



Governor's Office  
of Youth, Faith  
and Family



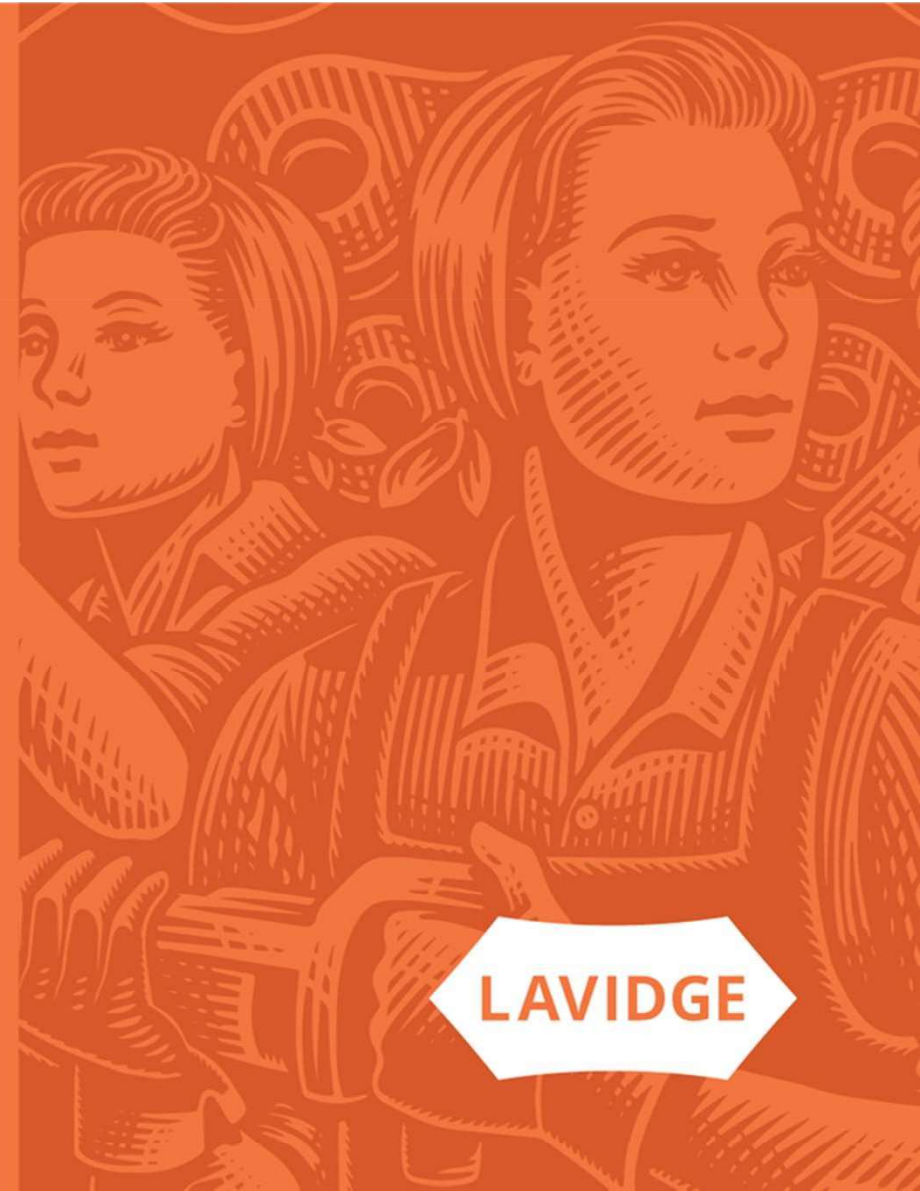
Arizona Human  
Trafficking Council

# Human Trafficking Awareness + Prevention

Promoting public awareness and victim support

March 1, 2023

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**LAVIDGE**

# Campaign timeline



# Paid media tactics

## TRADITIONAL + OUT OF HOME



Static billboards



Bar Restrooms



Digital billboards



Convenience Store Video



Gas Station TV



Arizona Lottery Screens



Gas Pump Toppers

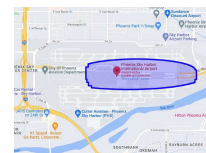


Radio



Mall restrooms

## DIGITAL



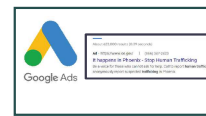
### Geo-fence

Ads served to individuals in a defined geographic boundary browsing the internet. Geo-fenced areas include airports, large shopping malls, event hubs during major events (i.e. Cardinals Stadium the week of Superbowl)



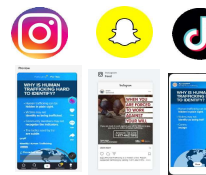
### Contextual

Ads served to internet users searching for explicit content. Ads are intended to serve as an out-of-context warning to those seeking illicit services



### Search

A defined set of keywords will trigger advertisements that help possible victims, or individuals aware of trafficking activity, quickly find help and resources from trusted sources.



