

We can help put the pieces together.

From narrative to visual marketing

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.

THE GOAL

Create and carry out a creative nationwide marketing campaign to raise awareness of the Repro Legal Helpline and website.



Multilingual digital banner ads

OUR APPROACH

Leading with comprehensive landscape analyses and data gathering, we came to understand existing narratives around self-managed abortions, the motivations and values of our target audiences, and their online behavior; to inform our branded campaign.

We developed a creative concept, messaging and content that portrayed the Repro Legal Helpline as a connection between the user and legal counsel and part of the puzzle that users must piece together as they weigh their options—making it clear that there's no such thing as a “good” or a “bad” abortion, and activating familiar ideas such as safety, privacy at home, and human connection.



Animated video

CREATIVE STRATEGY

The pandemic, community isolation and a need for immediate answers guided the visual style. The overarching theme of connection reinforced this service as supportive, trustworthy and accessible to anyone, anywhere.



MULTICULTURAL AUDIENCES

We created various language versions of creative materials such as banner ads and wallet cards and we developed “characters” to ensure our audiences identified with the people in our marketing ads.



Poster



INSIGHTS & IMPACT

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.

Wallet cards and custom stickers