

Project Worth

FY 22/23 RECAP + FY 23/24 PLANS

FY 22/23 Recap

FY 22/23 Recap

Goals

- Connect people to the four treatment options in the state and to the resources available.
- Increase public awareness about problem gambling across Nevada.

Channels

- Paid Search
- Paid Social
- Spotify Audio

Target Audience

- Nevada residents
- English-speaking
- 21+

Project Timeline: July 2022-June 2023

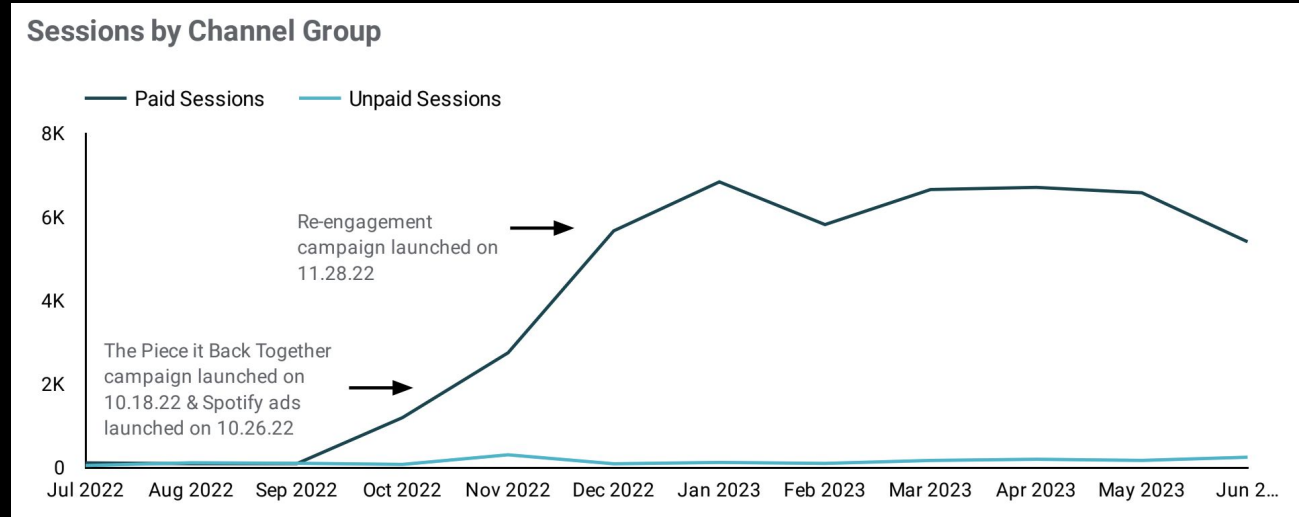
FY 22/23 Recap

As a whole, the Project Worth campaign generated:

- **9,001,321** impressions
- **363,794** post engagements
- **47,143** website sessions
- **741** quizzes started
- **503** quizzes completed
 - *87% indicated a high risk level for problem gambling
- **193** email & phone clicks

FY 22/23 Website Sessions | projectworthnv.org

The dark blue line shows the trends in traffic to the website coming from paid sources. Influxes coincide with the launch of various campaigns. The light blue line shows the traffic to the website via unpaid sources.



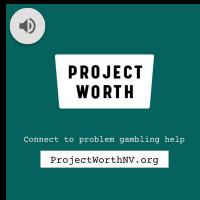
Top Ads

Top Performing Static Ads:



Collectively, we found that the “dark” images performed better over the course of the campaign.

Top Performing Audio Ads:



The :15s and :30s ads featuring the young male were the highest performers on Spotify.

Top Ads

Top Performing Video Ads:



[Family](#) | [30 Sec](#) | [Horizontal](#)



[Male](#) | [30 Sec](#) | [Vertical](#)

We found that the video ads that yielded higher performance and engagements spoke about free and low-cost resources.

FY 23/24 Plans

FY 23/24 Campaign

Goals

- Connect people to the five treatment options in the state and to the resources available.
- Increase public awareness about problem gambling across Nevada.

Channels

- SEM (Google Paid Search)
- Meta (Facebook & Instagram)
- Remarketing (via Meta)

Target Audience

- Nevada residents
- English-speaking
- 21+

Project Timeline: July 2023-June 2024

FY 23/24 Campaign

Concept: Bring facts and statistics to light by using health professionals and first-hand accounts of people recovering from problem gambling. By having the story told from both perspectives we can create a powerful message to validate the severity of problem gambling.

Assets

Videos - *completed*

- 1 full-length spot
- 3 individual stories

Static Images - *upcoming*

- Will supplement the video stories

Video Ads

Long-Form



Individual Stories

Rick



Nann



Don



Thank you.