

thinkargus

DPH

988  
Lifeline





# 988 Lifeline Campaign Overview

**Campaign Live:**  
July 25th-December 10th

**Location:**  
Statewide

## **Tactics:**

- Display Ads
- Paid Social Media Ads
- Billboards
- Transit Ads
- Convenient Store Posters
- Cooler Clings
- Wildpostings



Whenever you need  
to talk, **we're here.**

**988 Lifeline**  
Mental Health Support 24/7



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