

AMÉLIE CREATIVE BRIEF

Client: City of Denver Marijuana – Youth Prevention and Education

Date: June 1, 2017

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<p>What are We Selling? What Specific product, Initiative or Service are we Selling?</p>	<p>Positive Peer Influence. Youth in Denver need to be educated on the fact that not all of their peers are using marijuana, and that using can lead to more serious side effects regarding health, legal, grades and sports.</p>
<p>Problem What are we trying to solve?</p>	<p>Youth in Denver feel as though using marijuana is the social norm when in fact it is not.</p>
<p>Campaign Goal What will this campaign achieve?</p>	<p>Encourage responsible decisions to prevent and educate youth surrounding marijuana use and its effects in Denver.</p>
<p>USP Unique selling proposition and the reasons to believe.</p>	<p>USP: All the cool kids are <u>not</u> doing it.</p> <p>RTB: Kids think that more of their peers are using marijuana than actually are.</p> <ul style="list-style-type: none"> • The 2015 HKCS survey reported that in the past 30 days 26% of youth reported using marijuana in Denver¹, while 44% of youth reported that <u>other</u> students at their school had used marijuana in the past 30 days.² • 21% of youth think it improves social life, 42% say it does not improve social life³ <p>The majority of youth in Denver are aware of the disadvantages of using marijuana, and therefore may choose not to partake.</p> <ul style="list-style-type: none"> • Minor in Possession (MIP) • Parents and the Law do not approve <ul style="list-style-type: none"> ○ Almost 54% of kids do not want to break the law ○ 64% are afraid their parents may find out⁴ <ul style="list-style-type: none"> ▪ If a parent feels like it's wrong, their children are 4x less likely to use marijuana⁵ • Health <ul style="list-style-type: none"> ○ 45% think it could affect their health⁶ ○ Brain doesn't fully develop until age 25 <ul style="list-style-type: none"> ▪ Frequent use starting in adolescence has been associated with a loss of up to 8 IQ points⁷ ▪ THC can cause neuron loss – they are vital to memory formation and info processing⁸ ○ Second hand smoke from marijuana can be just as dangerous as cigarettes

¹2015 Healthy Kids Colorado Survey: <https://www.colorado.gov/pacific/cdphe/hkcs>

²Amelie Online Survey

³Amelie Online Survey

⁴Amelie Online Survey

⁵2015 Healthy Kids Colorado Survey: <https://www.colorado.gov/pacific/cdphe/hkcs>

⁶Amelie Online Survey

⁷National Institute on Drug Abuse: <https://www.drugabuse.gov/publications/marijuana/what-are-marijuanas-long-term-effects-brain>

⁸National Institute on Drug Abuse: <https://www.drugabuse.gov/publications/marijuana/what-are-marijuanas-long-term-effects-brain>

	<ul style="list-style-type: none"> ○ Can develop marijuana use disorder⁹ ● Marijuana has the potential to negatively impact kids' social lives, confidence and school/sports performance <ul style="list-style-type: none"> ○ Suspension as a result of being caught <ul style="list-style-type: none"> ▪ Grades and sports suffer ▪ Attendance suffers
<p>Tension What are perceptions of this product already?</p>	<p>Marijuana is a hot topic among youth in Denver.</p> <p>66% talk or hear about it with/from their friends more than once a month.¹⁰ But, they are not talking about marijuana as much with parents and family, which is noted as one of the main deterrents for using.</p> <p>Only 30% talk or hear about marijuana with their parents or family more than once a month.¹¹</p> <p>64% talk or hear about marijuana more than once a month at school.¹²</p>
<p>Who is the Audience Who do we want to interact with the message? What do we know about them?</p>	<p>Primary: Denver Youth, ages 12 – 17, skews Male Secondary: Hispanic, African American</p> <p>Research shows significant differences in attitudes and usage between middle schoolers and high schoolers. In general:</p> <ul style="list-style-type: none"> ● Middle schoolers (ages 12-14) consume less and have less favorable opinions towards marijuana use ● Usage rates increase with age through high school years and older kids have more favorable opinions of marijuana
<p>Audience Objective What do we want the Audience to do when they receive the message?</p>	<p>Understand that everyone is <u>not</u> doing it, and make smart decisions not to use marijuana.</p>
<p>Tone How do we want the audience to react emotionally?</p>	<p>Empowered to make the responsible decision.</p> <p>Youth do not respond well to finger wagging or scare tactics.</p>
<p>Free Thoughts Here is where you get to think outside the box. Things to think about. Language to use, etc. Links to examples. Creative media placements.</p>	<p>56% talk or hear about marijuana on social media more than once a month.¹³</p> <p>55% of teens would legalize marijuana today¹⁴, which is the same percentage of votes we received in 2012 to legalize marijuana. Anecdotally, this could demonstrate that teens do look up and listen to their parents.</p> <p>Facts and authenticity resonate well with this age group, which is why the health facts are important.</p>

