



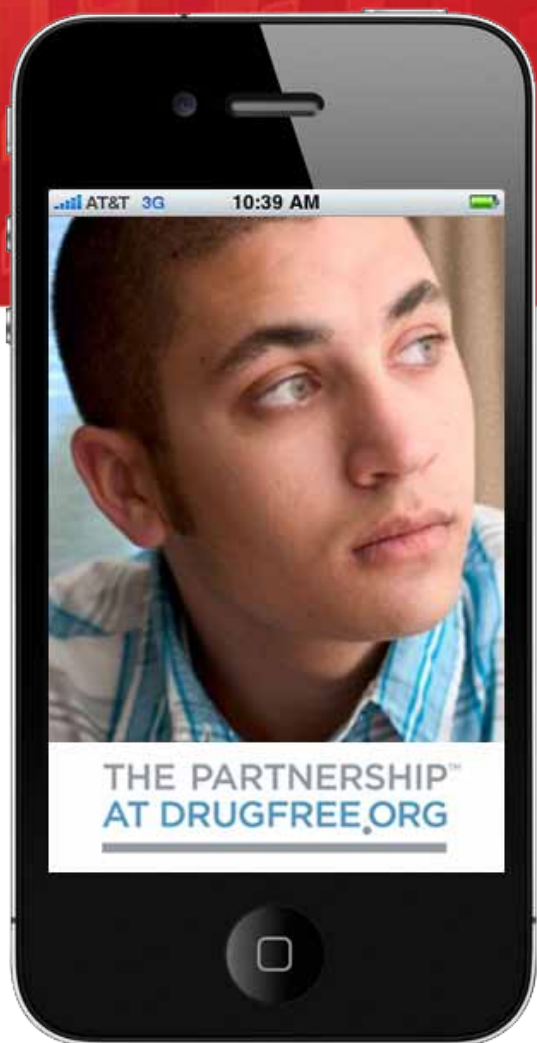
DIGITAL ADVERTISING
MOBILE TEXT & VIDEO

The Partnership at DrugFree.org • Age Targeting

The Partnership at DrugFree.org was looking for a partner to reach both teens and parents to educate them about the risks of drug and alcohol usage. With the help of ChaCha's mobile text & mobile video messaging, The Partnership at DrugFree.org was able to reach millions of teens and parents across the U.S.



THE PARTNERSHIP
AT DRUGFREE.ORG



9.81% Maximum Response Rate
for Teen Ad Copy

5.88% Maximum Response Rate
for Parent Ad Copy

The Goal:

Create awareness of the dangers of drug and alcohol usage among teenagers. Broaden the reach for The Partnership at DrugFree.org and their website among ChaCha's users and drive traffic to their websites.

The Solution:

The two companies designed a mobile-based ad campaign to separately age target ChaCha users and educate them about the dangers of drug and alcohol usage, while being presented with the option of seeking solutions and advice. The mobile ad campaign utilized both ChaCha's mobile text and mobile video messaging to engage users in two separate age demographics: users 12-24 and users 25 and older.

The Results:

For approximately three weeks, ChaCha served mobile ads targeted to users by age. The campaign contained mobile text messages that reached as high as 9.81% response rates. The campaign's overall response rate was calculated at 3.98%, nearly double the industry average.

Targeted Marketing + Engaged Audiences = Successful Campaigns

Visit partners.chacha.com to learn about what we can do for you.

"We were incredibly impressed by ChaCha's reach and the level of engagement at which their audience responded to our messages. This has proven to be a highly successful partnership."

—Hilary Baris
Digital Media & Marketing
Director for The Partnership
at DrugFree.org

THE SOLUTION : DETAILS

The Partnership at DrugFree.org used ChaCha's mobile messaging to educate users about the dangers of drug and alcohol usage, while presenting them with the option of seeking solutions and advice from their websites.

Mobile Video Example Message Flow:

Question: When are you too old to wear skinny jeans?

Confirmation Ad: Thanks for your Q! *Everyday, 2500 teens use a prescription drug 2 get high 4 the 1st time. 'Drug abuse' can b more household-common than u think.
www.DrugFree.org

[Mobile Video Message is served]

Answer/Answer Ad: I say, if you have the legs and body to pull off skinny jeans, go for it! ChaCha on! *U know ur BFF is an addict. But do u help? Txt HELPBFF

HELPBFF Response Ad: Ur BFF needs a true friend who will confront them + get them help. Scared of what to say? Don't know where to turn? Visit www.CheckYourself.com for help.

THE RESULTS : DETAILS

ChaCha, whose core demographic of mobile users is between the ages of 13-24, was selected to help reach teens, and their parents, through a targeted mobile marketing campaign.

Not only was ChaCha's user base ideally targeted for The Partnership at DrugFree.org's teen base, but ChaCha also shines as a personal, conversational channel that resonates with the teen demographic.

ChaCha was able to reach millions of users via mobile text and mobile video messaging during the campaign, helping make a real impact with mobile advertising.



ChaCha is everywhere your audience is.