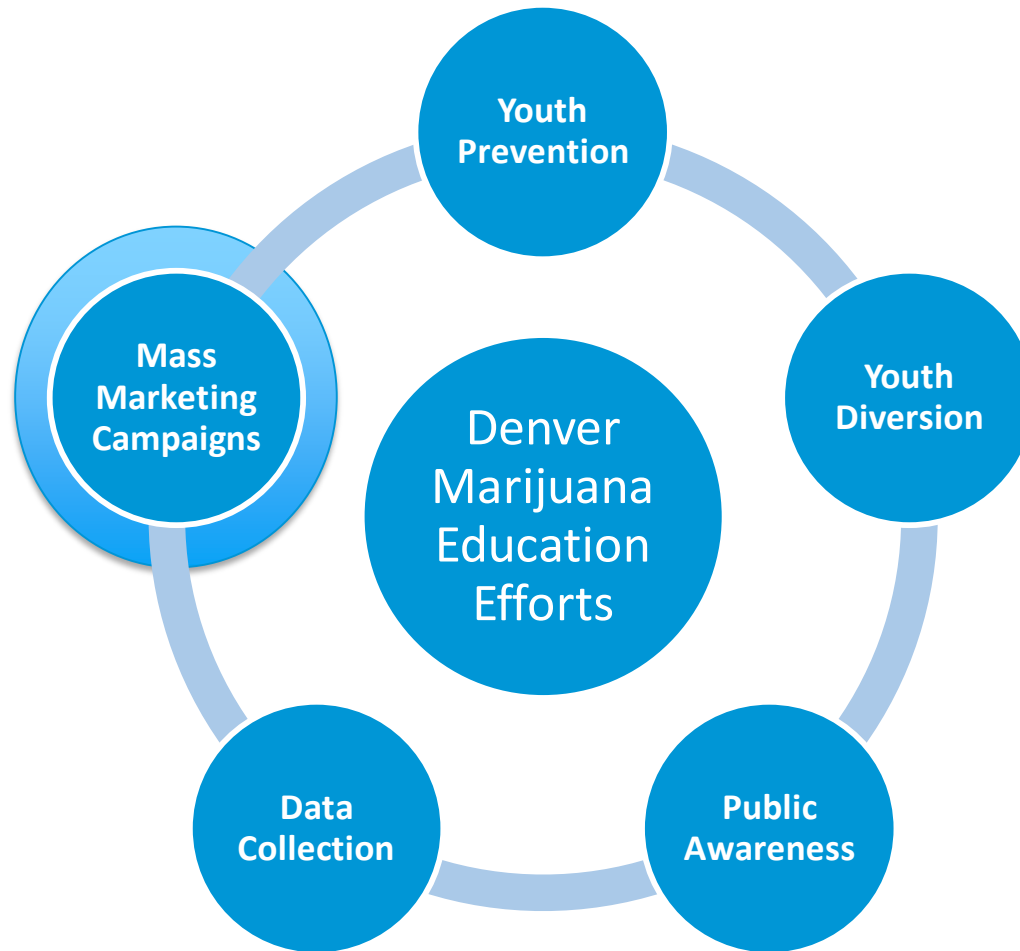


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