

## Unlocking Creativity in Government Clients

A new Studio team with a fresh perspective began by elevating content—on time, on budget, and with lot of pieces

NIAAA  
NCIPC

### NIAAA Short Takes

- Talking heads discussing dry, scientific content
- This client has not been a creative one

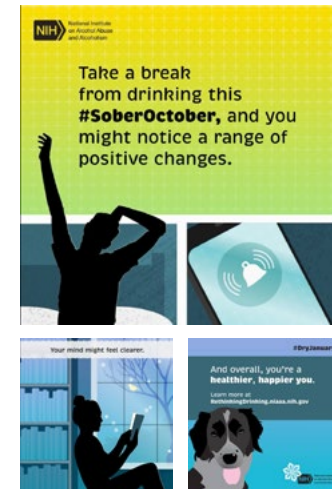
Inherited this look and feel



### Body Effects Videos

- Posted during Dry January and Sober October, this fully animated piece highlights the benefits of rethinking your drinking patterns
- First post's performance attributed to plain-language, character-focused, relatable content
- First time that NIAAA hey boosted Studio-created content

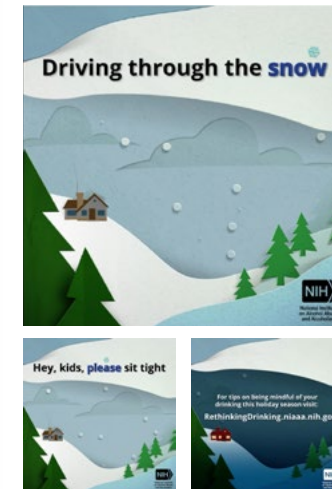
Listened to the client to build trust



6.3K views

### Jingle Bells Video

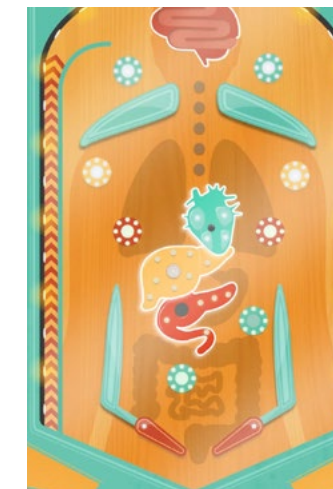
- A light-hearted reworking of the popular holiday carol
- Studio's first opportunity to add levity and lightness to an NIAAA post
- The result: Telly Award (for use of humor in a government space)



24.5K views

### Body Effects (Pinball)

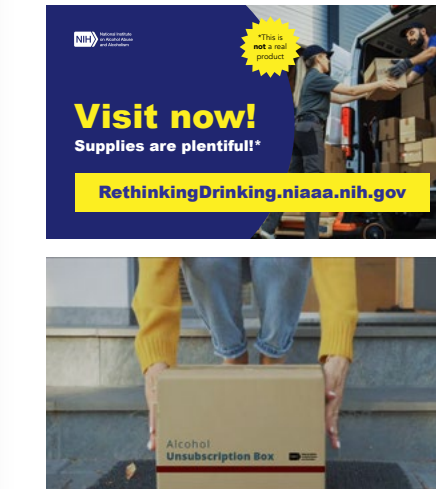
- Used a pinball metaphor to explain how alcohol affects the body
- Vastly different visuals from what NIAAA was used to
- NIAAA's messaging remained intact; it was just delivered using pinball terminology
- The result: This video caught the eye of the CDC Injury Center



565.2K views

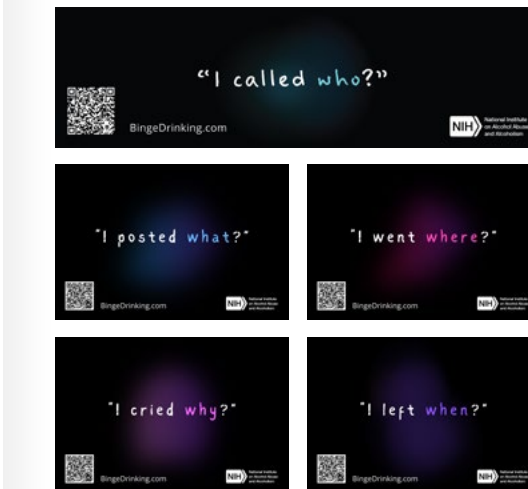
### Unsubscription Box

- Mimicking a classic infomercial from the '80s and '90s
- Injected further dose of humor into an NIAAA project
- The result: A serious, scientific client trusts us to do creative things



### College Blackout Awareness Signage

- Directed to college-aged adults
- "Who/what/when/where/why" copy concept poses questions one might ask after a blackout
- Created to clear the misconceptions surrounding alcohol blackouts: During a blackout, you're still awake, but your brain does not create new memories.



