# 988 Awareness Campaigns

ARGUS

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## WHO IS ARGUS:

Latino-owned. Woman-led. On a mission to make marketing a force for good.

**Hi, we’re Argus.** We’re a marketing and branding agency that makes marketing a force for good.

That’s why we exist. We believe in the power of impactful creative, insightful research, smart strategy, and the power of equity to change lives, improve communities, and drive results for our clients.

We are an award-winning consultancy with strategy at our core. Since 1994, we’ve tackled the toughest communications challenges and changed the narrative for complex organizations, with a specialty in public sector projects. We bring passion, expertise, and an equity lens to every single project. For us, it’s doing work that matters.

## AGENDA

1. Campaign overview
2. The process
3. Creation expansion
4. Media Metrics
5. Partner toolkit

### CAMPAIGN OVERVIEW

For three years, Argus has worked in partnership with DPH to develop and launch a statewide campaign about the 988 Lifeline. The goal of the campaign is to increase awareness of and comfort in using the 988 Lifeline. The campaign has expanded over time with multiple languages, tactics, and a digital partner toolkit.

### THE PROCESS

Immersion:

We dive deep with audiences, stakeholders, and market research to understand the challenges and opportunities.

Strategy:

The research informs a unique strategy and approach that ﬁts the project’s challenges and speciﬁcs.

Creative:

Our creative is always informed by strategy to ensure it aligns with client goals, and the audience's diverse needs.

Launch:

Whether it’s a campaign or a toolkit, the launch is where our work comes to life.

#### Research:

Environmental Scan:

Reviewed relevant campaigns by examining their messaging, tone, branding, and campaign tactics.

Digital Ethnography:

Audited online media including TikTok, Facebook, Reddit, YouTube, and local media to understand consumers concerns and any potential spread of misinformation.

Quantitative Research:

Conducted an online survey with 601 participants to gauge awareness and current perceptions of what constitutes a mental health crisis and how 988 works.

Qualitative Research:

Interviewed 10+ stakeholders in the MA mental health space to garner organizational perspective.

Conducted 8 in-depth interviews with survey participants from

priority populations.

#### Key Insights

1. There’s a lack of awareness of 988–what it is, the purpose it serves, and when to call.
2. People are not sure when to use 988. Most assumed it was only for extreme circumstances.
3. People are open to 988, but most have some concerns, including police involvement and facing judgment.
4. People want to know what to expect when calling 988, and trust is the greatest driver.

#### Audience Specific Findings:

BIPOC and LGBTQ+

BIPOC

* Less likely to have a positive perception of 988
* More concerned about call taker not understanding them, judging them, or giving bad advice; or that situation will escalate
* More likely to report feeling lonely or isolated in the past 12 months

LGBTQ+

* More likely to be aware of free mental health resources and 988
* More likely to have a negative perception of 988
* Less likely to expect call takers to be well-trained and skilled, or calls to be answered quickly
* More likely to have had “challenges with mental health” always or often

#### Humanize 988 Experience

##### Strategy Fundamentals:

Goal: *What DPH is trying to change*

Increase the number of people who call 988 before they are in crisis.

Action: *What we need people to do in order to achieve the change*

Call 988 whether you’re just feeling off or dealing with a crisis.

Audience: *The main group(s) that we need to sway to maximize impact*

**Primary:** Adults in Massachusetts who need free and immediate support for their mental health –whether they’re in a crisis or just need a sympathetic ear.

**Secondary:** Support systems, including friends and family members.

Market: *Competing messages and ideas in the media and/or culture*

Our research showed that there was a lack of awareness of 988 in Massachusetts as well as misconceptions about the nature of the service, potential outcomes, and even who should be making use of it. Just as important, there was confusion and mistrust in the marketplace that impacts usage of 988 – especially among some of the populations that could most beneﬁt from the service. It was time to change the story about 988.