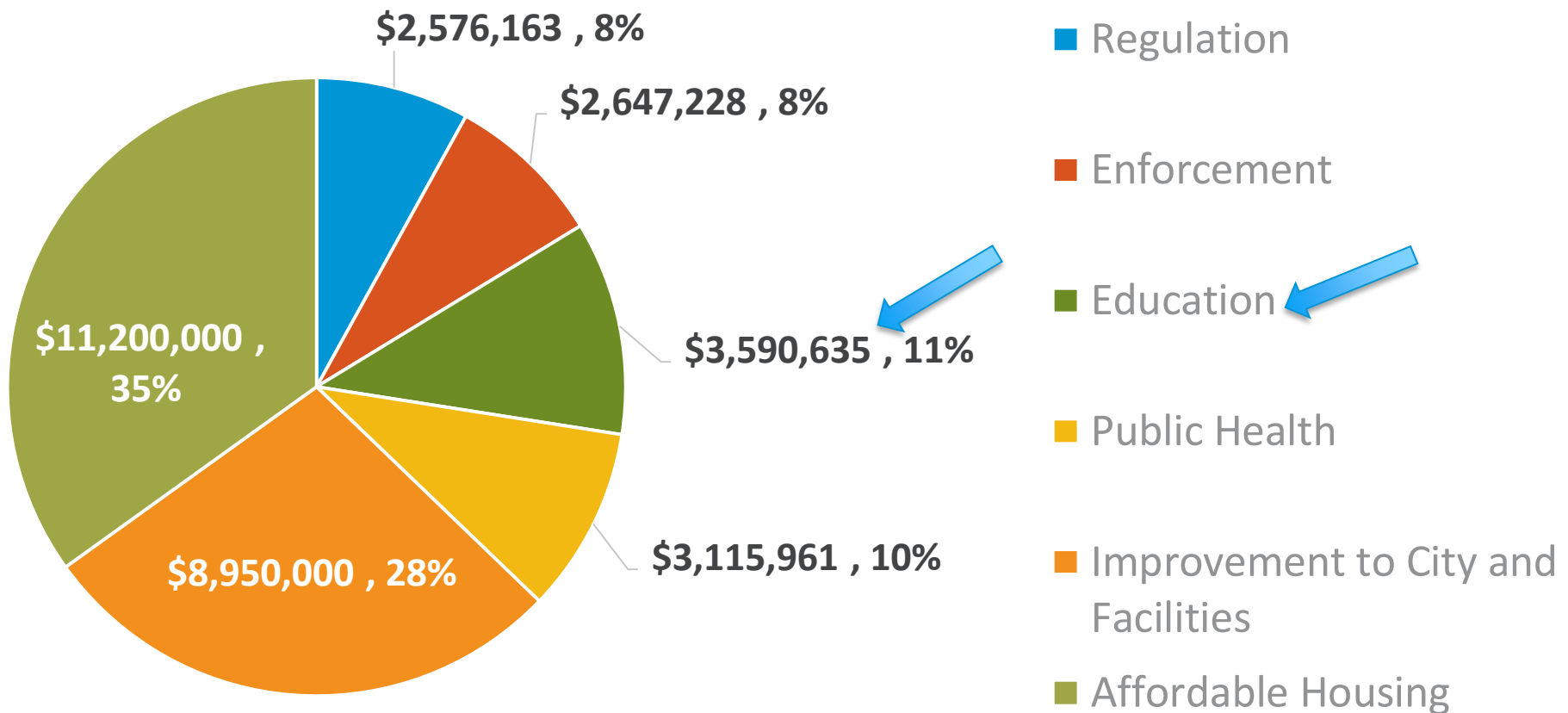
# Amélie Company Contract Amendment