### Paid Social

Instagram, SnapChat and TikTok users will be served ads informing them about the signs of human trafficking. Social media ads will include increased focus on reaching Arizona teens

# \$1,472,180 media campaign budget



\*Misc Costs includes ad serving, verification costs, production and estimated sales tax

# Static Bulletins

12 week deployment of 32 total bulletins

Locations in Greater Tucson and throughout rural areas in southern, central, and northern Arizona

Focus on placements on/around major transportation corridors and domestic and international entry points to Arizona

Creative included general anti-trafficking messaging as well as sex and labor trafficking focused creative

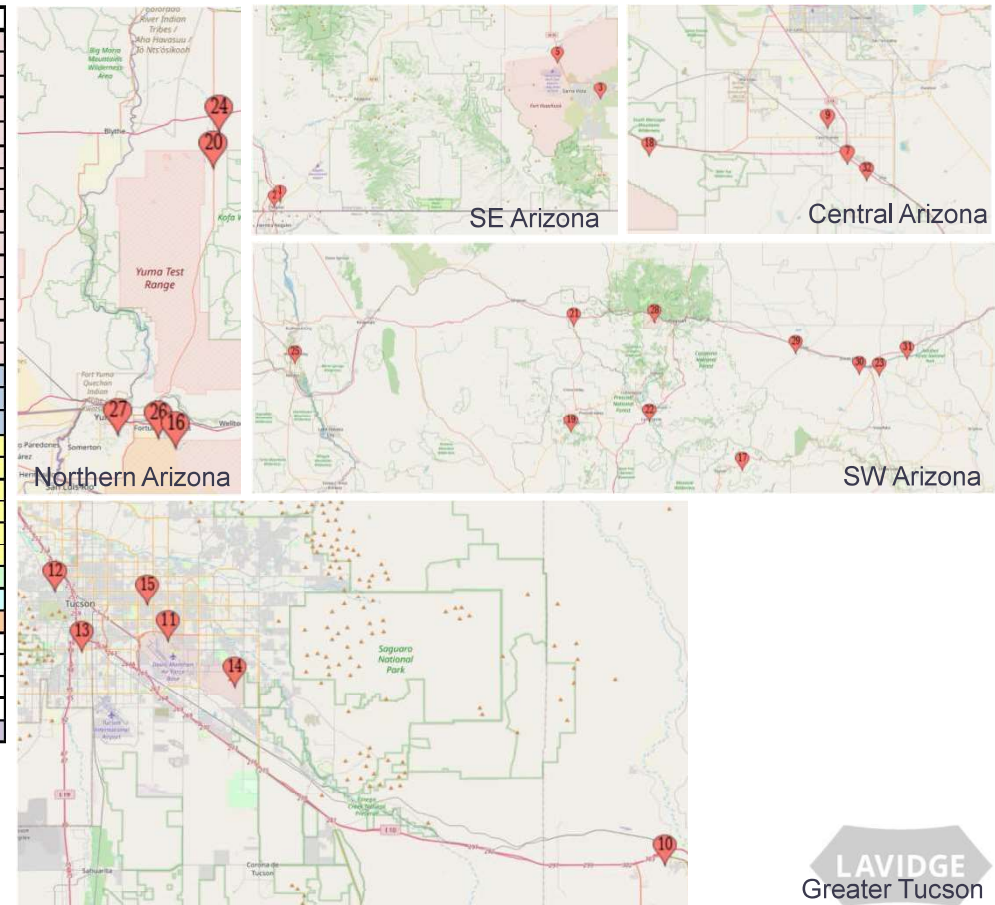
Majority of deployments used English-language creative, with the exception of one Spanish-language bulletin at near the Arizona-Mexico border





