

Besties for Life Takes on Fentanyl Awareness



The peer-to-peer strategy

Ad Council partnered with Meta to launch **Besties for Life, a national social campaign focused on combatting the fentanyl overdose crisis among young adults** in the United States by raising awareness of naloxone, an opioid overdose reversal medication.

On a topic that is frequently stigmatized, it was important to find a way to shift narratives from shame to one of empowerment and preparedness. **The campaign's central idea was that young people are more likely to take life-saving action when it's for a friend.**

By developing funny, on-trend creative that positioned overdose prevention as a life-saving act of friendship, the social media campaign successfully educated audiences about naloxone, and encouraged youth to carry it as a way to protect loved ones.

Young adults care deeply about their personal connections and friendships, which informed creative providing critical information that could potentially save a friend's life.

Social campaign development

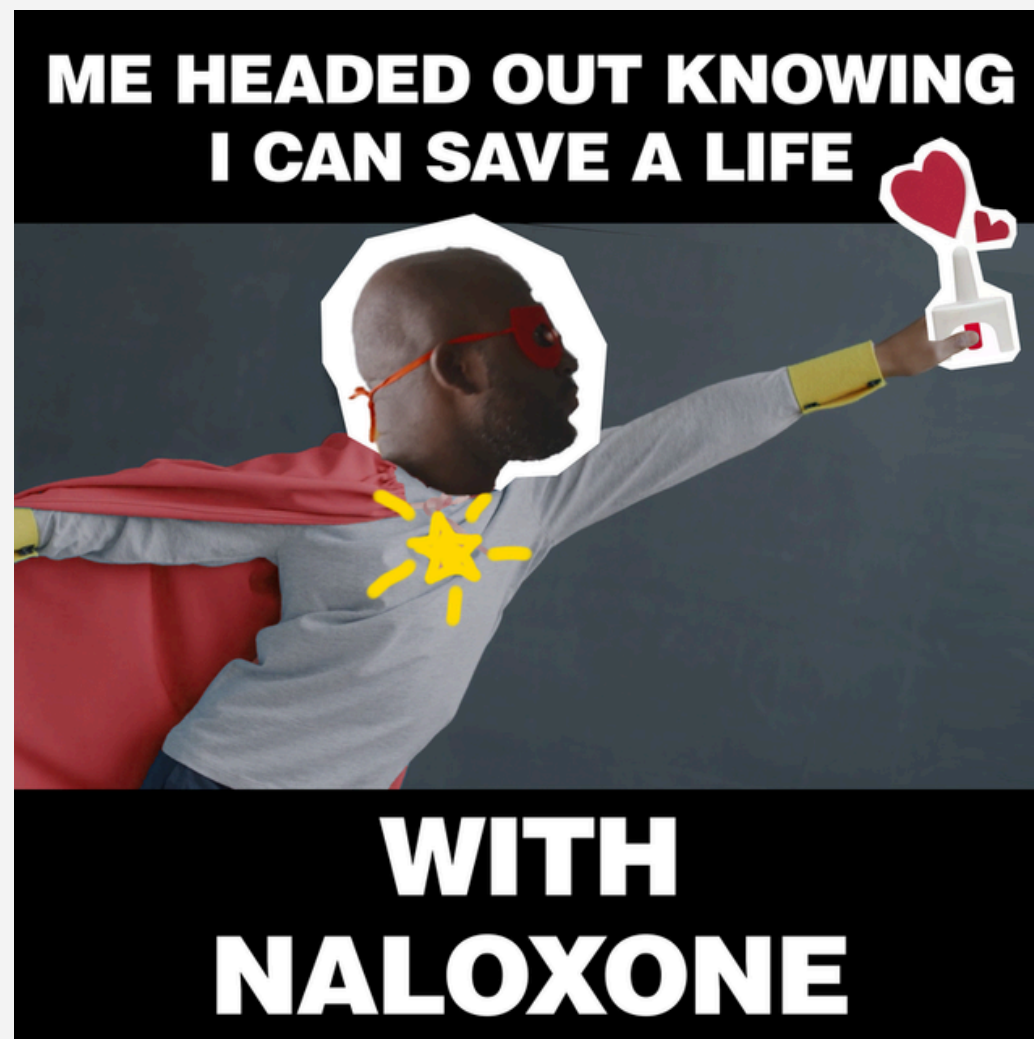
Creative Approach:

