

# THINKING OF TRYING METH?



## SOUTH DAKOTA DEPARTMENT OF SOCIAL SERVICES

Meth Prevention Campaign



### THE CHALLENGE

South Dakota had seen a consistent five-year increase in violent crime, largely due to the surge in meth activity, in both urban and rural areas.



### THE GOAL

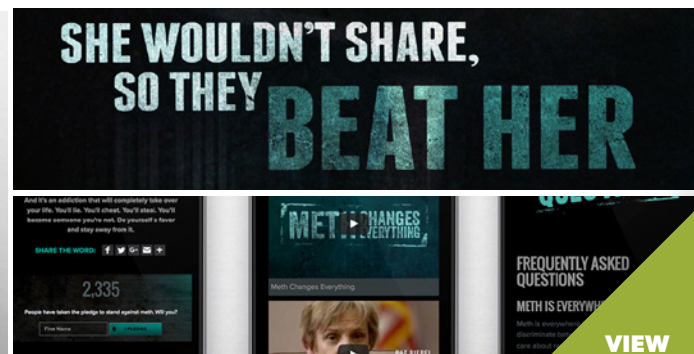
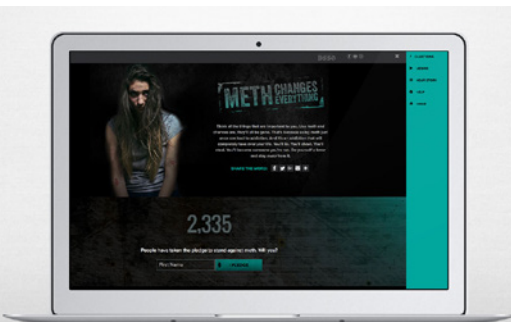
Drive awareness of the life-altering and life-ruining effects of meth use and production to reverse these negative trends in the state.



### THE IDEA

The “Meth Changes Everything” campaign aimed to dramatically and graphically depict the consequences of meth use, showing the deterioration of health and living conditions, moral compromise and regret via an impactful website and video series.

Firsthand, filmed accounts peppered the campaign materials, showing the effects of meth use are far-reaching—from your career, to your family life, to your appearance, to your emotional stability. MethChangesEverything.com served as a centerpiece for the campaign, including information about the physical effects of meth, as well as an opportunity to pledge to join the fight against the drug. Finally, social efforts on Facebook and Instagram used language relatable to a youthful audience to deliver the message early and often.



VIEW RESULTS



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## THE RESULTS

### IN THE FIRST FIVE MONTHS...

- More than 200,000 total video views
- 250,000+ reach on MethChangesEverything.com
- 2,300+ web visitors signed pledge to stand against meth
- Campaign earned Addy and MarCom Awards



Epicosity, headquartered in Sioux Falls, South Dakota, is a full service marketing agency specializing in branding, advertising, web development, public relations, video production and social media with expertise in the shooting, hunting and outdoor industry, education, healthcare, agriculture, financial and manufacturing.

**LET'S TALK!**

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