March 4, 2019

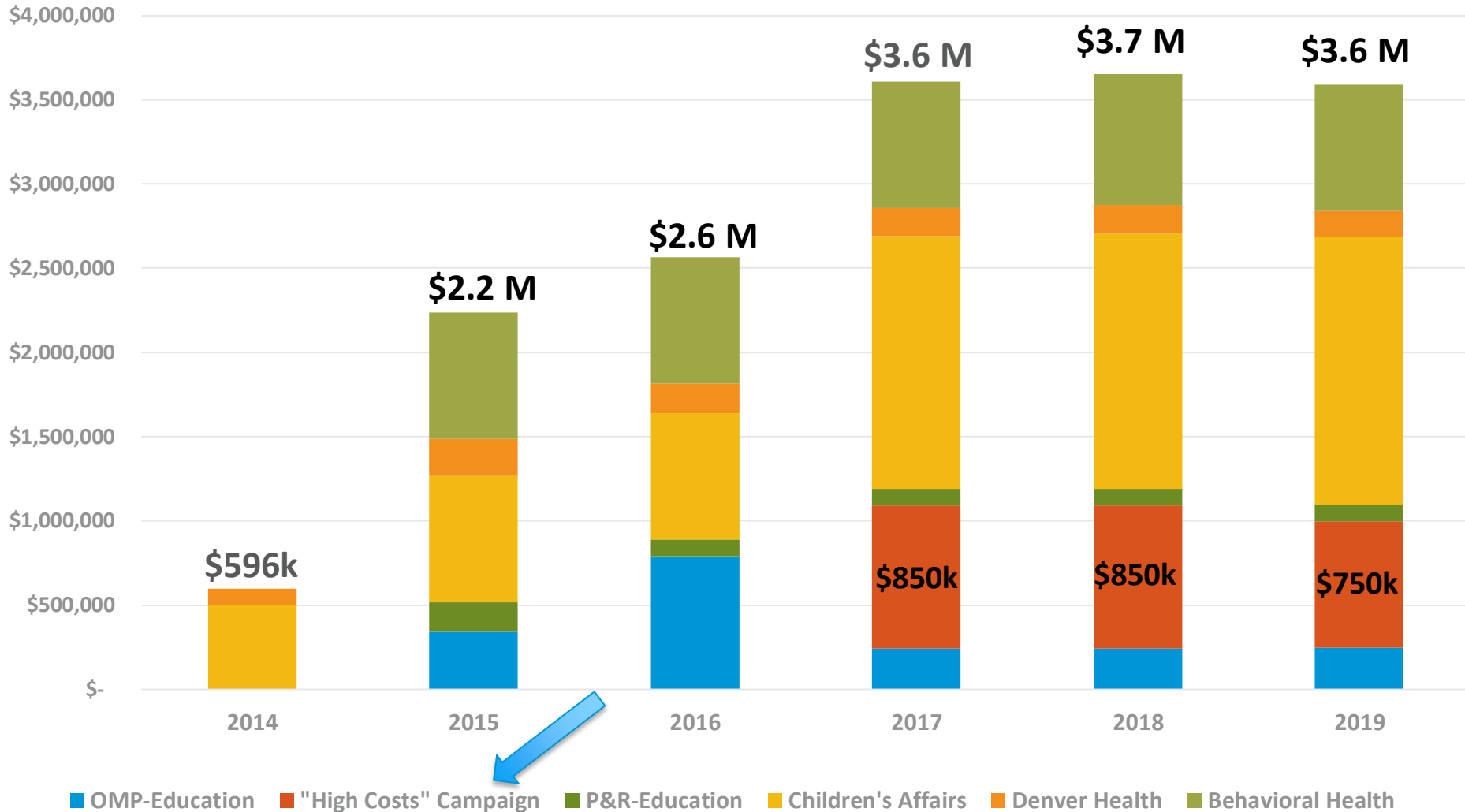
# DENVER'S MARIJUANA PREVENTION AND EDUCATION APPROACH



# 2019 Retail Marijuana and Special Sales Tax Allocation



# Denver's Budgeted Marijuana Education and Prevention Funds



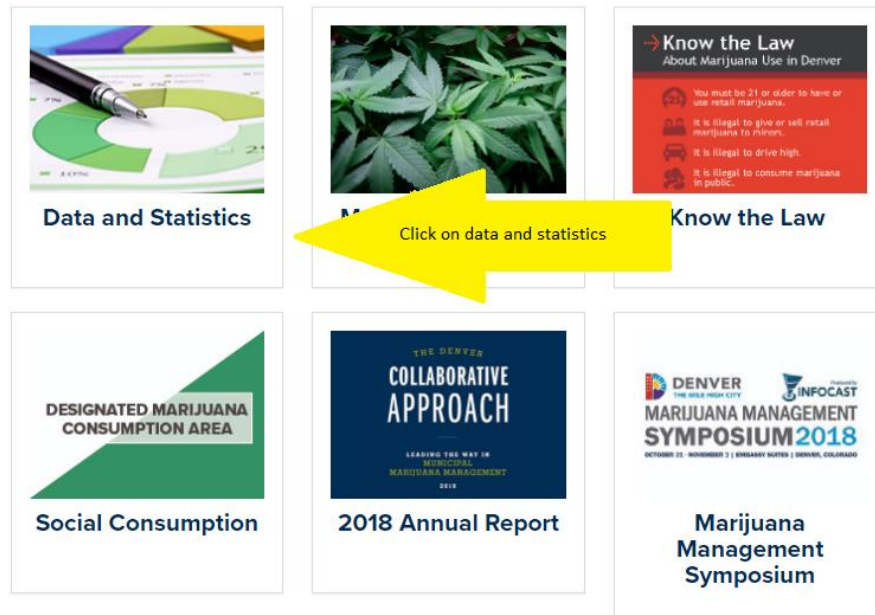
# Denver Educational Efforts – Marijuana Revenue

