

Project Worth

September 1, 2026

**PROJECT
WORTH**



FY26 Performance

FY26 Results



41,935
website
sessions

876
quizzes
completed

4.78M
impressions

1,014
outbound
clicks to
resources/links

\$57,215
paid media
investment



FY27 Media Plan

General Budget

Strategic Approach

- Maintaining focus on reducing stigma while continuing to increase awareness and prevention.
 - Many individuals with lived experience shared that they never believed they could have a gambling problem and they had a lot of shame and stigma in their narrative. By addressing this stigma, we can reach people at every stage, from prevention to those in crisis.
- Our approach remains positive and hopeful, reinforcing that no one is alone and that help is available.

Marketing Goals

- Educate the public about problems with gambling.
- Breakdown the stigma surrounding problems with gambling.
- Increase public awareness about problem gambling resources throughout Nevada.
- Continue to establish Project Worth as a trusted and reliable resource for individuals and families affected by problem gambling.



FY27 Paid Channels

- Google Paid Search - Always on
- Meta Advertising - Flighted schedule
 - **October-March:** Peak season with holidays and sports
 - **March:** Problem Gambling Awareness Month
 - **May-June:** Turn ads back on for NBA finals and Stanley Cup

Project Worth
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Nat & Sherrie experienced firsthand what gambling can do to a marriage. Finding help gave them a second chance.



Hear Nat's recovery story [Learn More](#)

Find help and resources [Learn More](#)

Learn early signs [Learn More](#)

Rebuild trust [Learn More](#)

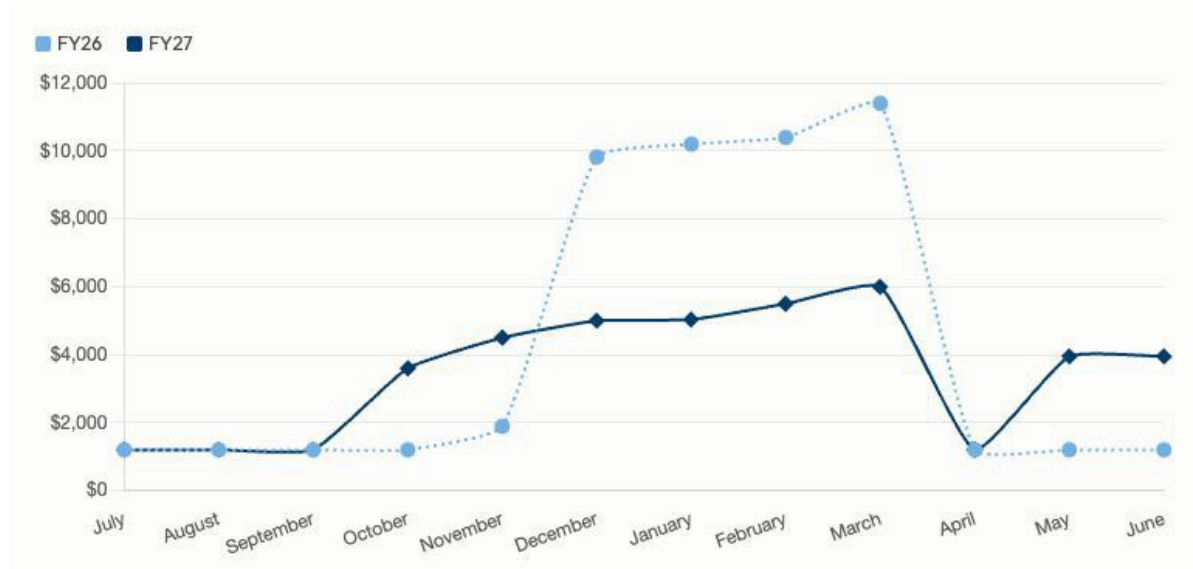
Get your life back [Learn More](#)

Help is available now [Learn More](#)

124 8 Shares

Like Comment Share

FY27 Budget



FY26 Budget: \$57,215

FY27 Budget: \$47,038



**Consider changing to:
Variation through the
year is aligned with
the flighted Meta
Advertising spend to
address peak
seasons.**

**Google Paid Search
will always be on.**



State Opioid Response & Problem Gambling

Campaign Update

Campaign Strategy

Campaign Objective

Increase awareness that problems with gambling may co-occur with substance use disorders involving opioids and connect Nevadans and their loved ones with resources through Project Worth.



