

EPICOSITY TURNS 10 VIDEOS INTO 10,000+ SITE VISITS FOR METHCHANGESEVERYTHING.COM

SD 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 + reverse these negative trends in the state.



THE IDEA

Like the drug itself, we got to work getting into people's heads: First, by spending weeks interviewing addicts, counselors, family members, judges and law enforcement. Second, by spreading the word with no less than 10 powerful "Meth Changes Everything" videos. The campaign rolled out on Facebook and Instagram – driving engagement and traffic to MethChangesEverything.com, where people could share stories, watch the videos and sign a digital pledge to stop meth.

THE RESULTS

- 6,200+ Facebook likes in first five months
- 250,000+ reach for "Meth Changes Everything" videos
- 10,000+ site visits to MethChangesEverything.com
- 2,300+ unique visitors signed pledge to stand against meth