Website: Denver Marijuana Information

- [denvergov.org/marijuanainfo](https://denvergov.org/marijuanainfo)

## DENVER MARIJUANA INFO

The City and County of Denver takes a collaborative approach to the management of marijuana, which includes multiple city agencies working together to address marijuana regulation, enforcement and education. This Denver Marijuana Information center provides links to information about marijuana business licensing, inspections and permits, news, and other important topics.



## MARIJUANA DATA & STATISTICS



Link to the map:

<https://geospatialdenver.maps.arcgis.com/apps/MapJournal/index.html?appid=3050915224f640459d753b1298ce0d2a>

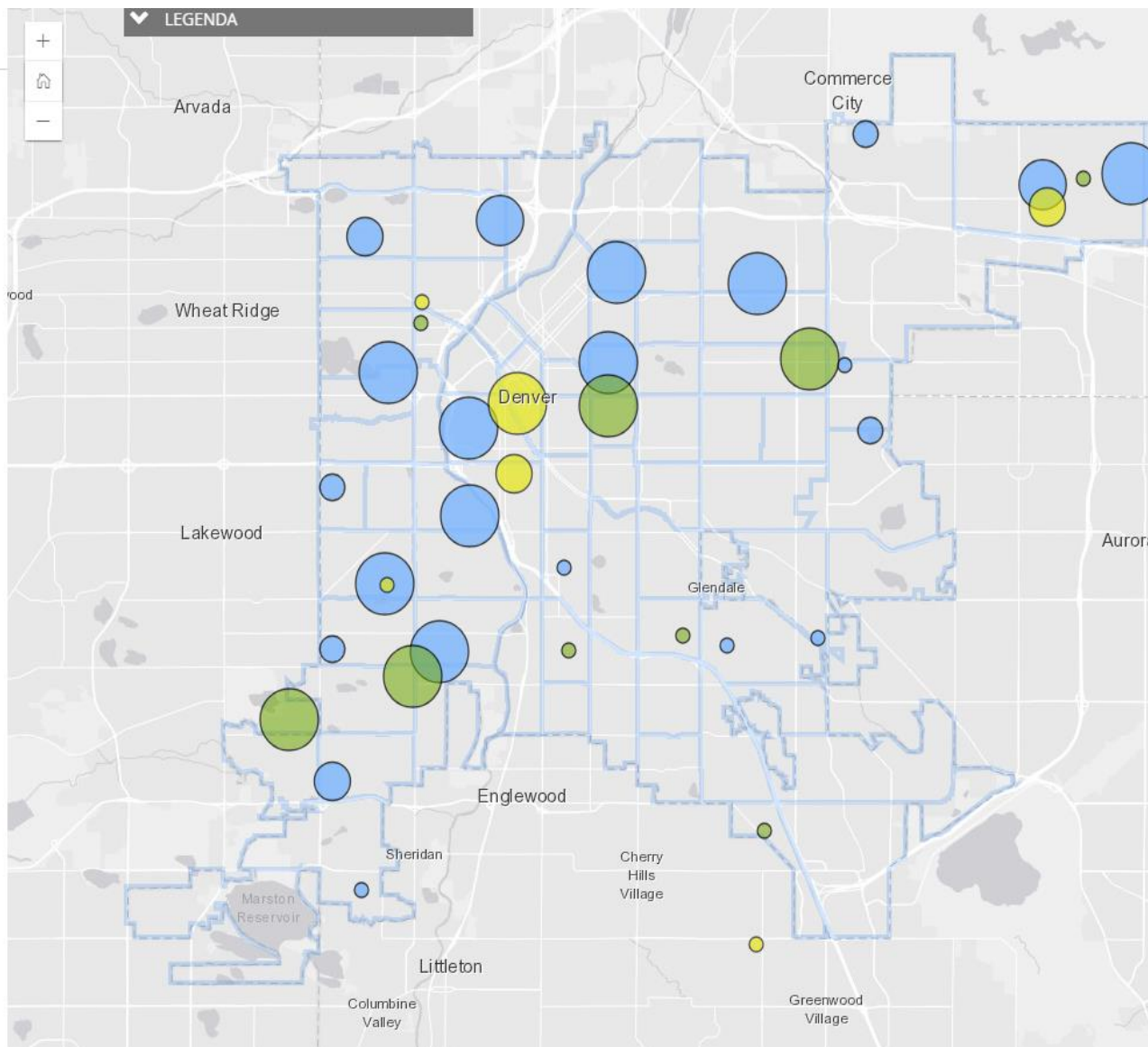
## Marijuana Education and Prevention

Since the beginning of legalization in Colorado, education has been one of Denver's top priorities. Denver, the first major city in the Country to legalize marijuana, has dedicated over 13 million dollars (2014 to 2018) of funding to prevention and education.

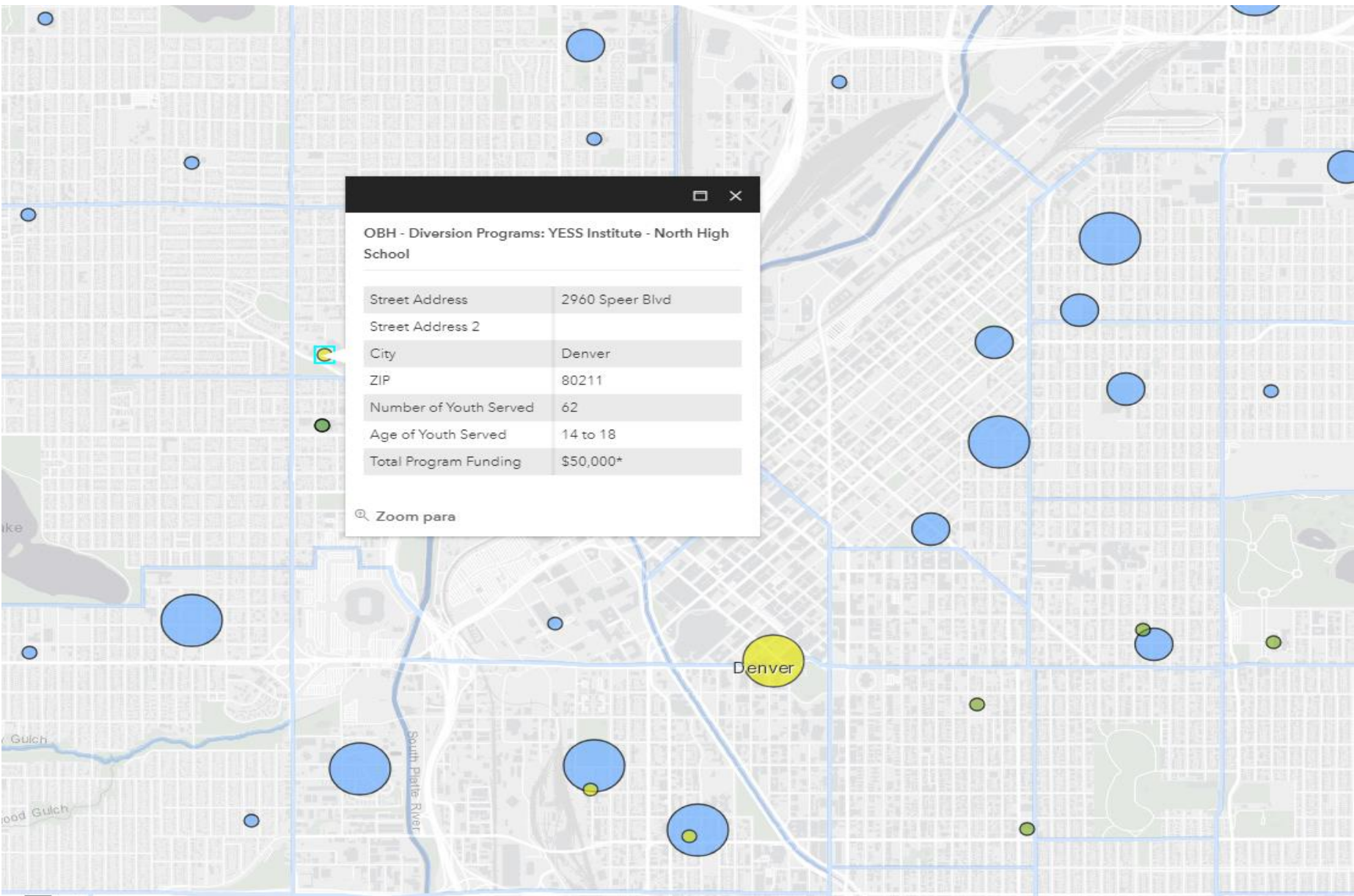
The Office of Marijuana Policy and its partners take a collaborative approach model that helps to reach kids and teenagers across the city. It strives to focus on supporting quality after-school and summer programs as well as diversion strategies with special attention to low-income neighborhoods.

