

case study

Client:
Knox County Health
Department

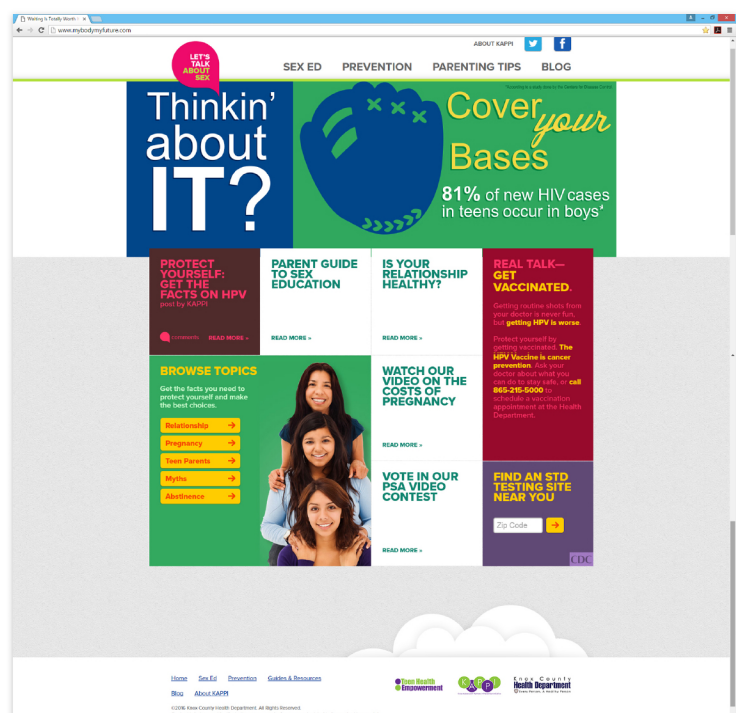
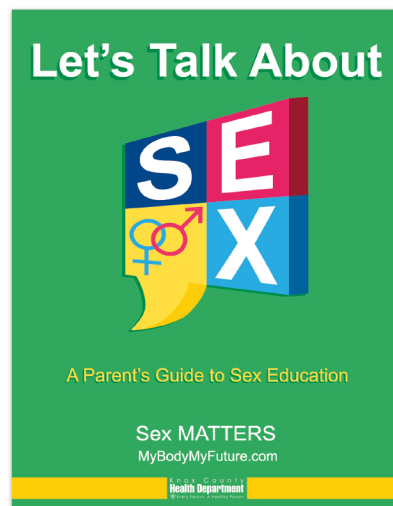
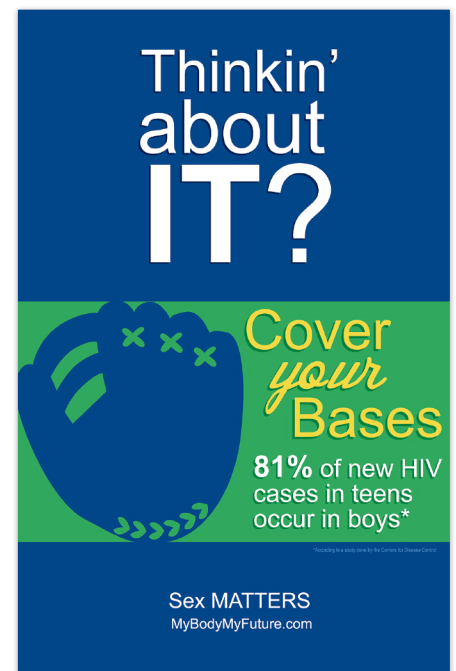
Project:
Thinking About It
Campaign

Goal:
Encourage conversations
between parents and teens
about sex.

Strategy:
Multimedia educational
campaign—digital parent
guide, website, PSAs,
billboards, print, blogs, radio,
sports advertising, video,
and social media.

Result:
• More than 20 million
impressions, 1,600 new
social media followers,
website traffic reached
all-time highs, award-
winning creative, more
than 1,100 parent guide
views in first month.

★ ADDY Award winner



fletcher
Marketing + PR + Social

