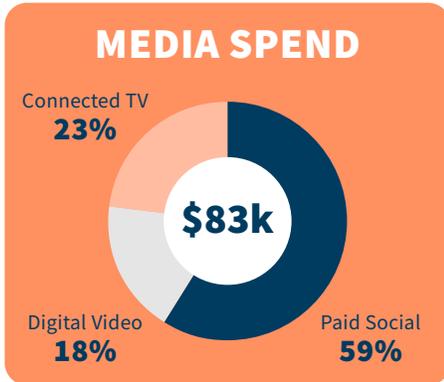


The Usual Performance Summary

Message Package 5

4/28/21 - 6/25/21

A Dose of Truth’s message package (MP), “The Usual”, seeks to educate adults on the risks of fentanyl-laced substances and harm reduction strategies to prevent an overdose. This campaign’s primary goal was driving consumption of the urgent messaging, especially through video.



TARGET AUDIENCE



HIGH RISK URBAN & SUBURBAN COUNTIES, especially surrounding the greater Chicago and St Louis areas.



ADULTS AGES 18-35
Who take drugs for recreational purposes and are at-risk for accidentally consuming fentanyl.



6.8M IMPRESSIONS
Delivered targeted exposure of our message to the target audience



2.9M ENGAGEMENTS
Indicating the audience was consuming, interacting with, and amplifying our content.



2.7M VIDEO COMPLETIONS
The flagship video exceeded video delivery goals by **+29%**.

Connected TV (i.e. Roku, Apple TV) proved to be a highly effective channel with a 98% video completion rate and efficient targeting capabilities.

PROMOTED SOCIAL MEDIA POSTS drove over **223K engagements** in-platform, with the majority of these engagements (65%) coming from Instagram.

SOCIAL MEDIA CREATIVE THEMES

NORMALIZE NALOXONE CREATIVE THEME



122K TOTAL ENGAGEMENTS
3,912 REACTIONS
80 SHARES
76 SAVES

Normalize Naloxone creative greatly resonated with our audience as shown by a high volume of shares and saves

FLAGSHIP CREATIVE THEME



100K TOTAL ENGAGEMENTS
4.2K REACTIONS
28 SHARES
41 SAVES



Generated **647 Active Engagements**, which indicated our audience was interacting and amplifying the campaign.

A Dose of Truth's **SOcial MEDIA** content generated over 383 comments. Notably, many of these comments expressing support of the MP's messaging and approach. While we also received stigmatizing comments regarding SUD and naloxone, these were frequently pushed back on by supporters, further validating the campaign messaging.

Dan: How much is "two grains" of fentanyl?

ADOT: Hi @Dan! 2mg of fentanyl (same size as 2 grains of salt) is all it takes to make your usual high fatal. But pills and powders can be laced with even higher doses and it's impossible to know just how much fentanyl is in each pill.

Anthony: @Dan can't really know how much anyone is doing because most of the time ppl buying it have no idea how its made and mixed up at certain points in the supply chain so there can be hotspots or way more fent than expected. Plus there's other fentanyl analogues and stuff like carfentanil that is way strong so its a huge crapshoot. ❤️

LiLi: So normalize using drugs... 4 👍

David: @LiLi right? Don't think they thought that out much. ❤️

Esther: Because obviously prohibiting drugs stops people from using them, just like speeding never happens because it's illegal. 9 👍

Hannah: @LiLi it's not normalizing drug use. It's carrying a life saving medication that can come in handy at a moments notice. You never know how people struggle. You can offer it to your rich white neighbor with a prescription pill popping addiction who took one to many by accident. 4 👍

ADOT: @LiLi Most overdoses are accidental and we believe everyone deserves a second chance at reclaiming their life. Without naloxone, people wouldn't have the opportunity to seek treatment or change their behavior. If you'd like to learn more about naloxone, check out our site: <https://bit.ly/4tXV3L5>.

Paid media drove our audience to the "Life Saving Naloxone" or "What is Fentanyl" page on A Dose of Truth website, dependent on the topic of the ad. Social conversion ads drove the majority (87%) of sessions.



18K
Sessions



32s
Avg Session
Duration

Our audience showed interest in finding out where to get naloxone, clicking on "**Find a Location**" **115 times.**

A Dose of Truth's first message package targeting illicit polysubstance users proved highly effective, both at engaging the intended target audience and providing urgent education and tips. This success is reflected most notably in the high volume of supportive engagement including positive reactions and comments, video views, shares, and saves. In the upcoming fiscal year, A Dose of Truth will continue its focus on an illicit use audience with a similar destigmatizing and actionable messaging approach.