



US LIONS
COMMUNITY

**YOUNG LIONS
BOLD IMPACT BRIEF**

PRESENTED BY



THE BOLD IMPACT BRIEF

The Bold Impact Brief is an exciting new program exclusively developed for Young Lions, highlighting OMD's commitment to social impact and mentorship. All registrants of the 2025 US Young Lions competition now have a second opportunity to win a career-defining trip to the 2025 Cannes Lions International Festival of Creativity. We are seeking your breakthrough creative and communications solutions to an important issue: Youth Fentanyl Awareness & Naloxone Education. OMD has partnered with the Ad Council on this life-saving Initiative as part of their commitment to give back. One participating team that has not been named a winner in the NCM 2025 U.S. YOUNG LIONS COMPETITION will become the US Lions Community's inaugural Bold Impact Winners.

ISSUE BACKGROUND

Fentanyl is a powerful opioid that is often created illegally – it's mixed into illicit drugs and used to create counterfeit versions of prescription pills:

- In 2023, 76% of adolescent drug fatalities involved fentanyl.
- The latest DEA laboratory testing indicates 5 out of 10 counterfeit pills tested in 2024 contain a potentially deadly dose of fentanyl.

In light of this changing drug landscape, it is critical that teens and young adults are aware of the dangers of fentanyl and understand the benefits of carrying naloxone to reverse an opioid overdose.

- Naloxone is a medication that can reverse an opioid overdose. Safe, effective and legal in all 50 states, naloxone is available over the counter as an easy-to-use nasal spray.
- Carrying naloxone and knowing how to use it means young people can be prepared to save a life in the event of an overdose, even if they don't personally use drugs.
- While carrying naloxone and knowing how to use it could save a life, research published in April 2024 found that only 30% of college students understood what naloxone is used for, and fewer than 15% of students knew how to use it.

CAMPAIGN BACKGROUND

The Ad Council is a one-of-a-kind non-profit that uses the power of communications to drive impact on the most critical social issues of our time. In 2022, The Ad Council launched the Real Deal on Fentanyl to educate young adults about the dangers of fentanyl and the importance of carrying naloxone. OMD is a proud supporter of the Ad Council and joined the campaign as the Media Agency of Record in 2024. See campaign examples below.

- [Real Deal – Anthem](#)
- [Naloxone Tutorial \(Living Room – English\) | Naloxone Tutorial \(Living Room – Spanish\)](#)
- [It's Gotta Be You :60 \(English\) | It's Gotta Be You :60 \(Spanish\)](#)

All creative drives to RealDealonFentanyl.com (RealidadSobreElFentanilo.com)

CURRENT CAMPAIGN RESULTS

- As of October 2024, 24% of youth respondents in the campaign's target were extremely confident they knew how to administer naloxone in the event they were present for an overdose, a campaign high. This grew from an initial awareness of 19% in May 2023. (Ad Council campaign tracking study.)
- 55% of ad-aware respondents in our target have visited a website or social media page to learn about the dangers of fentanyl, compared to 12% of those who are not ad aware (Q4 2024). 55% of ad-aware respondents in our target have visited a website or social media page to learn about the dangers of fentanyl, compared to 12% of those who are not ad aware (Q4 2024).
- 39% of respondents in our campaign's target have talked to a family member in the last 30 days about the dangers of fentanyl, compared to 19% of those who are not ad aware (Q4 2024).
- Thanks in part to OMD's support, the campaign has secured \$66M in donated media since launch.

ASSIGNMENT

Develop a communications campaign in your selected medium to educate teens and young adults (16-24) about the importance of carrying naloxone. Campaigns may exist under the Real Deal on Fentanyl campaign umbrella or be net-new campaign ideas.

OBJECTIVE

Educate about the dangers of fentanyl and the importance of carrying naloxone to reverse an opioid overdose, to drive an increase in the percentage of youth who say they carry naloxone and know how to use it.

TARGET AUDIENCE

Teens and young adults 16-24. All young adults should learn about the risks of fentanyl and the importance of carrying naloxone, to be prepared to save a life in the event of an overdose.

CREATIVE DELIVERABLES

One presentation file, up to ten (10) pages in PPT or PDF format. Describe your strategy, the big idea, and executional considerations. The presentation may include copy, visuals, embedded videos, charts, etc. As this brief is not specific to any competition category (Digital, Film, Media, PR, Print), approaches across all mediums will be considered.

CREATIVE CONSIDERATIONS

- Consider the limits of abstinence only messaging: Ad Council and OMD's Real Deal on Fentanyl campaign idea is intended to provide information so young people can make safer decisions and navigate an increasingly dangerous drug landscape.
- Avoid glamorizing drug use. Communications should not make light of, normalize, or glamorize drug use. The focus of the messaging should be on awareness of the risks and empowering young adults to be prepared to save a life by carrying naloxone.
- Avoid stigmatizing individuals who may be living with a substance use disorder or blaming individuals who have overdosed.
 - Communications should avoid stigmatizing individuals who are living with a substance use disorder. This community should not be used to demonstrate negative consequences of drug use.
 - Communications should not direct blame towards individuals who have experienced an overdose. These individuals should not be used as examples.
- Remember that family and friends who have lost loved ones to overdose may see your work.