



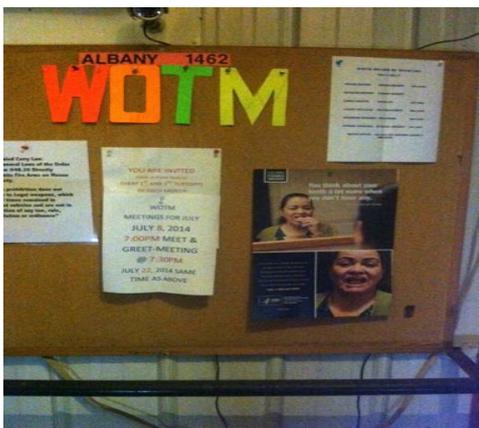
Client: CDC

Market

Albany, GA | Alexandria, LA | Biloxi, MS | Beckley, Bluefield Oak Hill, WV | Bowling Green, KY
Charleston-Huntington, WV | Evansville, IN | Greenville/Greenwood, MS | Lafayette, LA
Lake Charles, LA | Lexington, KY | Lima, OH | Louisville, KY | Monroe, LA | El Durad, AR
Paducah, KY / Cape Girardeou, MO | Parkersburg, WV | Terre Haute, IN | Kingsport, Johnson
City, Bristol, TN | Tulsa, OK | Wheeling, Steubenville, WV | Youngtown, OH | Zanesville, OH

Challenge

Ayden Activation ambassadors were deployed by The Center for Disease Control and Prevention (CDC) to help educate the citizens in 25 markets in America's heartland about the dangers of smoking by displaying hard-hitting posters in high-traffic public places. Venues included VFW halls, community centers, libraries, airports, post offices, bus and train stations to name a few. Here's the kicker — many of the cities are in the heart of tobacco country... places like Paducah, KY; Oak Hill, WV; and Bristol, TN; where tobacco is king. Getting permission to display anti-smoking posters took persuasive ambassadors who could win over facility decision makers in a relatedly short time. This required great presentation, communication and negotiating skills.



Components

Two posters featuring a man and woman and a powerful anti-smoking message that needed to be displayed in high foot-traffic areas. Posters could not be left behind. They had to be hung by the Ayden Ambassadors. The task required 48 field representatives. Ayden also trained field representatives, scouted locations and managed the logistics, as well as verifying that posters were on display at the designated locations.

Results:

Ayden Ambassadors had just two weeks to place over 4,500 posters at over 2,250 high-traffic locations. They remained up for two months, creating millions of impressions.