# Static Bulletins (cont.)

Company	County	Closest City	Dates	Size	Location
Clear Channel	Santa Cruz	Nogales	1/2/23 - 3/26/23	10x40	US 89 south of Mariposa
Clear Channel	Santa Cruz	Nogales	1/2/23 - 3/26/23	12x24	US 89 ES 175ft S/O Mp 4 Nogales
Clear Channel	Cochise	Sierra Vista	1/2/23 - 3/26/23	12x24	SH 90 SS 0.75mi E/O Hwy 92
Clear Channel	Cochise	Bisbee	1/2/23 - 3/26/23	12x24	SH 92 NS 0.2mi W/O School Terrace
Clear Channel	Cochise	Huachaca City	1/2/23 - 3/26/23	12x24	SH 90 WS 300ft S/O Patton
Clear Channel	Graham	Safford	12/19/22-3/12/23	12x24	US 191 South of Safford mm 117
Clear Channel	Pinal	Casa Grande	12/19/22-3/12/23	12x24	I-10 0.4mi N/O I-8 mm 198.6
Clear Channel	Cochise	Willcox	12/19/22-3/12/23	10x40	I-10 NS 0.9mi W/O Stewart Rd mm 343.1
Clear Channel	Pinal	Casa Grande	12/19/22-3/12/23	10'6"x36	SH 387 WS 500ft N/O Palm Lane
Clear Channel	Cochise	Benson	12/19/22-3/12/23	10x42	I-10 NS 0.3mi E/O Hwy 80 mm 304.26
Clear Channel	Pima	Tucson	12/19/22-3/12/23	12x24	Craycroft WS 150ft N/O 29th St
Clear Channel	Pima	Tucson	12/12/22-3/5/23	12x24	Grant SS 793ft W/O Dragoon F/E
Clear Channel	Pima	Tucson	12/12/22-3/5/23	14x48	I-10 west of 9th Ave
Clear Channel	Pima	Tucson	12/12/22-3/5/23	14x48	Palo Verde ES 0.25mi S/O I-10
Clear Channel	Pima	Tucson	12/12/22-3/5/23	14x48	Speedway NS 120ft E/O Catalina
Jones	Yuma	Yuma	12/12/22-3/5/23	10x28	I-8 1/4 mile east of CA line
Jones	Gila	Star Valley/Payson	12/12/22-3/5/23	10x32	Highway 260, milepost 255.65 in Star Valley
Jones	Maricopa	Gila Bend	12/12/22-3/5/23	10x40	I-8 one mile west of Exit 119, mp118.75
Outfront	Yavapai	Prescott	12/12/22-3/5/23	12x24	Goodwin St west of Spring St
Outfront	La Paz	Quartzite	12/12/22-3/5/23	10x30	US 95 south of Kuehn St
Outfront	Yavapai	Ash Fork	12/12/22-3/5/23	10x40	I-40 east of AZ 89
Outfront	Yavapai	Camp Verde	12/12/22-3/5/23	10x40	I-17 .6 miles north of Middle Verde Rd
Outfront	Navajo	Holbrook	12/12/22-3/5/23	12x50	AZ 77 north of US 180
Outfront	La Paz	Quartzite	12/12/22-3/5/23	14x48	I-10 west of US 95/Central
Lamar - Mohave	Mohave	Mohave Valley	12/12/22-3/5/23	14x48	HWY 95, S/O LIPAN ROAD/MP 234
Lamar - YUMA	Yuma	Yuma	12/12/22-3/5/23	10x30	I-8 1 mile east of Fortuna MP 12.07
Becker	Yuma	Yuma	12/12/22-3/5/23	10'6"x36	I-8 east of Ave 3E
American	Coconino	Belmont/Flagstaff	12/12/22-3/5/23	10x40	I-40 at mile post 184.68
American	Navajo	Winslow	12/12/22-3/5/23	10x40	I-40 at mile post 251.2
American	Navajo	Holbrook	12/12/22-3/5/23	14x48	I-40 at mile post 284.1
American	Apache	Adamana	12/12/22-3/5/23	10x35	I-40 at mile post 303.9
LeClair Calihari	Pinal	Eloy	12/12/22-3/5/23	12x32	I-10 0.3 mi E/O Toltec Rd



# Digital Bulletins

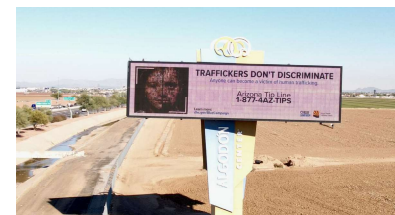
12-week deployment running on 25 digital bulletins with locations in Phoenix metro, Yuma and Mohave County

Focus on placements on/around major transportation corridors

Running general anti-trafficking message across all location

Messaging running in both English and Spanish at frequency rates of 70%-English and 30% Spanish

Includes deployments in major events areas and along major valley transportation corridors