### TRANSCREATION EXPANSION

**Translation**

[Translation **replaces words**](https://www.smartling.com/resources/101/what-is-translation-the-quick-guide-to-different-forms-of-translation/) **in one language with corresponding words in another.** Although it may require reworking certain portions of text, translation is bound by the source text and stays very close to the original wording and meaning.

**Transcreation**

Transcreation **ensures alignment with the cultural sensitivities, preferences, and values of the audience.** A deeper understanding of the intention of the messaging and of the language and culture are required. The source text is adapted to ensure the message and call to action are approachable and relevant.

Conducted research to better understand current **reactions and attitudes** towards mental health resources, the 988 Lifeline amongst **Spanish, Portuguese, and Haitian Creole** speaking residents.

1. The “Always There” concept was motivating and trust-inspiring for Spanish speakers.
2. Mental health hotlines are recognized as a valuable resource amongst Portuguese and Haitian Creole speakers.
3. 988 is familiar to Portuguese and Haitian Creole speakers, even more so than the general audience.
4. 988 is viewed as a trusted resource, especially amongst Portuguese and Haitian Creole speakers.
5. The existing creative resonated with Portuguese and Haitian Creole speakers.

### MEDIA METRICS

#### Targeting

1. Adult Statewide
* Adults 18+
* Statewide reach with digital and OOH placements
1. Key Demographics
* Household income under $75k
* BIPOC communities
* LGBTQ communities
1. Languages
* English
* Spanish
* Portuguese
* Haitian Creole

#### Run Dates

2023: August 1 – December 10

2024: August 5 – December 15

2025: April 14 – May 25, August – November

#### Overall performance 2023 – 2025:

**OUT OF HOME IMPRESSIONS: Total – 185,723,432**

**DIGITAL IMPRESSIONS: Total - 43,624,153**

**CLICKS: Total - 481,419**

**CTR: 1.10%**

**LANDING PAGE SESSION: Total – 173, 663**

#### Metrics

Standout metrics from over the years:

* **CTR improved from 2024 to 2025** across all channels except TikTok
	+ *Notably, PreRoll increased from 1.87% to 6.18% and Meta increased from 1.98% to 4.48%*
* Across 2024 and 2025, **English language ads** were the strongest performers for most channels
* *Portuguese ads were strongest for YouTube both years*
* Meta saw stronger engagement from the **female audience** all three years
	+ *TikTok and YouTube saw stronger engagement from the male audience*
* Received $240k in **added value** from TV in 2024

### PARTNER TOOLKIT:

The 988 Partner Toolkit equips community partners –our gateway to the general audience –with guidance on how to effectively talk about 988 and resources to easily promote it.

*(\*DL = download)*

1. Unified Message:

**Informational handouts** provide partners with details about 988

* who it’s for and when to use it
* so they can conﬁdently speak about the lifeline.

*Includes:*

* + About 988 + FAQs (print + DL)
	+ Translation services (DL)
1. Promotional Materials:

**Digital and print materials** will be available for partners to display at ofﬁces, health fairs, events, effectively raising awareness among their visitors.

*Includes:*

* Social media posts + tiles (DL)
* Stickers (print)
* Textured stickers (print)
* Tearaway sheets (DL)
* Campaign posters (print)
* Campaign ﬂyer (DL)
* Enamel pins (print)
* Window clings (print)
* Wallet cards (print)
1. Supper Recourses:

**Shareable resources** for partners to keep on hand, ensuring materials are consistent with other efforts in place.

*Includes:*

* *988 Brand Guidelines (DL)*

#### Brand Guidelines:

Marketing campaign samples - Consist of:

* Copy, logo, color, type, imagery, in use = visual text
	+ Social - media text to copy
	+ Images to copy to post in various languages
* Photography = image types
	+ Stickers and window clings
	+ Wallet cards
	+ Tear sheet
	+ Info sheet
	+ Translation services
* Instructions = to download app and phone login instructions.

THANK YOU