



# MARKETING SERVICES

**E M I L Y**  
REVOLUTIONARY MARKETING

# SC DEPARTMENT OF MENTAL HEALTH

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## ABOUT THE CLIENT

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**Contact:** Jessica Barnes, Tracy Meeker, Lee Fletcher

**Address:** 2414 Bull Street, Suite 309, Columbia, SC 29201

**Email:** jessica.barnes@scdmh.org,  
tracy.meeker@scdmh.org, lee.fletcher@scdmh.org

**Phone Number:** 803-896-4371

The South Carolina Department of Health is a comprehensive public health organization dedicated to promoting and protecting the health and well-being of residents in South Carolina, through various programs, services, and partnerships.

**Project Task:** Message Creation, Google Advertising, Event Advertising, Commercial Development, Analytics & Data Monitoring, Graphic Design, and Statewide Campaign Execution

**Project Timeline:** January 2025 - Present

**Problem/Solution:** The SC Department of Mental Health Office of Suicide Prevention found issues reaching teens and young adults with tobacco prevention messaging as part of the Tobacco Free SC initiatives. EMILY Revolutionary Marketing Group was hired to implement strong advertising to help them deliver their message and increase the reach of tobacco prevention marketing efforts.

To support their efforts, we developed and placed event advertisements at the South Carolina High School League and SC Independent High School league (Private schools) sporting events including Lacrosse, Track & Field, Baseball, Softball, and Soccer. Advertisements have also been placed at LED spots at the Colonial Life Arena, which is the home of sporting events for the University of South Carolina.

Our team, using content provided by SC DHEC, has developed display ads and 15 and 30-second video ads to implement as part of the advertising efforts. These have been implemented and managed by our SEO specialist to increase the online presence of tobacco prevention resources. This includes the implementation of Display ads on Adcritter which have been distributed widely. The project is not complete and additional ads and tasks will be conducted.

# SCHSL SOCCER CHAMPIONSHIPS

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MAY 22-24, 2025 - MEMORIAL STADIUM

The geo-targeted ads launched as planned, running from Thursday to Saturday (May 22-24) over Memorial Stadium in Columbia, SC during the SCHSL Soccer Championships. The video ad appeared as pre-roll or mid-roll on various sites, apps, and streaming channels within the display network. A total of \$3,000 was spent on display and geotargeting.

SCHSL activations included PA Announcement, Video Board Spot, a Full-Page Ad in the Digital Program, and On-Site Activation for sticker distribution.



**PUBLIC ATTENDANCE: 4,206**

**73,105**

Impressions

**293**

Clicks

**0.40%**

Click-Through-  
Rate (CTR)

**83%**

Video  
Completion Rate

# SC DMH 988

## SCHSL BASKETBALL CHAMPIONSHIPS ADS OVERVIEW, MARCH 6, 2025 - MARCH 8, 2025

**23K**

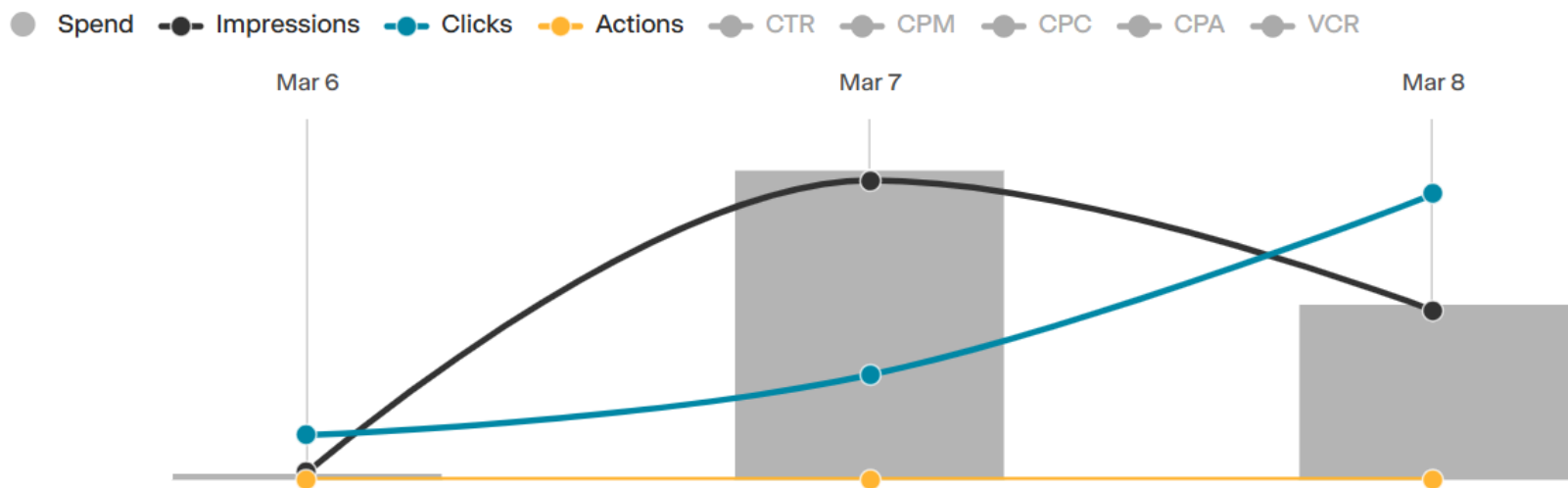
**Impressions**

**29**

**Clicks**

**.12%**

**Click Through Rate(CTR)**



### TARGET AUDIENCE:

1. Parents of Teens
2. Parents of Pre-Teens
3. Parents of Tweens & Teenagers (Ages 11-17)

### LOCATION:

**Florence Center & surrounding area**

### STATS OVERVIEW (MARCH 6TH - MARCH 8TH)

Our football ad campaign ran from March 6th - March 8th targeting the SCHSL State Championship for Basketball at Florence Civic Center. During this time it delivered 23,801 impressions and 29 clicks. It had a Video completion rate of 88%.



**88%**

**Video Completion Rate**