The funds leverage existing best practices and processes to enhance quality programs and promote pro-social activities to youth living in an environment with legalized marijuana.

Click on the map to explore program and funding information.







# Amelie Company Contract Background

## 2016

- Released RFP for development of a youth marijuana education and prevention campaign
- Selected Amelie Company after a competitive bid process
- August-Initiated contract:
  - 1/1/2017-12/31/17
  - \$450,000 (2017 base budget)
- November-City Council approved 2017 budget for \$850,000

## 2017

- January-Contract started
  - Began campaign research and development
- July-amended contract
  - 1/1/2017-12/31/2018
  - \$1.3 million (fully utilize 2017 budget and base 2018 budget)
- November-City Council approved 2018 budget for \$850,000
- December-released campaign into market

## 2018

- Continuation of campaign
- July-amended contract
  - 1/1/2017-12/31/2019
  - \$2.15 million (fully utilize 2018 and 2019 base budget)
- November-City Council approved 2019 budget for \$750,000

## 2019

- Continuation of campaign
- **March-Requesting to amend contract**
  - 1/1/2017-12/31/2019
  - \$2.45 million (+\$300,000 to fully utilize 2018 and 2019 budget)



# 2018 Campaign Performance



Over **108 million** paid media impressions through video, movie theater, social media, and out-of-home school bus and billboard placements. This includes over **43 million added-value**, or free, impressions for an over delivery of 66%.

An average Facebook engagement rate of 62% - **20 times higher** than the industry-standard.

Over **30 million** earned media impressions through 62 news story placements, generating a publicity value of over \$3.8 million.

Produced **200 classroom-in-a-box** sets to distribute to community stakeholders, schools and youth organizations for continued education.