## Takeaways and Big Wins

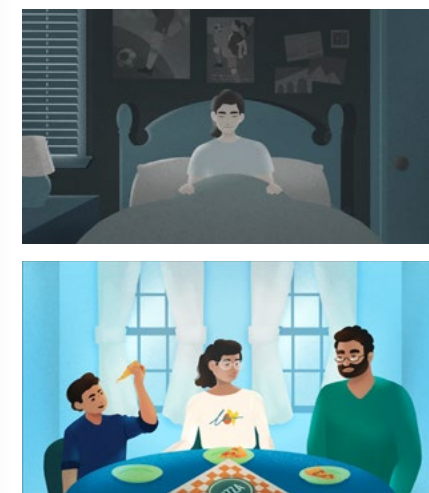
When the new Studio team took over, the NIAAA and Injury Center were not known as creative clients. Their content was scientific and serious. By building trust, this Studio team has developed the NIAAA and Injury Center into truly creative clients.

The content is now more strategic, user-focused, and empathic. We consider the social platform and that platform's general audience when developing content. So far, metrics and performance have increased as we continue to push these clients creatively.



### Individual Social Posts

- Slew of seemingly random one-off posts
- No strategy, no cohesion from one post to the next
- Although we did create a consistent illustration style
- The result: Good performance metrics helped build trust



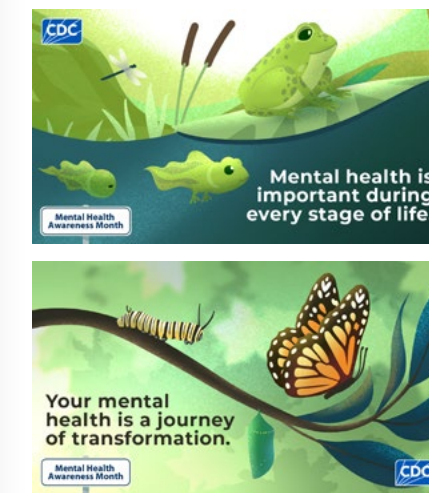
### National Bullying Prevention Month

- Animated video highlights the signs of bullying that caregivers can look for in their children
- The result: Two gold Hermes Creative Awards, two silver Telly Awards, one bronze MASHSMD Award



### National Public Health Week

- The first cohesive—in terms of look and feel—set of posts developed for Injury Center
- The result: Good performance led to more trust, which led to more creative freedom



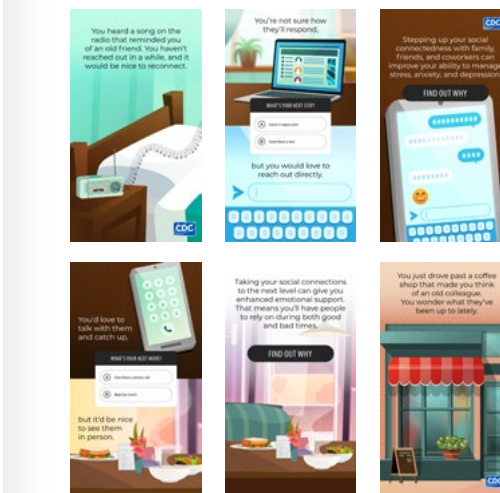
### Spring Mental Health Awareness Toolkit

- A multi-post, multi-platform campaign for Mental Health Awareness Week
- The mental health toolkit, i.e., the tips and tricks we all use to manage stressful situations
- Incorporated a seasonal tie-in (spring and rebirth) to unify the campaign elements



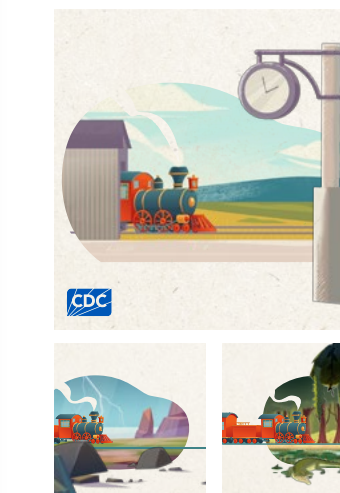
### World Emoji Day

- Social posts for World Emoji Day that discuss CDC's Essentials for Parenting Teens website.
- The result: The success of these posts led to entire bundle of multi-platform and evergreen content



### Choose Your Own Adventure' Social Campaign

- A social media campaign related to mental health
- Used social media in a novel, unique way
- Marks the first time that CDC will use an interactive approach (Instagram's polling feature) to deliver information in a gentle, trust-building manner



### Injury Center Priorities Video

- The Injury Center wanted their own "pinball video."
- Train metaphor visually softens the potentially difficult priorities of the Injury Center (adverse childhood experiences, opioid misuse, and suicide)
- The result: will be produced in two languages (English and Spanish) and in two sizes (Instagram story and square)