



CITY AND COUNTY OF DENVER
YOUTH MARIJUANA
EDUCATION AND PREVENTION CAMPAIGN



AGENDA

- Introduction to Amelie
- Behavior Change
- Campaign Overview
- Campaign Evaluation



INTRODUCTION TO AMELIE



R BONJOUR

At Amélie, we believe in brands, causes and initiatives that positively impact people's lives. We look forward to discussing how we can create resonant messaging that moves your audience to take meaningful action. Until then, we'd like to give you a better idea of what Amélie is all about.



good
works.

AVERAGE CLIENT
TENURE
5 YEARS

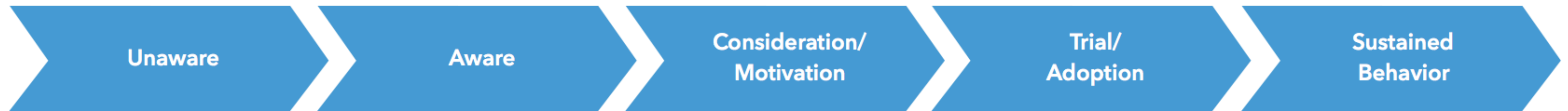
IN GOOD COMPANY





BEHAVIOR CHANGE

BEHAVIOR CHANGE Continuum





BEHAVIOR CHANGE

Strategies in Campaign Development

- Aim to prompt people to change their knowledge, attitudes and practices related to a certain topic
- An interactive process of any intervention with individuals, communities and/or societies to develop communication strategies to promote positive behaviors as integrated with an overall program
- Effective messaging and communication needs tension



BEHAVIOR CHANGE

Youth Messaging - Best Practices

- Facts and authenticity resonate well with this age group
- Youth want to be spoken to as adults
- Peers have a significant amount of power in young people's lives
- Youth need to learn to process risk vs. benefit on their own
- Cannot shy away from reality of marijuana, it's a topic among youth and we need to address it directly
- Youth reject any language that is preachy or presented as a scare tactic



CAMPAIGN DEVELOPMENT



CAMPAIGN DEVELOPMENT

Research Overview

Surveys and Desktop Research

- 2015 Healthy Kids Colorado Survey (HKCS)
- Amélie Online Survey
- Colorado Department of Public Health and Environment (CDPHE)
 - Health Statements and *Monitoring Health Concerns Related to Marijuana in Colorado: 2016*

Review of Past Campaigns

- Protect What's Next, Stoner Sloth, Don't Be A Lab Rat, Stay True to You

Focus Groups

- Youth Commission
- Community Concept Testing
 - Generation Teach
 - Heart and Hand
 - Vickers Boys and Girls Club



CAMPAIGN DEVELOPMENT

Key Findings

In the past 30 days, 26% of Denver youth reported using marijuana

However, youth reported that 44% of other students at their school had used marijuana in the past 30 days

88% of youth know it's illegal to use recreational marijuana under 21

However, 28% are unaware of, or are miseducated about other laws surrounding marijuana use

90% of youth know marijuana affects the brain, since it's developing until age 25

However, 47% do not know what the actual health effects are

66% talk or hear about marijuana with/from their friends more than once a month



CAMPAIGN DEVELOPMENT

Overview

Target Audience:

- Primary: 12 - 17 year olds in Denver, skews male
- Secondary: Hispanic and African American

Problem:

Youth in Denver feel as though using marijuana is the social norm, when in fact it is not.

What are we selling?:

Positive Peer Influence

Campaign Goal:

Prevent and educate youth surrounding underage marijuana use and its effects.



CAMPAIGN OVERVIEW

CAMPAIGN Brand

- Help youth understand the legal, educational, health and social risks that can come from smoking marijuana
- Use creative and relatable messaging that gives youth the facts they need to reach their own conclusions
- Provide perspective that sparks discussion with their peers and proves being stoned is not the social norm
- Create buzz and ask Denver youth to consider whether marijuana is worth the long-term risks



CAMPAIGN EXECUTION

Tactical Overview

- **Fence Art**
- **Out of Home**
Billboards, School Bus Executions (pending), Snapchat Filters
- **Video Executions**
Teasers, Hype Video, Game Show Videos (cut downs - :15, :30, :60)
- **Classroom-in-a-Box**

FENCE ART



BILLBOARDS



GAME SHOW

The City is creating a game show called “Weeded Out!” to teach youth the true cost of using marijuana underage.

- Think “Remote Control” or “Jeopardy”
- The categories for the game include health, legal, educational and social consequences
- The questions focus on statistics and facts related to marijuana

The logo for the game show "Weeded Out!" features the word "WEEDED" in green, blocky, uppercase letters with a white outline and a black drop shadow. Below it, the word "OUT!" is in yellow, blocky, uppercase letters with a white outline and a black drop shadow. The exclamation point is also yellow and blocky.