Campaign Strategy, Continued...

Campaign Goals

- Help people recognize that problems with gambling and substance use can be connected.
- Help individuals and loved ones recognize signs that problems with gambling and opioid use may be affecting their lives.
- Make seeking information and support feel understandable and manageable.



Audiences

Target Audiences

- **Primary**
 - Nevadans experiencing problems with gambling or opioid use who may not recognize how those problems overlap or connect
- **Secondary**
 - Loved ones: family members and friends
- **Geography**
 - The entire state of Nevada



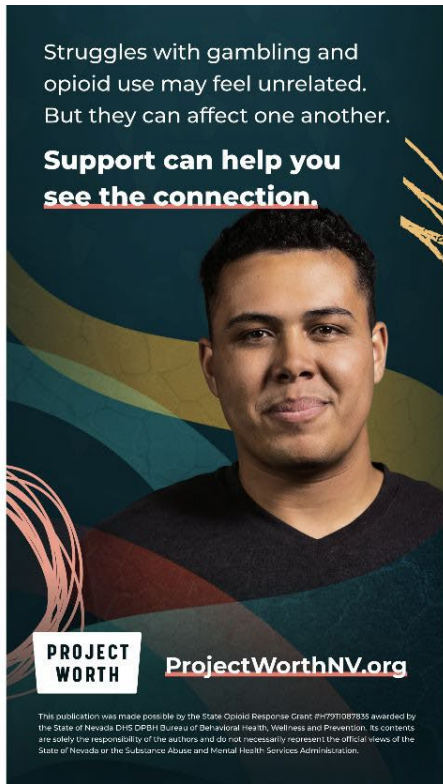
Campaign Budget

Channel	Budget	Percent Allocated
Connected TV (CTV)	\$37,000	28%
Paid Social Media (Facebook and Instagram)	\$31,000	23%
Online Video (YouTube)	\$10,000	8%
Podcasts	\$15,000	11%
Digital Bus Shelters and Video (Out-of-Home)	\$40,000	30%
TOTAL	\$133,000	

Timeline

Channel	Run Dates
Podcasts	Aug. 26 - Sept. 30
Paid Social Media Images (Facebook and Instagram)	Aug. 26 - Sept. 30
Digital Bus Shelters and Video (Out-of-Home)	Aug. 31 - Sept. 30
Connected TV (CTV)	Sept. 8 - 30
Paid Social Media Video (Facebook and Instagram)	Sept. 8 - 30
Online Video (YouTube)	Sept. 8 - 30

Campaign Creative



Campaign Creative

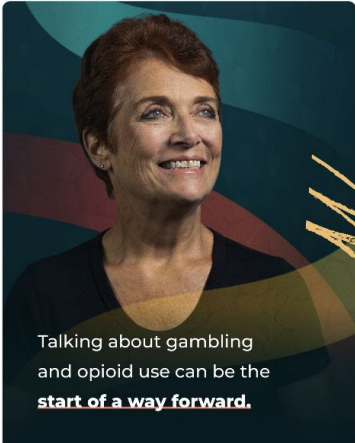
Co-Occurrence Campaign

Single Image Ads

 **Project Worth NV**
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Gambling and opioid use may not feel connected at first. But as one changes, the other may become easier to notice.