⁹National Institute on Drug Abuse: <https://www.drugabuse.gov/publications/marijuana/what-are-marijuanas-long-term-effects-brain>

¹⁰Amelie Online Survey

¹¹Amelie Online Survey

¹²Amelie Online Survey

¹³Amelie Online Survey

¹⁴Amelie Online Survey

	<p>Could utilize social influencers in the Denver community – high school athletes, musicians, etc.</p> <p>Copywriting should not be higher than a middle school level to ensure understanding across the age group.</p> <p>Call to Action (CTA): Speak to kids about what their peers are doing (or <u>not</u> doing), don't focus on parent involvement.</p> <p>Don't want to lead teens to black-and-white conclusions, encourage them to ask questions and do their research</p> <ul style="list-style-type: none"> • You <i>could</i> get in trouble, not that you will • It <i>might</i> be bad for you, not that it will definitely harm you <p>Existing youth marijuana prevention and education campaigns:</p> <ul style="list-style-type: none"> • The Blunt Truth - Washington DC • Listen 2 Your Selfie – Washington State • Protect What's Next – Colorado <ul style="list-style-type: none"> ○ Unclear to teens what the connection is to marijuana • Don't Be a Lab Rat – Colorado <ul style="list-style-type: none"> ○ This campaign was heavily criticized, but teens liked it • Stay True to You – Oregon <ul style="list-style-type: none"> ○ Youth Commission really liked the authenticity <p>Mandatories</p> <ul style="list-style-type: none"> • Cohesive citywide brand and suite of messages • Logo – usage of the City's logo is dependent on the campaign direction and branding • Spanish translation for mass media only
<p>Deliverables</p>	<ul style="list-style-type: none"> • Website and/or Landing Page <ul style="list-style-type: none"> ○ Includes content creation and design ○ Charge Ahead Colorado is an example of what the site development could look like – scrolling, one page, etc. • Classroom Kit, pop-up informational booth and/or “class-in-a-box” <ul style="list-style-type: none"> ○ Strategy to engage youth through community-based events, Denver Public Schools, and by leveraging resources of the City departments of Children's Affairs, Public Safety, Parks and Rec., Human Services, etc. ○ Develop two separate pop-ups – one for middle school (ages 12-14), one for high school (ages 15-17) • Mass Media Campaign – could include print, radio, digital and/or social efforts
<p>Timeline & Budget</p>	<p>Concepting Timeline</p> <p>6/1 :: Kick Off</p> <p>6/5 :: R1 to CD</p> <p>6/8 :: R2 to CD</p> <p>6/13 :: ICR #1</p> <p>6/15 :: ICR #2</p> <p>6/20 :: R1 Presentation</p>

6/22 :: Immersion #2
7/6 :: R2 Presentation
10/3 :: In-Market

Concepting Budget: 185 Creative Concepting Hours

External Expenses

Production (includes any broadcast, photography, asset needs as well as Spanish translation needs): **TBD**