CLASSROOM-IN-A-BOX

The City is creating a classroom-in-a-box trivia game so youth can test each other on their marijuana knowledge.

- Based on full-form game show
- Categorical questions written in teen voice
- One student plays host, teacher moderates
- Students reach their own conclusions about marijuana use
- Quantity Produced: 100 to 200 (depending on production cost), Locations: TBD





CAMPAIGN EVALUATION



CAMPAIGN EVALUATION

Overview

- Survey Data
- Healthy Kids Colorado Survey (HKCS)
- Youth Commission
- Media Metrics



CDOT – DRUGGED DRIVING
CAMPAIGN 2016



CAMPAIGN DEVELOPMENT

Key Findings

- In 2015, **91% of marijuana users in Colorado reported knowing the law**, that they can get a DUI if they drive high
- In 2015, **55% of marijuana users chose to drive a motor vehicle within two hours of consuming marijuana**. They did so an average of 7.1 days out of 30 days (vs. alcohol users who drove within two hours drinking an average of 2.3 times in the past 30 days. (Source: NRC 2015 Impaired Driving Mail Survey)
- In 2014, **84 Colorado drivers involved in fatal crashes tested positive for marijuana**, compared with 44 in 2013 – **an increase of almost 50%**. (Source: cdot.gov drugged drivers involved in fatal crashes findings)

CAMPAIGN DEVELOPMENT

Overview

Target Audience:

- Males, ages 21 – 34

Problem:

With the legalization of marijuana in Colorado, we are seeing an increase in marijuana use and marijuana impaired drivers on our roadways.

What are we selling?:

The understanding that driving while high is not a safe decision, and it may lead to a crash.

Campaign Goal:

Increased awareness among audience that driving whiel high is not safe, and encourage them to plan ahead.



CAMPAIGN CREATIVE

CAMPAIGN CREATIVE

Lyft Fleet

- 17 Lyft vehicles were wrapped and branded with 320 Movement brand
- On the road for the duration of the campaign
- Equipped with informational cards about the dangers of driving while high.
- Passengers given a \$10 Lyft credit towards their next ride



CAMPAIGN CREATIVE

Overview

- Landing Page - 320Movement.com
- Digital Banners – targeting users and geo-targeted around select dispensaries.
- Ambient Execution – Giant 3D "crashed edible" placed at 420 events throughout Denver – Nutrition label on back featured educational statistics
- Miniature '420' Mile Marker signs hidden at 420 events: Method Man & Redman concert, and 420 On The Block.
- Promo code on back to redeem \$42 worth of Lyft ride credit.
- Signs hidden at events
- Target audience finds and delivers to street team to redeem for Lyft rides.
- Promoted through earned and social media.

CAMPAIGN CREATIVE

Digital Banners


PRESENT
320



**A MOVEMENT TO PLAN A RIDE
BEFORE YOU'RE HIGH**

320 is about getting ahead of your high. No matter what you do at 4:20, rather than drive sit back and enjoy the ride. At 3:20pm every Sunday, CDOT and Lyft are giving out discount codes to help you plan ahead.

CLICK FOR 320 CODES

ALWAYS PLAN A RIDE BEFORE YOU'RE HIGH.



Marijuana impairs judgment, coordination, decision-making and reaction time.

17%

Percent of DUI arrests in CO that involve marijuana*



A ride share app you can always depend on for a safe way to get around.

3:20

When to check this site for Lyft discount codes*



Come on and take a free ride. Catch a Lyft in one of our 320-branded cars, and we might pick up your fare.

FOOTER INFORMATION GOES HERE | FOOTER INFORMATION GOES HERE





*COLORADO STATE PATROL



WHAT'S
YOUR
PLAN
FOR
420?

LET
LYFT
TAKE
YOU
THERE





**INVITE
YOU TO**

JOIN US
FOR THE
320
MOVEMENT

▶ CLICK HERE



CAMPAIGN ACHIEVEMENTS

CAMPAIGN ACHIEVEMENTS

Paid Social Media:

- 18 ads/posts delivered 1,099,378 impressions
- 7% Engagement Rate

Lyft Discounts:

- 10K+ people visited the 320movement.com leading up to 420
- 3800 discount codes retrieved
- 1184 discount codes redeemed
- 600 discounts awarded from the 320 Movement fleet



CAMPAIGN ACHIEVEMENTS

Event Coverage:

- 40K+ attendees at 420 on the Block
- 9K+ attendees at Method Man and Red Man shown at Red Rocks Amphitheater on 4/19

Earned Media:

- 4 earned media platforms - 298 stories
- \$2m value

Overall:

- ~174,295,015 Total Impressions

Q&A



MERCI