

Problem:

People ignore anti-drug PSAs because they can't relate to them and they aren't pleasing to look at.

Objective:

Create innovative ideas that raise awareness of opioid overdose risk while reducing the stigma associated with it, and encourage the core target group to talk to a doctor or pharmacist.

Demographic:

People taking prescription opioids, their caregivers, friends and families and the general public.

Insight:

We've all felt the emotions of an opioid addict before.

Solution:

Use impactful illustrations that capture the emotion of opioid addiction that non-addicts can relate to.

Tone:

Serious but not condemning.