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### CAMPAIGN CASE STUDY - AUSTRALIAN DRUG FOUNDATION

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#### Contract role - Social Media Manager / Campaign Manager

September 2012 – February 2013

The Australian Drug Foundation (ADF) is Australia's leading body committed to the prevention of alcohol and other drug problems in the community. I was employed for a six month contract to execute and manage an awareness campaign about the risks associated with cannabis use. The campaign, titled **'Don't Let Your Dreams Go Up In Smoke'** was targeted at 13-18 year olds, with the primary communication channel being a branded Facebook page. This was the first time the ADF had used social media as the primary tool for promoting a campaign.



#### Background of the campaign

The Australian Drug Foundation (ADF) partnered with the Victorian Government Department of Health to deliver a targeted awareness campaign on the risks associated with cannabis use.

#### Target audience

The primary target audience was young people in Victoria aged 13–18 years (both within the school setting and outside) with a specific focus on those aged 15–16 years.

The secondary target audience of the campaign was parents and influencers (adults, peers) of young people who could potentially supply cannabis or be influential in the decision making process for a young person. This included teachers, youth, mental health, AOD health services and sporting clubs.

#### Promotion

The marketing communication objectives of this campaign were to use primarily online channels to create awareness of:

- the campaign
- the availability of information and resources
- the postcard competition.

This online-focused strategy also provided the most effective way to communicate with the target audience of young people 13–18 years old.

The core online communications channels for this campaign are outlined below.

## Core communication channel - Facebook campaign page

A campaign Facebook page was created to provide an additional entry point for young people to source cannabis-related information. The Facebook page was monitored and checked daily (business days). Comments and content were added regularly to provide a dynamic and interactive service. It also provided further information specifically related to the campaign and the effects of cannabis use, including links to supporting online material, fact sheets, competition entries, and the animations/short videos.



## Supporting channels

### Somazone website

Somazone ([www.somazone.com.au](http://www.somazone.com.au)) is a safe space for young people to ask questions, share stories and get help for issues related to mental health, drug use, sexual health, relationships, abuse and body image. The Somazone website supported the campaign by featuring campaign banners on the homepage, and linking to a campaign webpage.



### DrugInfo website (aimed at parents and influencers)

The DrugInfo website ([www.druginfo.adf.org.au](http://www.druginfo.adf.org.au)) provides easy access to information about prevention of AOD-related harms.

Leveraging off the existing DrugInfo website and services, additional campaign-related pages were added to the parent section of the website including:

- Cannabis information for parents.
- Links to frequently asked questions that parents

have asked about cannabis

- Factsheets
- Podcasts
- More information.

### Other channels

- Online media buy (Facebook ads and Digital Display Ads)
- Print media (magazine ads, including design)
- Good Sports clubs: over 1,800 across Victoria.
- ADF Twitter account: over 600 followers including health organisations, media, and government.
- ADF Facebook Page
- Victorian Department of Education and Early Childhood Development networks and websites
- Promotion through other organisations networks and websites such as Turning Point Alcohol & Drug Centre, National Cannabis Prevention and Information Centre, Sibling Support.

### Postcard Design Competition

The main objective of the postcard design competition was to encourage Facebook Page 'Likes' in order to build the Facebook community. The Facebook community would then be communicated with and engaged with in order to reach the campaign objectives.

The postcard design competition focused on the positive side of the campaign (hence the tagline 'Reach for your dreams'), and asked entrants to illustrate their 'dream'. Entries could include drawings, paintings, collage, printed media and photographs.

Entrants were required to visit and 'Like' the campaign Facebook page in order to gain access to the entry form and submit their entry. Entries were then published to the campaign Facebook page and people voted for their favourite entry online.

The winning entry (shown below) was chosen based on the following criteria:

- Number of votes
- How well the entry answered the question 'What is your dream?'
- Creativity and originality
- Fit with ADF and the Department's values
- Suitability for use on a postcard.

#### Winning entry:

"Happiness and tea"

By Olivia Morrissy, 15, Belmont High School

*"This drawing states all I want from life. I want all the simple things but to also have the doors open to grab what opportunities are thrown my way."*



#### Award ceremony and prizes

The ADF and the Department of Health presented the first prize winner, 15 year old Olivia Morrissy, and her school (Belmont High School) with their prizes during the school assembly on Monday 10 December 2012. Olivia received a high-definition video camera, an iPod Nano, a framed certificate and had 10,000 copies of her design printed and distributed via Avant Card (see the 'Marketing and media' section for more details). Additionally, her school, Belmont High School, received a \$2,000 art supplied voucher. The nine runners-up each received an iPod Nano in the colour of their choice, along with a framed certificate.

