



COME CLEAN IMPACT REPORT

DECEMBER 2021-FEBRUARY 2022

Impact Producer: Jackie Garrow

Associate Impact Producer: Lindsay Fitzgerald

Social Media + Design: Alessandra Hechanova + Kim Quines

THE LAUNCH

REVAMPED WEBSITE + SOCIAL MEDIA: Prior to the launch, our team was able to revamp and redesign the Insurgent Projects channels. We created 1-2 months of content with original assets and posts to build an accessible presence online for the broadcast launch.

CREATED + RESEARCHED AUDIENCE OF STAKEHOLDERS: Created a personalized stakeholder outreach list of groups of 100+ names who will want to watch the film and share news about the TVO broadcast and stream.

COMMUNITY NEWSLETTERS: Issued a community press release e-bulletin to 300+ people on day of TVO broadcast and followed up with second bulletin for film streaming.

PERSONALIZED OUTREACH TO TARGETED COMMUNITY GROUPS: Personalized outreach to 30 + groups, shared social media kit.

TVO BROADCAST DATES

Tues Jan 25 at 9pm
(repeats at midnight)

Sat Jan 29 at 11pm
(repeats at 3:30am)

Sun Jan 30 at 10pm
(repeats at 3am)



ACCOMPLISHMENTS

300+ NEW SUBSCRIBERS TO E-BULLETIN: Insurgent Projects now has 300+ active subscribers on MailChimp with a personalized account which the team can use to send out newsletter to their audience in the future.

248 NEW FOLLOWERS ON SOCIAL MEDIA: Insurgent Projects now has an active social media presence. Our advertisements and organic posts successfully gained 248 new Facebook page subscribers who can follow along as the project progresses.

MAJOR MEDIA APPEARANCES TO BOOST BROADCAST: Our team worked with the publicist to get the website and social handles ready on time for a media blitz. Thanks to the very talented Virginia Kelly, the film was featured in the following major publications.



The Struggle to Overcome
Addiction



Film highlights Westover
Treatment Centre program



TVO documentary on
addiction should be shown
in schools

SUCCESS BY THE NUMBERS

226,506

YOUTUBE VIEWS

18,428

TRAILER VIEWS

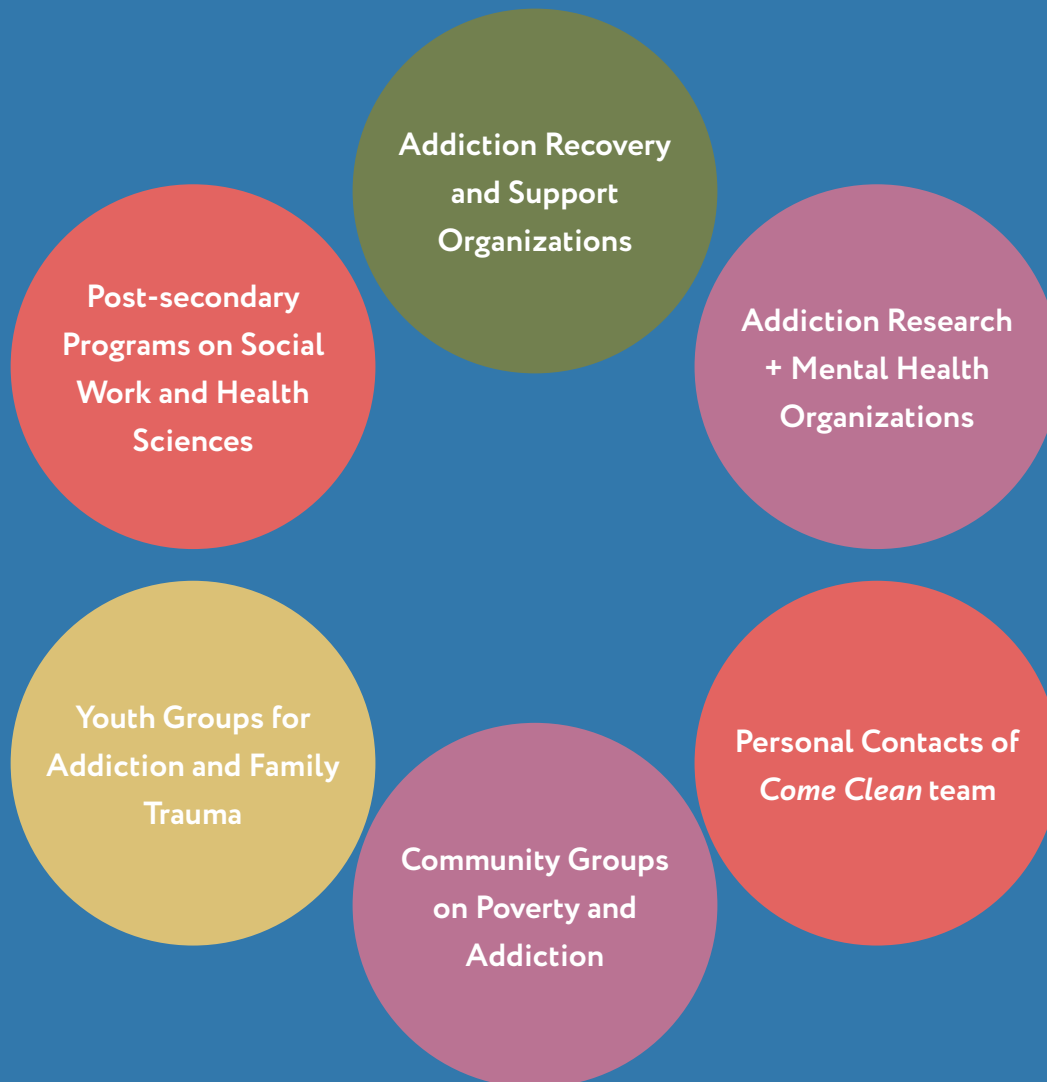
26,033

PAGE REACH

+248

NEW PAGE LIKES

NEWSLETTER AUDIENCE - CANADA



FACEBOOK AUDIENCE

