

# **Talk Sooner**

**Campaign Recap**  
**Flight: August 2020**

# Campaign Objectives

## Increase Drug Abuse Awareness Among Parents

### Goals:

- Increase awareness around the resources that Talk Sooner has for parents when talking to their children about drug prevention and abuse.

### Measures of Success:

- Increase in website traffic
- Increase in branded searches
- Increase in app downloads

# Target Audience Overview

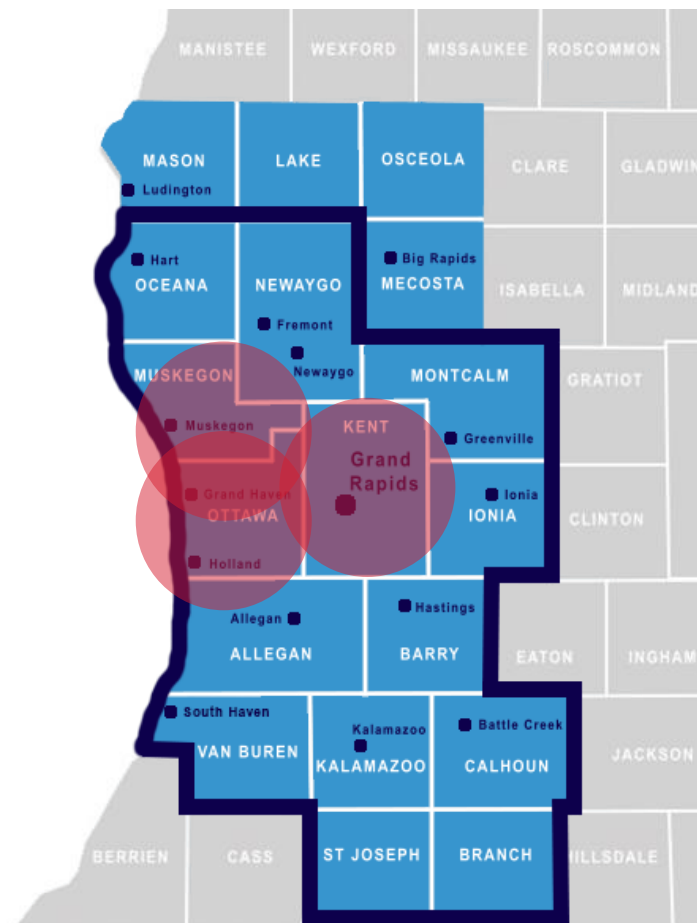


## Parents

**Age:** Adults 25+

**Geography:** Kent, Ottawa & Muskegon Counties

**Behavioral:** parents with children who were actively searching for ways to talk to their kids about drug prevention and abuse



# Broadcast Television Recap

- Goal: Brand Awareness
- Demo: Adults 25-54
- Flight dates: 8/1/20-8/31/20 – promos are continuing through September 2020

Program	Spot Length	# of Spots Promised for August 2020	# of Spots Delivered to-date	**Delivered Impressions
WZZM and Weather Network Promos (Across All Dayparts)	:15/:30	200	205	24,000
The Exchange Appearance in *Noon News	4-5 min	1	1	4,100
The Exchange Appearance Re-Air in *Sunday Morning News from 9-10a	4-5 min	1	1	4,400

\* Moved MWM spots to Noon News and weekend morning news due to program hiatus

\*\* Can only report on spots aired through paid schedule, not those ran through our promo team (126x CTD that are not included in the delivered impressions)

**Total Impressions Delivered CTD: 128,700**



# Exchange Segment – 8/3 and 8/9

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The **Talk Sooner** exchange segment aired on 8/3/2020 during Noon News and delivered **4,100 impressions**.

The **Talk Sooner** exchange segment then re-aired on 8/9/2020 during Sunday Morning News from 9-10a and delivered **4,400 impressions**.



[https://tegna-my.sharepoint.com/:v:/p/Imoceri/ERcKV7tEXjREvbUOHb8q9eQBEdRpQvBi0-mHJFnUhu\\_04w?e=yC26ZI](https://tegna-my.sharepoint.com/:v:/p/Imoceri/ERcKV7tEXjREvbUOHb8q9eQBEdRpQvBi0-mHJFnUhu_04w?e=yC26ZI)

# Talk Sooner Boosted Exchange Recap



40,924	923	2.26%	\$0.82
Impressions	Clicks	CTR%	CPV

\*Industry Average = 0.99%

## Key Insights:

- The boosted Exchange segment reached **16,300** people and had **13,068** video views
- The top performing audience was women 65+
- The post received good engagement with **15** likes, **1** comment, and **9** shares.



