

In 2020, Resource Media partnered with If/When/How: Lawyering for Reproductive Justice to develop a creative marketing strategy and campaign to shift the narrative on self-managed abortions and highlight available resources and legal advice in the U.S. This is a map of our journey and process.



PROJECT GOAL

Create and carry out a creative nationwide marketing campaign to raise awareness of the Repro Legal Helpline and [website](#).

OUR APPROACH

Understand existing narratives around self-managed abortions, gather data, determine our target audience and build a creative, branded campaign to spark attention.

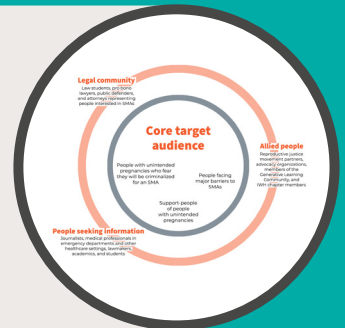


KEY TAKEAWAYS

Making it clear that there's no such thing as a "good" or "bad" abortion. We focused on familiar ideas such as safety, privacy and culture, and accessible language.

AUDIENCE MAPPING

Our marketing touch-point had to occur at the moment an online search query took place since our target audience was people potentially in crisis due to an unintended pregnancy.



CREATIVE PROCESS

The current pandemic, community isolation and a need for immediate answers guided the visual style. We wanted to reinforce this service as supportive, trustworthy and accessible to anyone, anywhere.

MULTICULTURAL

We created various language versions of creative materials and we developed "characters" to ensure our audiences identified with the people in our marketing ads.



MEDIA & DIGITAL

Contextual and online placements of both video and digital banner ads were at the heart of our strategy to ensure we reached our audience when they were most in need. Watch our English video [here](#).

KEY INSIGHTS

Our messaging resonated across the U.S. as we gained insight about wording and framing that performed the best with our target audience. Our videos have had over 46.5 million impressions so far.

