

case study

Client:
Knox County Health Department

Project:
Let's Talk About Sex Campaign

Goal:
Empower through education and encourage conversations between parents and teens about sex.

Strategy:
Multimedia campaign—new website, PSAs, print, billboards, blogs, video and social media.

Result:

- More than 16 Million impressions made.
- Gained 1,500 new social media followers.
- Website traffic reached all-time highs.

★ ADDY Award winner

