

AD COUNCIL TEAMS UP WITH VIACOM AND FACING ADDICTION TO FIGHT STIGMA.



AN ADDICTION SUPPORT CASE STUDY.

FACTS:



More than **22 million** Americans struggle with a **substance use disorder**

Addiction is the **leading cause of death** for people **under the age of 30**

81% of Viacom's audience said they **would be more likely to help** if they had more information on what to do

OUR CHALLENGE

Talking about addiction is hard. Many people suspect family members or friends are struggling, but don't know how to start a conversation, or where to go to find help. In fact, according to Viacom's audience survey, only 16% reported knowing how to access the right resources to help someone they love fight addiction.

OUR SOLUTION

The "LISTEN" campaign was created to raise awareness among friends and family of those struggling with addiction.

The campaign was developed by Viacom's in-house creative agency, Velocity. It portrayed powerful real stories using modern day faces of addiction and recovery and aimed to remove the stigma attached to substance misuse through the act of informed, compassionate listening. The campaign's website, heretolisten.com, and Facing Addiction's Resource Hub provided important tools and information to help those impacted start productive conversations. We distributed the campaign assets outside of Viacom's own channels, further extending our reach and securing over \$10M in media support.

OUR RESULTS

Within a week of the campaign's launch, the resource hub received 182,654 page views and more than 32.7 million people were exposed to the #HereToListen hashtag across Facebook, Twitter, YouTube and Instagram.

Ultimately, the campaign was able to raise awareness on the topic of Addiction with 36% of Americans claiming to have recently seen or heard about the topic of addiction, a 25% increase prior to the campaign's launch.

PARTNERSHIP ELEMENTS

- Custom TV, Radio, Print, OOH and Social/Digital assets
- Online Resource Hub at heretolisten.com
- Broad Distribution through Extreme Reach
- [National Joint Press Release](#)
- Pre and post wave tracking study to measure campaign effectiveness

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AT A GLANCE:

32.7
million

social media
exposure

25%

increase in
issue awareness

182,654

page views within a week