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| CLIENT: WA State Dept of Health | PROJECT NAME: 988 Young Adult Campaign |

**Static Ads, Meta**

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| **GRAPHIC COPY, BLACK/AA** | **GRAPHIC COPY, LGBTQIA2S+** |
| **When you feel alone**  We’re here to listen | **When you don’t know where to turn**  We’re here to listen |
| **META FEED COPY, BLACK/AA** | **META FEED COPY, LGBTQIA2S+** |
| **PRIMARY HEADLINE (125 characters):**  Hey, you matter. And if you need someone to listen, we’re always here. Just text, chat, or call 988.  **Headline (27 characters):**  988 is here for you 24/7/365 | **PRIMARY TEXT (125 characters):**  Hey, you matter. And it’s ok to need support. Text, chat, or call 988 any time you need someone to talk to.  **Headline (27 characters):**  988 is here for you 24/7/365 |

**Video Ads**

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| **META, BLACK/AA** | **META, LGBTQIA2S+** |
| **PRIMARY TEXT (80 characters preferred):**  When you feel alone, you can count on 988. Text, chat, or call 988 to connect with a trained counselor.  **HEADLINE (27 characters):**  988 is here for you 24/7/365 | **PRIMARY TEXT (125 characters):**  When you need support, you can count on 988. Text, chat, or call 988 to connect with a trained counselor.  **HEADLINE (27 characters):**  988 is here for you 24/7/365 |

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| **SNAPCHAT, BLACK/AA** | **SNAPCHAT, LGBTQIA2S+** |
| **Brand Name (25 characters max):**  988 | text, chat, or call  **Headline (35 characters max):**  Someone to listen when you need it | **Brand Name (25 characters max):**  988 | text, chat, or call  **Headline (35 characters max):**  Support whenever you need it |

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| **TIKTOK, BLACK/AA** | **TIKTOK, LGBTQIA2S+** |
| **BRAND NAME (2-20 characters):**  988 | text chat call  **DESCRIPTION (12-100 characters):**  If you need support, we’re always here. Text, chat, or call 988 to connect with a counselor. | **BRANDNAME (2-20 characters):**  988 | text chat call  **DESCRIPTION (12-100 characters):**  When you need support, you can count on 988. Text, chat, or call to connect with a trained counselor. |