**OUTFRONT**

**LAMAR**

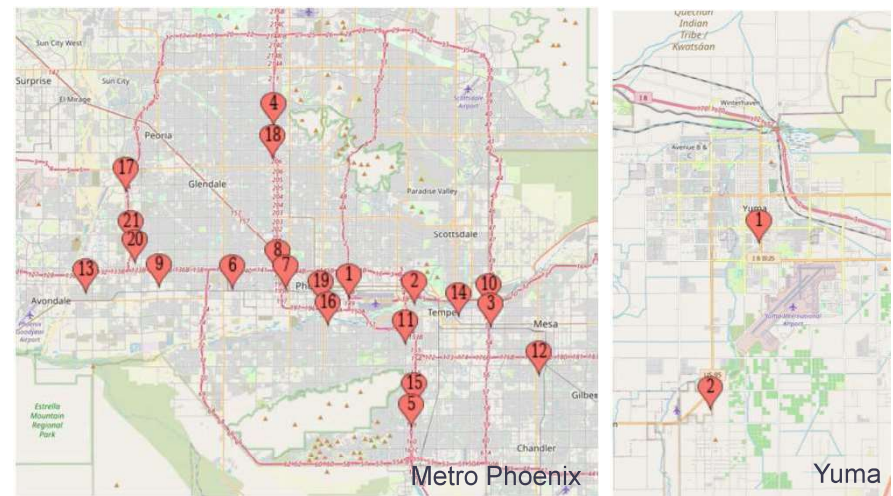
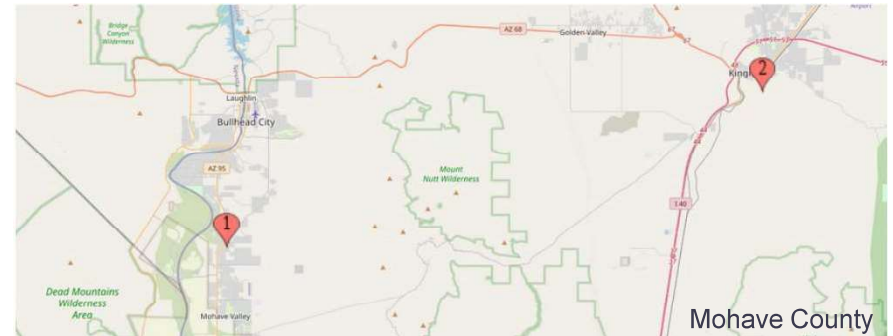
**BECKER BOARDS**

**leclair calihan**



# Digital Bulletins (cont.)

Company	Dates	Size	Location
Outfront	12/12/22 - 3/5/23	14x48 - Digital	I-10 north of Van Buren
Outfront	12/12/22 - 3/5/23	14x48 - Digital	Red Mountain 202 and Washington
Outfront	12/12/22 - 3/5/23	14x48 - Digital	East Loop 101 south Red Mountain 202
Becker	12/12/22 - 3/5/23	14'x48' Digital	I-17 north of Cactus
Becker	12/12/22 - 3/5/23	14'x48' Digital	I-10 north of Elliot
Becker	12/12/22 - 3/5/23	14'x48' Digital	I-10 east of 51st Ave
Becker	12/12/22 - 3/5/23	14'x48' Digital	I-10 east of I-17
Becker	12/12/22 - 3/5/23	14'x48' Digital	I-17 and Grand Ave
Becker	12/12/22 - 3/5/23	14'x48' Digital	I-10 east of 83rd Ave
Becker	12/12/22 - 3/5/23	14'x48' Digital	East Loop 101 south of McKellips
Becker	12/12/22 - 3/5/23	14'x48' Digital	I-10 west of the 143 Freeway
Becker	12/12/22 - 3/5/23	14'x48' Digital	US 60 & Country Club
Becker	12/12/22 - 3/5/23	14'x48' Digital	I-10 west of Avondale Blvd
Becker	12/12/22 - 3/5/23	14'x48' Digital	202 Red Mountain east of Scottsdale Rd
Lamar	12/12/22 - 3/5/23	14x48 - Digital	I-10 between Guadalupe & Elliot
Lamar	12/12/22 - 3/5/23	14x48 - Digital	I-17 Durango Curve east of 7th St
Lamar	12/12/22 - 3/5/23	14x48 - Digital	West Loop 101 south of Northern
Lamar	12/12/22 - 3/5/23	14x48 - Digital	I-17 north of Dunlap
Lamar - Yuma	12/12/22 - 3/5/23	10x21 Digital	24th St west of 4th Ave
Lamar - Yuma	12/12/22 - 3/5/23	10'6"x36' Digital	US Hwy 95 & County 15th St
Lamar - Mohave	12/12/22 - 3/5/23	10x21' Digital	Bullhead City: US Hwy 95 s/o Bullhead Pkwy
Lamar - Mohave	12/12/22 - 3/5/23	10x21' Digital	Kingman: Hwy 66 east of 10th St
Legends	9 wks: 12/19/22-2/19/23	35'x73' Digital	Jefferson betw. 4th and 5th St
LeClair-Calihan	12/12/22 - 3/5/23	14x48 - Digital	West Loop 101 north of Thomas
LeClair-Calihan	12/12/22 - 3/5/23	14x48 - Digital	West Loop 101 south of Camelback

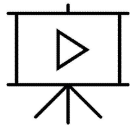




# Convenience Store Video

Deployments at 35 Circle K convenience stores located across Arizona

Large format video screens featuring 10-second, English-language anti-trafficking messaging



[Click to Watch Convenience Store Video](#)

## OUTFRONT/