Talking about gambling and opioid use can be the **start of a way forward.**

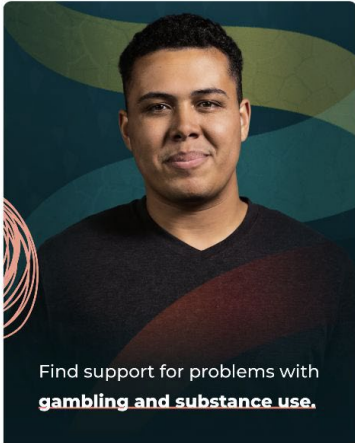
One Conversation Can Help
You're not alone

[Learn More](#)

 **Project Worth NV**
Sponsored

...

As opioid use changes, gambling can become more frequent or harder to control. Support can help you understand what's happening.



Find support for problems with **gambling and substance use.**

Take the First Step
Help is available

[Learn More](#)

The background is a dark teal color with various abstract shapes. In the top right corner, there are light blue, teardrop-like shapes. In the bottom left corner, there are orange, curved, brushstroke-like lines. A large, faint, concentric circular pattern is visible on the right side of the image.

AI & SEO Landscape

AI is Changing Marketing

- Search engines now provide direct answers within the result pages using AI Overviews, so users don't need to click through to the website.
- People are actively using AI chatbots as an alternative starting point for research and discovery.
- In 2026, 49% of AI users who report mental-health challenges have used a major LLM (ChatGPT, Claude, Gemini) for therapeutic support. ([source](#))



What This Means For Project Worth

- Website traffic from organic search is decreasing. Other industries have seen double digit decreases.
- There is an opportunity for Project Worth to be ahead of the curve and improve SEO and AI visibility.



Keyword Insights



The Project Worth website currently holds four keyword rankings. This highlights a visibility gap for the website since it only holds a few local and branded terms that have relatively low search volume.

Keyword rankings include:

- Gambling help near me
- Problem gambling center
- Gambling addiction Las Vegas
- Las Vegas gambling addiction

Users primarily enter the website using the following search terms:

- Project Worth
- Gambling addiction help

There is an opportunity for the website to rank for terms that have more search volume. This will strengthen visibility among our target audience.

Keyword Insights

The following topics have strong search volumes, which means users are actually using these phrases as ways to seek out resources for problem gambling for themselves and others:



- Gambling addiction hotline
- Family/loved one support terms
 - Ex: How to help a gambling addict, gambling addiction help for family members
- Signs of gambling addiction/self-screening tests
 - Ex: How do I know if I have a gambling problem?
- Gamblers anonymous/gambling addiction support groups
- Sports betting addiction

Creating content, blogs, and articles around these content themes is crucial to gaining visibility and connecting Nevadans with resources for problem gambling.

AI Insights



When it comes to AI visibility, the Project Worth website doesn't currently hold any mentions or citations.

The following prompts are where peers show up and are authority voices:

- What are the risks of gambling?
- Sports betting addiction
- How to help a gambling addict?
- Gambling addiction resources
- What is a degenerate gambler?

Peers include: Nevada Council on Problem Gambling and National Council on Problem Gambling.

Next Steps



- **FY27**
 - KPS3 to perform a preliminary technical audit of the Problem Gambling website. We'll identify any opportunities that will help the site rank better on SEO/AI.
- **Any Time Funding Becomes Available**
 - Execute on the opportunities identified in the technical audit.
 - There is an opportunity for Project Worth to take an active role in owning the narrative on what types of content/resources LLMs pull from in their responses to people seeking support.
 - KPS3 can provide services to create more content, update the website with structured content/schema, and actively track Project Worth rankings.

The background is a dark teal color with various abstract shapes. In the top right corner, there is a light blue stylized shape resembling a flower or a fan. In the bottom left corner, there are several curved, overlapping orange lines. The text "What's Next" is centered in the middle of the image in a white, sans-serif font.

What's Next

FY27 Q1

- August & September
 - Launch the SOR & Problem Gambling campaign
- September
 - Draft quarterly social media posts
- October
 - Preliminary technical audit
- Monthly
 - Continue monitoring social media comments and responding
 - Continue monitoring organic search





Thank you.

**PROJECT
WORTH**