**DENVER**  
THE MILE HIGH CITY

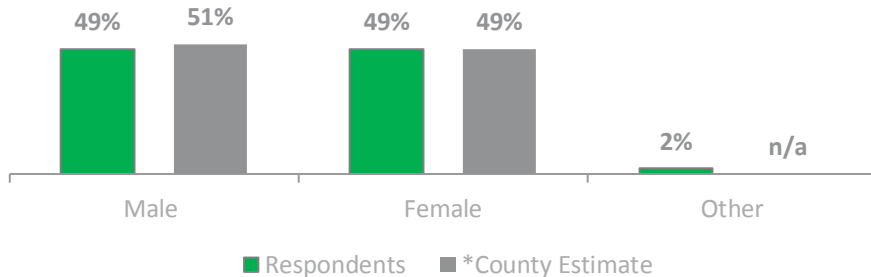
CONNECT WITH US 311 | POCKETGOV | DENVERGOV.ORG | DENVER 8 TV

# 2018 Post-Campaign Survey

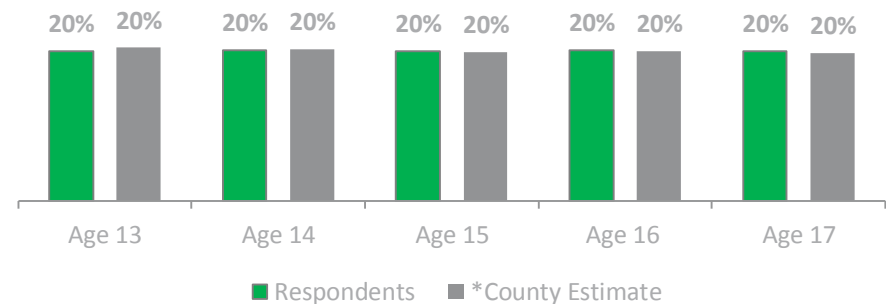


Conducted an online survey among 502 Denver teens to evaluate campaign effectiveness including awareness, ad recall and likability. The respondent pool was representative of the City and County of Denver:

Gender



Age Distribution\*\*



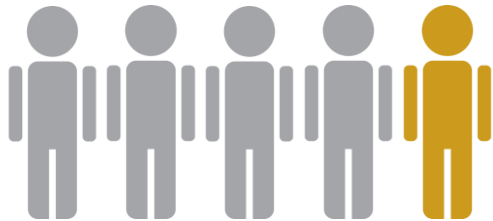
The online survey was administered by a local research company, and was performed at a 95% confidence level.

*\*County Estimates: Source Colorado Dept. of Local Affairs for 2017 \*\*Data weighted by age to reflect county age distribution*

# 2018 Post-Campaign Survey



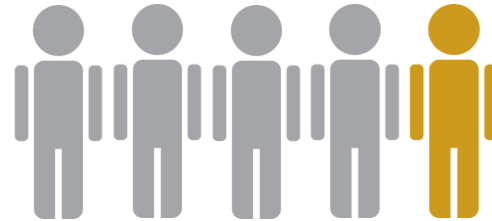
## Healthy Kids Colorado Survey 2017



**4 out of 5**

79% of Denver youth  
DO NOT use marijuana.

## High Costs Post-Campaign Survey 2018



**4 out of 5**

80% of Denver youth  
DO NOT use marijuana.

# 2018 Post-Campaign Survey



Among teens aware of the campaign, **75%** indicated that the 'High Costs' campaign discouraged them from using marijuana.

**72% of teens** who saw the online posts engaged with them by liking, sharing or talking about them with friends.

**68% of teens** were familiar with the Weeded Out game show, with 46% of them watching the entire show.

The majority of teens agree that the High Costs campaign **has a clear message, is educational, trustworthy and likeable.**

# ‘High Costs’ Campaign Evolution

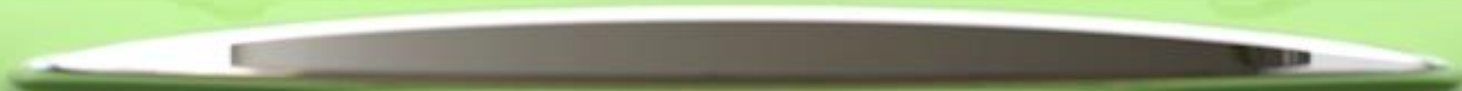






**DENVER**  
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# Poster



## You need more time.

In other words, your brain isn't ripe  
until age 25. Using marijuana before then  
can affect brain development.

Learn more facts at [TheHighCosts.com](http://TheHighCosts.com)



# Campaign Continuation



- Bolstered campaign support through account planning and strategy, project management, social media management, and creative development.
- Incremental paid media buy to strengthen the 2019 campaign presence.
- Development of a Spanish-language webpage and an interactive website quiz on TheHighCosts.com.
- Conduct a post-campaign survey to evaluate campaign effectiveness including awareness, ad recall and likability.

# Campaign Continuation



- Coordination of a public relations event to increase campaign awareness.
- Production of an 'ambient' display or installation to increase campaign awareness and engagement. Examples of ambient displays below:





# Thank You