- Besties for Life was made up of bold visuals and meme-driven humor to make the call-to-action of carrying naloxone relatable and shareable.
- Imagery featured chat-style messaging to illustrate opioid overdose prevention as a caring act between peers.
- Creative-mix included stories that demonstrated how to use naloxone in case of an opioid overdose.
- Deployed Reminder Ads and Video Saves to encourage users to save life-saving instructions for future reference.

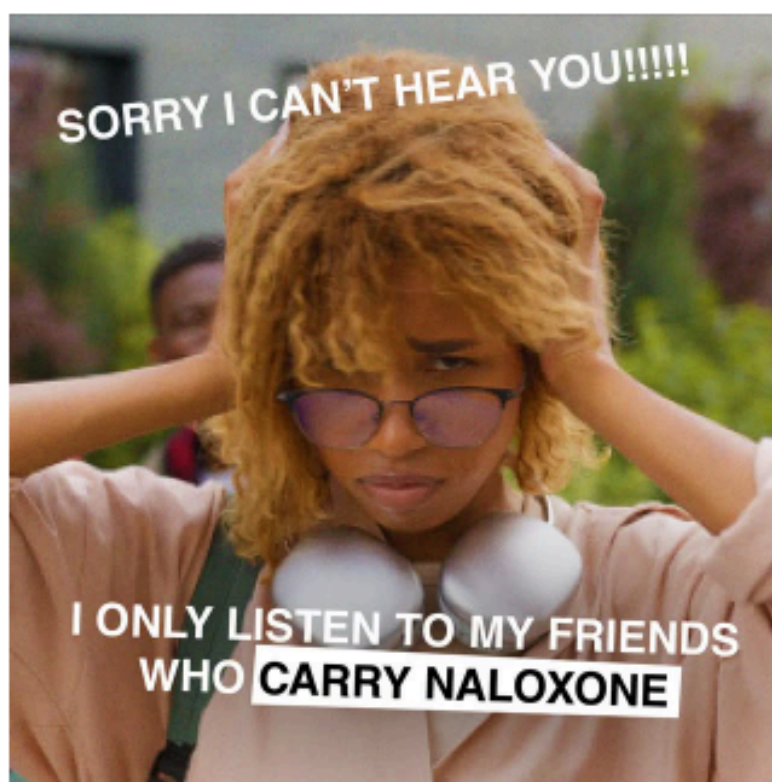
Audience Targeting:

- Segmented young adults by interests and demographics for tailored messaging.
- Used Meta's Advantage+ machine learning audience to maximize efficiency and engagement.

Creative leaned into popular memes



If you aren't keeping safety first...I DON'T WANNA HEAR IT. Carrying naloxone and knowing how to use it could reverse an opioid overdose and save a life.

