

CopeCode Club – Media is the Message

Growing up is hard. For youth 11-14, life is filled with stress and anxiety, what with physical changes, new, unfamiliar emotions, and added responsibilities and expectations. Unfortunately, too many youths end up dealing with that stress unhealthfully, engaging in behavior like substance use and drinking that will likely have a major impact on their future. Rather than preaching “just say no,” the CopeCode Club campaign addresses the problem upstream, providing youths with easy, healthful techniques to find relief from day-to-day stress and anxiety – all through the stories and voices of kids just like them. At the center of the campaign is a mobile-first website – copecodeclub.com.

Key to the success of the campaign was making it available when and where it matters – just as youths were dealing with stressful experiences. That’s why our media plan focused on TikTok and Snapchat, where our audience was already spending much of their time (and often facing anxiety head on). Activations at local community centers gave youths the opportunity to try the techniques with adult staff, with collateral using QR codes to direct them to the website.

On a second phase of the campaign, we expanded our audience to include older teens, many of whom may already have experience with substances and alcohol. To reach them, we adapted our creative around the message “It’s not too late” – to get help from trusted adults, and to step in when a friend is in trouble. TikTok and Snapchat executions again delivered the creative to the right audience at the right time.

To start a dialogue, however, teens need to have willing partners in trusted adults. That’s why we built a parallel campaign for adults around the tagline “Just listen,” as both an invitation to engage and strategy to connect with the teens in their lives. This media plan focused on Facebook and Instagram, where it would more likely reach the appropriate audience.