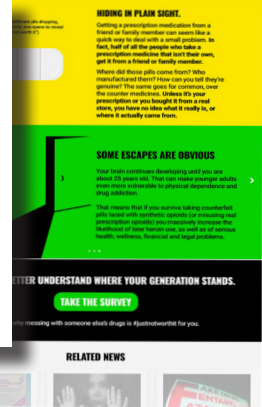
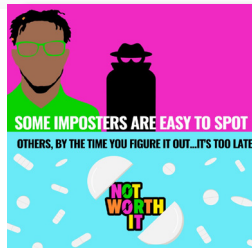
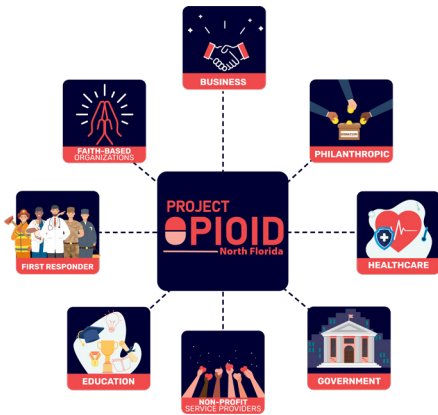




PROJECT OPIOID

Northeast Florida/ State of Florida



Project Name: Project Opioid

Location: Northeast Florida

Owner/Client: City of Jacksonville

ADG Services: Marketing Material Development, Planning, Public Involvement, Stakeholder Engagement, Government Relations/Agency Coordination, Public Workshops/Hearings, Charette Coordination, Branding

Project Summary:

Acuity Design Group (ADG) spearheaded a comprehensive statewide digital campaign for Project Opioid Jacksonville, specifically targeting Generation Z to raise awareness about the opioid crisis. This initiative aimed to educate young people on the dangers of opioid use and provide essential resources for prevention and treatment. Leveraging its expertise in graphic design, advertising, community outreach, marketing, and project management, ADG played a pivotal role in the campaign's successful execution. To complement their digital efforts, ADG also implemented community outreach programs by partnering with local schools and youth organizations. Through events, workshops, and seminars, they effectively disseminated critical information directly to young people.

ADG's marketing strategy was multifaceted, incorporating various mediums such as blogs, vlogs, podcasts, email campaigns, influencer partnerships, and educational materials to maximize reach and impact. Their robust project management ensured seamless execution of the campaign, coordinating teams, managing timelines, and making strategic adjustments based on real-time feedback. This comprehensive approach not only increased opioid crisis awareness among Generation Z in Jacksonville but also provided valuable resources to combat opioid abuse, demonstrating ADG's capability in managing large-scale, impactful campaigns.

Central to the campaign's success was ADG's development of visually engaging graphics tailored specifically for Generation Z, which were disseminated across popular social media platforms such as Instagram, TikTok, and Snapchat. Their advertising strategy included targeted ads that effectively highlighted the risks associated with opioid use while promoting messages of prevention and recovery. By utilizing a combination of digital and community outreach strategies, ADG significantly increased the visibility of the opioid crisis and facilitated a broader conversation on prevention and recovery among young people in Jacksonville.