



# CDPH

## Tobacco Cessation Campaign Summer 2024

**Marketing Method:** Created Bilingual (English & Spanish) Integrated Communications that were leveraged on traditional out-of-home, guerilla marketing, editorial articles, social media, and digital location. Through strategic ad placement, we targeted hyper local neighborhoods to best reach our audience. Our strategy embraced our target audience's culture & community by harnessing the power of authentic, representational media.

### PROJECT GOAL

We were tasked with creating a fully integrated awareness campaign to amplify existing conversation surrounding Tobacco Cessation within Black & Latinx communities during the Summer of 2024. Specifically, the L3 Agency was responsible for the creation of resources that brought awareness to the implications of smoking tobacco products. Our target audience was Chicago Residents located in the South & West Side neighborhoods who face socioeconomic barriers, are a part of the LGBTQIA+ community, and are 29 years or older.

### PROJECT ACHIEVEMENTS

- Through hyper-targeted ad placement, we successfully reached our target audience in over 20+ zipcodes on the South and West side of Chicago.
- Garnered 41M+ media impressions through ad placements
- Hosted several experiential activations during key community festivals

#### Contact Us!

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