



A DIFFICULT CHOICE

Louisiana's Pregnancy Help Resource

Advertise for Life Louisiana 2019

The mission of the Advertise for Life project is to reach women considering abortion through a variety of compelling and youthful advertisements that will encourage them to choose life for themselves and their child. The ads, which vary from internet ads to billboards to radio spots and more, connect women, through a website and hotline number, with local pregnancy resource centers that can offer immediate assistance. The campaign operates the ADifficultChoice.com website, the direct link to the pregnancy resource centers.

Specialized Search Engine Advertising

Our largest outreach campaign utilizes optimized search-engine advertising through Google to connect abortion-minded women with one of the state's pregnancy resource centers, which can effectively provide counseling and resources that save the child and help the mother. We are now focusing our efforts on five campaigns, each with a daily budget – a statewide effort, a New Orleans specific effort with Access Pregnancy Center, a Baton Rouge specific effort with Women's Help Center, a Central Louisiana specific effort with Cenla Pregnancy Center, and a Shreveport specific effort with Mary's House. Results for 2019 were:

375,273 impressions
(Number of times our ads were displayed).



12,868 unique clicks
on one of the pregnancy help websites.



1,572 phone calls
to the pregnancy help hotlines or PRCs.



And the best outcome from the 2019 search engine advertising campaign:

27 Confirmed Saves in 2019!

OTHER CAMPAIGNS UTILIZED IN 2019:

Geofencing Online Advertising

Nearly 1.5 million ads were delivered during a two-month campaign in New Orleans and Baton Rouge.

Billboard Advertising

Two billboards are in place in Baton Rouge. Each week, each board is seen by 300,000 people.

Pandora Radio Advertising

During a 3-month statewide campaign targeting women ages 16-24, our Pandora radio ads played more than 891,000 times. More than 100,000 unique listeners saw our display ads, with more than 2,500 visits to ADifficultChoice.com.

Instagram Advertising

An Instagram advertising campaign began in November, targeting teenage and young women in Baton Rouge. With a very limited budget, this campaign delivered more than 75,000 ads to 16,000 unique Instagram users.

