

# THE METH PROJECT

## **The Meth Project's "Not Even Once" Campaign Wins Top Honors at Effie Awards for Marketing Excellence**

*Anti-Meth Campaign Claims Dual Golds at National Awards Ceremony*

**PALO ALTO, Calif.—June 7, 2007**—The Meth Project today announced that it has received two gold Effie awards for its "Not Even Once" anti-Meth awareness campaign at a banquet ceremony held in New York on June 7. The campaign is designed to prevent first-time Meth use through hard-hitting print, television, radio, and Internet advertising that portrays the devastation Meth brings to the user, friends, and family. The Effie awards annually honor the most significant achievements in marketing communications, with particular emphasis given to the effectiveness of the work.

The Meth Project's campaign produced dramatic results in the state of Montana, where the program was first launched. A recent report published by the Montana Attorney General found that teen use of the drug had decreased by 38% since the program's inception. Additionally, the rate of employees testing positive for Meth in the state fell by more than 70%—the biggest decrease in the country.

"That a prevention campaign would be honored for its marketing acumen and effectiveness is a real testament to the Meth Project's approach," said Meth Project Founder and Chairman Tom Siebel. "We looked at Meth as a consumer product and developed a campaign that would convey the realities of Meth use. This approach has paid off, with measurable changes in perceptions and behaviors towards the drug."

Working with San Francisco-based agency Venables Bell & Partners, the Meth Project created a marketing campaign—based upon extensive market research—that would have a profound impact on potential first-time Meth users. Combining powerful visuals and moving first-hand accounts, the ads are bold, gritty, and disturbing. One print ad shows a dingy public restroom stall with the text, "No one thinks they'll lose their virginity here. Meth will change that."

Such direct messaging is having an impact. A recent survey of middle school and high school students in Montana showed that 93% of respondents now perceive Meth use as having "great risk." Based on these results, the Meth Project has been cited by the White House as a model for the nation for its innovative approach, and the program has been adopted by other states, including Arizona and Illinois. In 2007 alone, the campaign won prestigious AdCritic and ADDY awards for its advertising. The ads can be viewed online at [www.methproject.org/ads](http://www.methproject.org/ads).

The Effie awards honor "Ideas that Work" – the great ideas that achieve real results and the strategy that goes into creating them. Effie winners represent client and agency teams that tackled a marketplace challenge with a big idea and knew exactly how to communicate their message to their customer. The Meth Project's campaign was recognized for excellence with a gold award in the "non-profit" category, and also claimed a gold award in the "small budgets" category.

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*Effie Awards Honor Meth Project Campaign*

*Page 2*

**About the Meth Project**

The Meth Project is a national non-profit organization headquartered in Palo Alto, California, aimed at significantly reducing first-time Meth use through public service messaging, public policy, and community outreach. First implemented in Montana as the Montana Meth Project, the program has demonstrated significant results in changing attitudes and behaviors toward Meth. The Meth Project is funded by a grant from the Thomas and Stacey Siebel Foundation. For more information, visit [www.methproject.org](http://www.methproject.org).

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