



# Fentanyl Misuse Prevention Campaign

Turn-Key Campaign  
Council Member Adam Bazaldua, City of Dallas

August 12, 2022

Idea Engineering is a full-service marketing agency specializing in **communications that create community.**

Our *Turn-Key Campaigns* bring together our expert research and best practices – combined with our broad experience in branding, positioning and strategic communications – to develop **relevant and effective campaigns on critical issues** facing our communities.

# Fentanyl is Forever

IDEA ENGINEERING TURN-KEY CAMPAIGN

Idea Engineering's "Fentanyl is Forever" campaign targets a broad swath of demographics to spread knowledge of the threat of fentanyl to communities across our nation. Our goal is to make people aware and averse to street fentanyl and to seek out local resources for help.

## Campaign Rationale

The ongoing scourge of fentanyl, in communities across our nation, continues to accelerate. Our "Fentanyl is Forever" campaign brings the dangers and devastation of fentanyl misuse to life by showing how fentanyl can wreck lives, families and friendships. Through five short stories we let people see the dangerous potency of fentanyl; that it may be present in non-prescribed and/or street drugs that they are misusing and that an overdose is all-too easily fatal.

**Our goal is to make people aware and averse to street fentanyl and to seek out local resources for help.**

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## Standard Package

The Turn-Key Campaign is available in both English and Spanish (“El Fentanilo es para Siempre”), and customization for other languages is available. Campaign components include:

- 5 PSA themes (each delivered as 15- and 30-second videos)
- 5 Long-form videos
- Campaign Microsite
- 5 Banner ads (3 standard sizes)
- 5 Social media graphics (one standard size)
- 5 Flyer & poster PDFs
- 5 Radio spots

Annual campaign updates with new ads and content are planned for future purchase offerings.

# Videos – Digital, Broadcast, and Social Media

All video materials are available in both English and Spanish

## Examples:

(All videos are provided in full length, fifteen second, and thirty second versions.)

### The Family (full story)



### The Public Health Administrator (:30)



### The Friend (:15)



### La Amiga (:30)



# Banner Ads

*Using fentanyl is like  
Russian roulette.*

*We lost two friends that day.  
There was fentanyl in those pills.  
Nobody knew.*



**FENTANYL  
IS FØREVER**

[LEARN MORE](#)

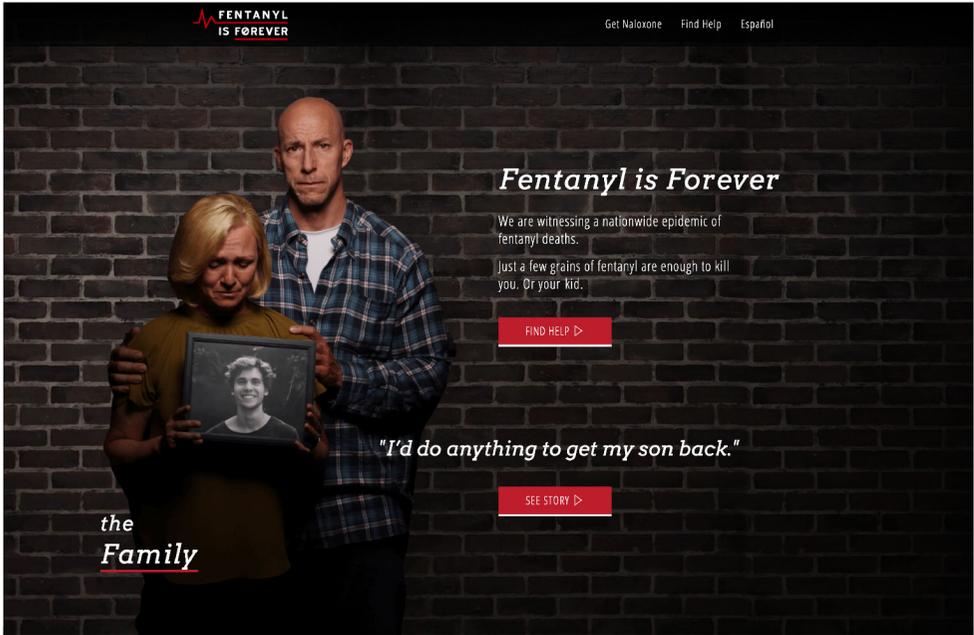
*He was prescribed  
painkillers and he  
got hooked on them.*

*He dodged the bullet  
for a while. And then  
one day he didn't.*



**FENTANYL  
IS FØREVER**

[LEARN MORE](#)



## Fentanyl is Forever

We are witnessing a nationwide epidemic of fentanyl deaths.

Just a few grains of fentanyl are enough to kill you. Or your kid.

[FIND HELP >](#)

*"I'd do anything to get my son back."*

[SEE STORY >](#)

the Family

### What is Fentanyl?

Fentanyl is an extremely powerful synthetic opioid painkiller, up to 100 times more powerful than morphine, and can easily be fatal except when administered by a doctor or via prescription.

**Prescription fentanyl** is manufactured in extremely precise doses and its use is carefully monitored. **Illicit fentanyl**, on the street, is an unknown, even to the person mixing it. It is a case of trial and error – and the errors are very often fatal.