# Branded Ad Recap

80,406	2,304	2.86%	\$0.50
Impressions	Clicks	CTR%	CPC

Industry average = 0.83%    Industry average = \$0.63

## Key Insights:

- The branded ad reached **35,976** people and has a strong frequency of **2.23**
- The top performing audience has been women 55-64
- The post received good engagement with **118** likes, **7** comments, and **27** shares

\*Wordstream 2019

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It may seem daunting to take on the task of talking to your kids about drugs, but the good news is you don't have to do it alone. It takes a village to raise a child and everyone can take part, including extended family. So talk early, talk often, and talk sooner. For helpful resources - visit <https://talksooner.org/> — with Talk Sooner.



TALKSOONER.ORG

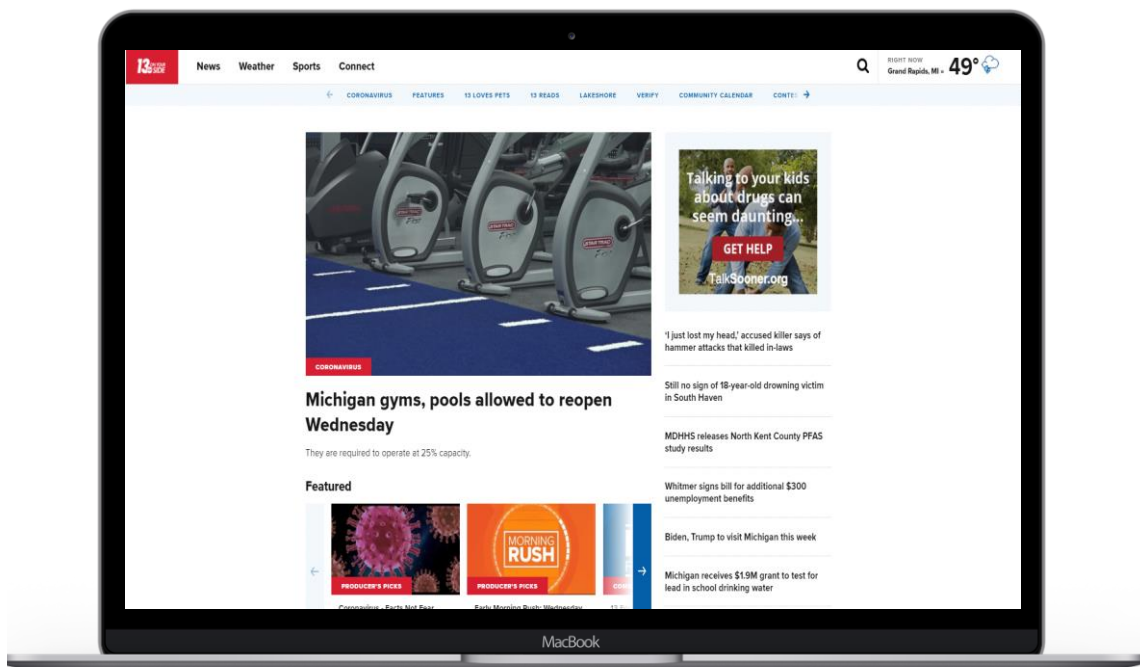
Resources to Help Make Talking to Your Kids About Drugs Less Daunting

[Learn More](#)

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# 13 On Your Side Display Recap



185,245

Impressions

82

Clicks

0.04%

CTR%

:18

Sec. in View

Ad Size	Impressions	Clicks	CTR%
Pushdown	15,217	8	0.05%
300x250	40,005	1	0.01%
320x50	80,020	48	0.06%
728x90	40,003	6	0.01%
Preroll	10,000	19	0.19%



# Targeted Display – Overview



135,149	198	0.14%	\$1.28
Impressions	Clicks	CTR%	CPC

## Key Insights:

- The industry standard for CTR is 0.05% - so our 0.14% is performing **160%** above benchmark.
- The top performing ad size has been the 320x50 mobile size in terms of clicks. This size tends to do well because of its prominent placement on mobile devices.
- The top performing search keywords have been “drug prevention assistance” and “kids+ drug resources”

Ad Size	Impressions	Clicks	CTR%
320x50	64,713	87	0.13%
728x90	44,688	81	0.18%
300x250	25,748	30	0.12%

# Total Campaign Summary

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## Campaign Recap

To date, the campaign delivered **570,424** impressions, received **3507** clicks, and had a 0.61% CTR.



**Thank You!**

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