



A DIFFICULT CHOICE

Louisiana's Pregnancy Help Resource

Advertise for Life Louisiana 2020 (through June)

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 January through June 2020 were:

153,259 impressions
(Number of times our ads were displayed).



6,095 unique clicks
on one of the pregnancy help websites.



619 phone calls
to the pregnancy help hotlines or PRCs.



And the best outcome from the 2020 search engine advertising campaign:

17 Confirmed Saves Through June, 2020!

OTHER CAMPAIGNS UTILIZED IN THE FIRST HALF OF 2020:

Geofencing Online Advertising

285,502 ads delivered around LSU, Southern University, and Delta Clinic in Baton Rouge with 1,769 click throughs.

Billboard Advertising

Two billboards were in place in Baton Rouge, seen each board by 300,000 people. This campaign has ended.

Instagram Advertising

An Instagram advertising campaign targets teenage and young women in Baton Rouge. With a very limited budget, this campaign has delivered 270,482 ads to 52,628 different Instagram users with 289 click throughs.