

TESTIMONIAL Milford Prevention Council



MPC experienced local social media growth of 3,000+ followers across all networks, between 2012 and 2013, with continued substantial growth thereafter.

Over the past few years, the MPC has utilized OOH with over 25 billboards to develop awareness for their cause of discouraging underage substance abuse while inspiring meaningful conversations and healthier lifestyles.

About half of the billboards are sponsored by local businesses; these boards are used to display visual messaging that creatively promotes both healthy lifestyles and the sponsor's product or service.

The MPC has also facilitated themed poster contests in the past which allowed students and other community members to submit their artwork for display on billboards within the greater Milford community.

Audience

Teenagers

Media Mix

Posters

Market

Hartford/
New Haven

Objective

The Milford Prevention Council (MPC) is a non-profit organization based in Milford, CT whose mission "is to reduce underage drinking and substance abuse through prevention education, the support of law enforcement and the strengthening of our community collaboration."

Rationale

MPC partnered with local businesses and involved community members within the billboard creative process in pursuit of further developing a stronger, more connected community that's open to dialogue about alcohol and drug abuse.