

SCOPE OF WORK:

Goal and Target Audience:

The primary objective of the marijuana prevention and education campaign is to increase accurate knowledge among Denver's youth, ages 12-18, of:

- Marijuana laws, in particular:
 - The legal age to purchase adult-use marijuana (21);
 - The legal age to purchase medical marijuana (18 with a medical marijuana registry card);
 - The legal age to have adult-use or medical marijuana delivered (21);
 - The legal age to enter a marijuana hospitality business (21);
 - That it is unlawful for a person younger than 21 to possess any amount of retail marijuana;
 - That it is unlawful for a person younger than 18 or without a medical marijuana registry card to possess any amount of medical marijuana;
 - That it is unlawful to give or sell marijuana to anyone younger than 21.
- Health impacts of underage marijuana use, including but not limited to:
 - Potential adverse effects of smoking, vaping, and dabbing;
 - Potential adverse effects of using high-potency marijuana products, such as concentrates, wax, and shatter;
 - Potential adverse effects of consuming edible marijuana products;
 - Potential adverse effects of secondhand marijuana smoke exposure;
 - Risks of driving while intoxicated or riding in a vehicle driven by an intoxicated person.
- Social impacts of underage marijuana use

A successful campaign will not employ scare tactics but will instead use positive, engaging messaging to teach youth about marijuana laws and the potential social and physiological impacts of underage marijuana use. The campaign will be grounded in positive youth development principles.

Deliverables:

Task 1: Strategic Planning

Amélie to evaluate the current campaign and make strategic recommendations on how to evolve the existing High Costs campaign. This includes the following efforts:

- At minimum, in FY23, two (2) campaign evaluation sessions will be conducted with a youth advisory board composed of Denver middle and high school students from diverse backgrounds and identities. This youth advisory board will be consulted throughout the campaign for further evaluation and insights.
- Utilization of research and data already available from the state of Colorado, provided by the City.
- Discussions with internal City departments, as applicable, to lend insight into existing efforts and identify opportunities for complementary efforts and messaging needs.

Strategic planning efforts to happen on a yearly basis—as applicable—throughout the contract period.

Task 2: Media Planning

Amélie to develop a paid media plan for the High Costs campaign. This includes the following efforts:

- Development of a paid media strategy and plan, including the negotiation and placement of mass media tactics based on target audiences, messages, and geographic focus as outlined in strategic planning efforts.

A new media plan to be developed (or updated, as applicable) on a yearly basis throughout the contract period.

Task 3: Campaign Development

Amélie to develop creative assets for the High Costs campaign, rooted in the initial campaign research efforts and strategic planning findings. This includes the following efforts:

- Development of creative assets, including the functions of creative conceiving, art direction, copywriting, production, project management, production planning, and more. This includes incorporation of the aforementioned youth advisor reviews and evaluations.
- Fulfillment of all necessary and recommended creative updates and general maintenance of the High Costs website.
- Creative development of a digital-only toolkit to aid community partners and agencies in delivering the campaign's educational messages to the target audience.

Creative development is ongoing throughout the contract period.

Task 4: Campaign Implementation

Amélie to deliver on the approved media plan, for each year of the contract. This includes the following efforts:

- Delivery of the paid media campaign to deliver campaign messages to the target audience. Implementation of the approved creative assets through approved campaign tactics, as well as monitoring, management, and optimization of assets while in-market.
- Media monitoring and tracking of media relations work completed by the City.

Task 5: Campaign Evaluation

Amélie to provide an evaluation of campaign efforts and performance. This includes the following efforts:

- One (1) post-campaign media report, including recommendations for future media planning. Reporting analysis may include, but is not limited to, tracking and reporting of print and out-of-home ad placements and impressions, unique website visits, ad engagement and digital media traffic. The post-campaign report will be delivered within 30 business days of flight end.
- Biennial execution of a post-campaign survey to evaluate Denver youth's awareness of the campaign, effectiveness of messaging beginning in FY24.