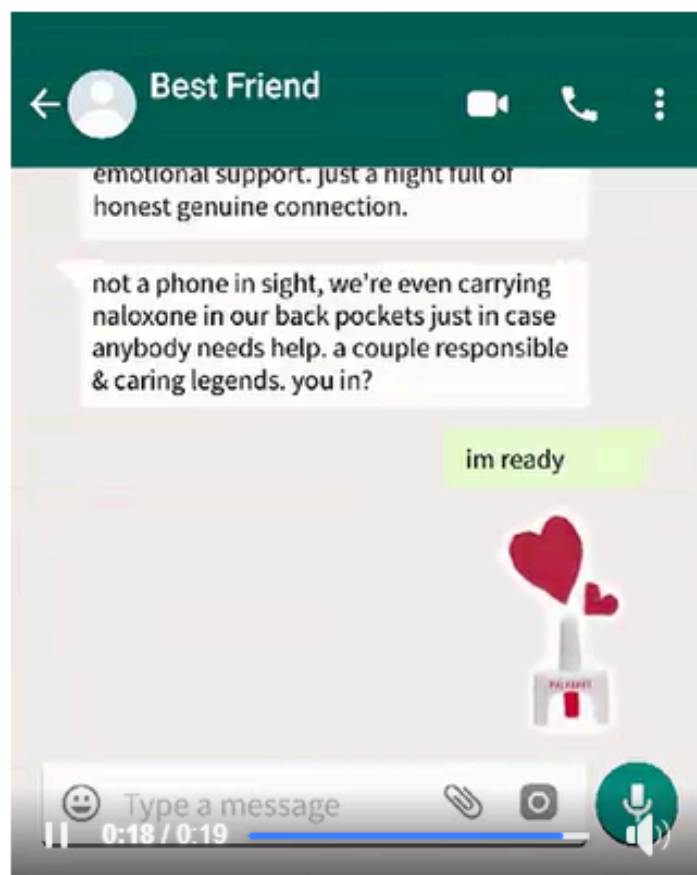


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**CARRY NALOXONE:
SAVE LIVES**

Learn more

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The move this weekend? Carrying naloxone, bestie. Learn how carrying naloxone can reverse an opioid overdose and save a life.



realdealonfentanyl....
**CARRY
NALOXONE:...**

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Learn more



ad council Safety comes better in pairs. Carry naloxone nasal spray, you may just reverse an opioid overdose and save a life. Because there's nothing cooler than two besties who BOTH come prepared.

**ME AND MY CREW CARRY
OUR NALOXONE
EVERYWHERE!!!!!!**



Learn more



ad council You won't find us coming into the weekend unprepared. Find out why carrying naloxone with you this weekend might be the move that saves someone's life.

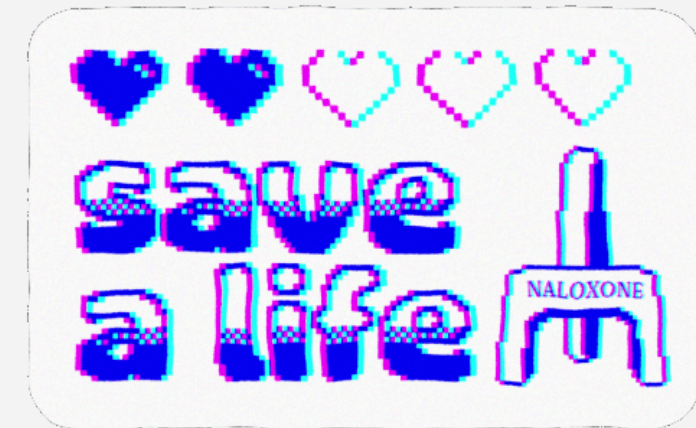
**Social-first
creative
designed to
be saved**



And used as a
life-saving
reminder.



Campaign stickers to extend the message via Giphy



Results that make a difference

Throughout the October 1 to November 3rd flight, the campaign:

- Delivered **77.3 million impressions**
- Reached **16 million people**
- Drove over 700K ad clicks and **490K landing page views**
- Efficiency led to a rate of **\$0.09 key performance indicator**

Meta's brand lift study proved impact

The campaign led to readiness to carry naloxone and share life-saving information within friend networks.



+15.3-point lift in
ad recall

+3.6-point lift in
likelihood to share
naloxone
information with
friends and family

+5.6-point lift in
intent to carry
naloxone

Why it matters

Besties for Life demonstrates that a thoughtful creative strategy - leveraging humor and social media trends - can make a life-saving impact on even the most serious, and difficult-to-discuss health crises.

The campaign reached millions and measurably increased intent to carry and share information about naloxone, which will lead to many lives saved. These results set a new standard for public service campaigns in the social space, showing that speaking to young people in their language can inspire them to save lives.

Thankyou