

MONTANA METH PROJECT

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For Immediate Release

Montana Meth Project Launches Next Wave of Meth Prevention Campaign *Graphic imagery and consequences having an impact on teens.*

Missoula, Montana—April 19, 2006—The Montana Meth Project today announced the second wave of its statewide program to prevent methamphetamine use among Montana teens. The cornerstone of the new campaign is a large-scale, high-impact research-based advertising campaign that graphically communicates the risks of Meth use. Targeting Montana youth ages 12 -17, the campaign will reach 70%-80% of the target audience three times a week from now through the end of the year.

The campaign, developed using extensive teen-based research, is made up of four TV commercials, eight radio spots, three billboard/newspaper ads, and three compelling Internet spots.

Television

Montana teens will be shown, in graphic detail, the very real consequences of Meth addiction. In *Crash*, a young woman imagines herself in a violent car accident, concluding that would have been a better fate than what resulted from her decision to use Meth. In *Junkie Den*, an innocent teenage boy just trying Meth for the first time gets to see where his life is headed as he's surrounded by a group of Meth Junkies with hollow faces, open sores, and cracked lips.

Radio

The radio features eight real Montana teens from rural and urban towns around the state, who poignantly describe their experiences with Meth use in shocking detail. One young girl explains how she “sold her body” for the drug. A young man talks about his journey from living with drug dealers at the age of 14 to ending up in a detention center. Another teen shares that she was addicted the first time she used Meth. She says “It’s the beginning of the end of your life.”

Billboard/Print

Montanans will also be confronted with the physical ravages of Meth addiction in wry billboards/print ads featuring close ups of addicts with facial lesions, body sores, and rotting teeth. These spots are designed to appeal to young people’s sense of vanity. In one ad, we see a close-up of the cracked lips and rotten teeth of a young girl, the headline reads, “You’ll never worry about lipstick on your teeth again.”

Extensive qualitative and quantitative research conducted after the first wave of advertising revealed that explicit depictions of the consequences of Meth use were highly effective in reaching teens and young adults. The proven impact of the initial phase provided the impetus for an even harder-hitting second round of new advertising.

“The Meth Project is a large-scale experiment in prevention,” said Tom Siebel, Chairman, Montana Meth Project. “The data suggests that the experiment is achieving the desired effect. The ads are impactful. They are credible. They are perceived as important. The Meth Project is beginning to change attitudes. We are encouraged by the initial market results.”

Millward Brown, a nationally recognized survey research organization, conducted a statewide study in March 2006 to measure the effectiveness of the Montana Meth Project’s advertising campaign and found the Meth Project’s ads scored extremely high in all measures of ad effectiveness: awareness, recall, and persuasion.

“Our research showed—across all measures—the effectiveness of Montana Meth Project ads was significantly higher than the norm and are at levels realized by only the world’s most recognized brands,” said Debbie McMahon, Senior Vice President, Millward Brown. “Our research concluded that the advertising messages resonated with teens and made a strong impact. Over two-thirds of young people reported the commercials made them less likely to try Meth.”

The research also showed that 85 percent of teens and 98 percent of parents reported a dramatic increase in the number of conversations about Meth within the last six months. In half the cases, parents report these discussions were prompted by television commercials.

Beginning today with the second wave of the campaign, the Montana Meth Project will, again, become the largest advertiser in the Montana. Targeting Montana youth ages 12 -17, the campaign will reach 70%-80% of that target audience three times a week from now through the end of the year. Over the next six months, the media plan will resume saturation-level TV, radio, display and Internet advertising, generating more than 35 million impressions.

The Montana Meth Project will further extend its online reach by introducing three new internet advertisements which will deliver over 4 million impressions. The expanded online presence is driven by research showing that 77 percent of Montana teens and 85 percent of young adults get information about drugs and Meth from the Internet. The Project’s existing online strategy also includes a teen-focused site - www.notevenonce.com.

About the Montana Meth Project

The Montana Meth Project is a not-for-profit organization headquartered in Missoula, Montana. The Montana Meth Project implements a range of advertising and community action programs to reduce methamphetamine use among Montana teens. The Meth Project is funded by a grant from the Thomas and Stacey Siebel Foundation. For more information, visit www.montanameth.org.

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