**Prescription fentanyl** is a powerful medical opioid prescribed in carefully monitored dosage for extreme pain and end-of-life care.



**Illegal fentanyl**, obtained on the street or online, is of unknown dosage and strength. A small mistake means death.

When in doubt, call 911 and use naloxone.

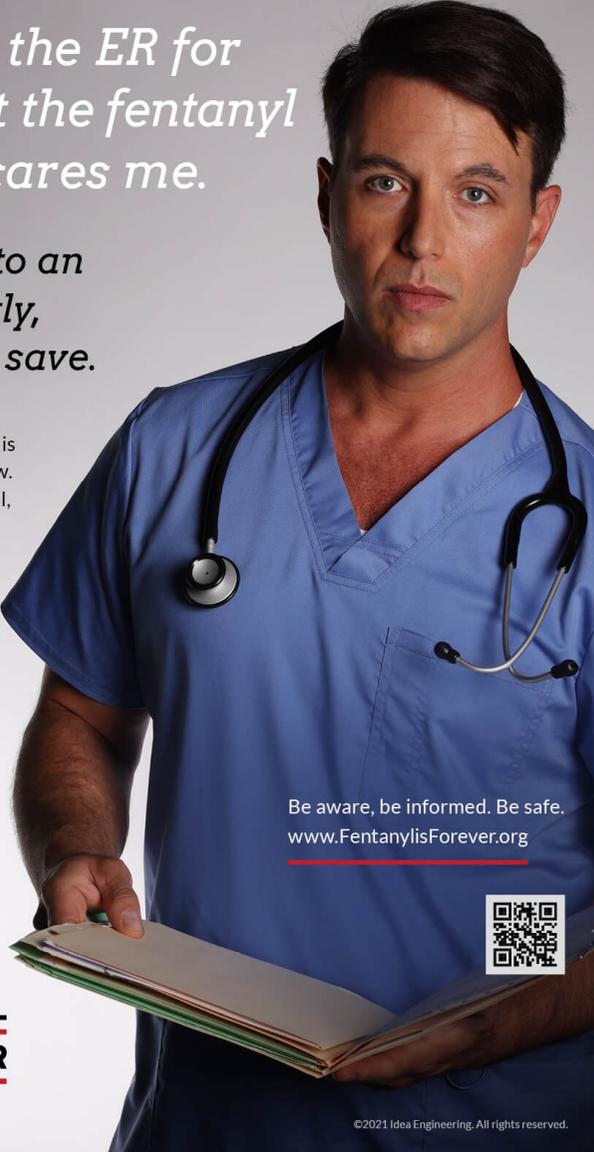
[GET NALOXONE >](#)

# Campaign Website

[www.FentanylisForever.org](http://www.FentanylisForever.org)

[www.EIFentanilo.com](http://www.EIFentanilo.com)

# PDFs: Poster and Flyer



*I've been in the ER for 15 years, but the fentanyl epidemic scares me.*

*Even if we get to an overdose quickly, they're hard to save.*

Fentanyl misuse and overdose is happening right here, right now. Even a tiny amount can be fatal, and often people don't even know the drug they are taking has fentanyl in it.

Be aware, be informed. Be safe.  
[www.FentanylisForever.org](http://www.FentanylisForever.org)



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*He wasn't an angel, but he had a good heart.*

*I'd do anything to get my boy back.*

We are witnessing a nationwide epidemic of fentanyl deaths. Just a few grains of fentanyl are enough to kill you. Or your child.

Be aware, be informed. Be safe.  
[www.FentanylisForever.org](http://www.FentanylisForever.org)



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## Social Media Graphics



*We lost two  
friends that day.*

*There was fentanyl  
in those pills.  
Nobody knew.*

 **FENTANYL  
IS FOREVER**



*Using fentanyl is like  
Russian roulette.*

*The difference between high  
and dead is so, so small.*

 **FENTANYL  
IS FOREVER**

# Campaign Packages

**Recommended**

Full Campaign  
*broadcast & digital*

**\$57,150.00**

- ✓ **5 Campaign Message Themes**
- ✓ Broadcast TV PSAs
- ✓ Digital Video PSAs
- ✓ Radio PSAs
- ✓ Print: Posters & Flyers
- ✓ Digital Banner Ads
- ✓ Social Media Graphics
- ✓ Web Graphics
- ✓ Campaign Microsite
- ✓ Localization: custom web address on videos
- ✓ Spanish: all campaign materials

Standard Campaign  
*digital*

**\$26,250.00**

- ✓ **5 Campaign Message Themes**
- ✓ Digital Video PSAs
- ✓ Radio PSAs
- ✓ Print: Posters & Flyers
- ✓ Digital Banner Ads
- ✓ Social Media Graphics
- ✓ Web Graphics
- ✓ Campaign Microsite
- ✓ Localization: custom web address on videos

Basic Campaign

**\$14,250.00**

- ✓ **2 Campaign Message Themes**
- ✓ Digital Video PSAs
- ✓ Radio PSAs
- ✓ Print: Posters & Flyers
- ✓ Digital Banner Ads
- ✓ Social Media Graphics
- ✓ Web Graphics



## Turn-Key Campaigns

[www.ideaengineering.com/campaigns](http://www.ideaengineering.com/campaigns)

Questions?

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