#### Key Achievements

- Achieved over 3,000 Likes on the campaign page within approx. 6 weeks.
- Achieved an overall 'Reach' of 2,839,246 people. This is the total number of people who saw any content about the Facebook Page through an organic, paid or viral channel.
- Developed and successfully implemented a risk-management plan at the half-way point of the campaign to reduce the number of off-topic and pro-cannabis posts on the page, which ensured the Facebook page was a 'safe' space for young people to visit and enter the competition.

#### Key Responsibilities

Overall project management of the 'Dreams Up In Smoke' marketing campaign, which included:

- Campaign launch event with Minister for Mental Health and key stakeholders
- Set up of a branded Facebook page including custom tabs
- Development of a Facebook content plan, and community guidelines
- Community management including managing negative feedback and comments
- Setup of 'Reach for your dreams' postcard design competition via Facebook, where entries were posted to a Facebook gallery
- Development of copy for Facebook ads
- Development of copy for various websites and e-newsletters
- Management of campaign video material via YouTube and Vimeo
- Liaising with external suppliers and stakeholders including creative agencies and government departments
- Organisation of the competition winners announcement at the winners school
- Development of a final campaign report

## Facebook Advertising Results

The advertising campaign ran for an 8 week period from 12th October through to the 21st December 2012.

Facebook advertising activity supported the 'Reach for your dreams' competition, encouraging entries into the competition and also promoting artwork of several entries as sponsored post ads.

Overall there was an excellent level of interaction with the ads, delivering a very high number of clicks and page and post likes (see below).

Unique Reach <sup>2</sup>	Impressions <sup>3</sup>	Clicks <sup>4</sup>			
1,325,145	43,295,439	44,091			
Social Unique Reach	Social Impressions	Social Clicks	Total Actions	NB: Social results are for ads that contain social context e.g. where a friend's name is displayed in ad	
317,824	5,466,105	16,001	25,265		
Total Page Likes	Page Post Likes	Page Post Comments	Page Photo Views	Link Clicks	Page Post Shares
3,015	2,131	213	19,386	246	78

<sup>2</sup> Unique Reach: the number of unique customers exposed to the advertisement.

<sup>3</sup> Impressions: the number of times an ad is displayed, whether it is clicked on or not.

<sup>4</sup> Clicks: the number of times an ad is clicked on

### Results of specific ads

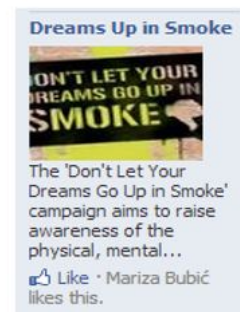
The Facebook advertising results for specific ads are outlined in the following table.

'Page post' ads and 'Like' ads delivered the majority of clicks and page likes throughout the competition, highlighting the effectiveness of these ad formats over standard Facebook ads.

'Page Post' ads are a type of ad that shows people's interactions with the Facebook Page to their friends.



'Like' ads are ads which promote the Facebook page and feature a 'Like' button within them.



The results of the ads effectiveness were monitored throughout the campaign and popular ads were used more and ineffective ones dropped.

'Like' ad

'Page post' ads

Ads	Impressions	Clicks Delivered	Click Through Rate %	Page Likes
Like Ad	1,688,292	6,934	0.41%	1,388
Page Post Ad - Cannabis User	60,821	362	0.60%	18
Page Post Ad - Comp Naomi's Entry	1,495,055	11,230	0.75%	669
Page Post Ad - Comp Marcus' Entry	2,912,515	9,546	0.33%	514
Page Post Ad - Comp Sari's Entry	336,281	4,264	1.27%	214
Cannabis Comp 1	4,010,669	1,153	0.03%	18
Cannabis Comp 2	12,437,755	3,667	0.03%	58
Cannabis Comp 3	7,069,270	2,143	0.03%	32
Cannabis Comp 4	4,238,905	1,221	0.03%	26
Cannabis Comp 5	7,275,762	2,195	0.03%	40
Cannabis 1	36,040	19	0.05%	1
Cannabis 2	2,843	-	-	-
Cannabis 3	1,687,395	1,336	0.08%	36
Cannabis 4	6,536	3	0.05%	0
Cannabis 5	37,300	18	0.05%	1