



# FACE YOUR DRAGON

## CASE STUDY

*A Groundbreaking Campaign for the U.S. Department of Veterans Affairs*

### OVERVIEW

In September 2025, the U.S. Department of Veterans Affairs along with the DoD Defense Suicide Prevention Office launched **FACE YOUR DRAGON**, a powerful PSA within the *Keep It Secure* campaign focused on preventing Veteran suicide by promoting secure firearm storage.

From concept to delivery, Gig Line led the creative and production effort in close partnership with VA, ensuring authenticity at every step. The PSA features Rudy Reyes, U.S. Marine Corps Recon Veteran, alongside an all-Veteran cast whose lived experience brought honesty and credibility that deeply resonated with the Veteran community.

The campaign premiered on September 1, marking the start of Suicide Prevention Month, supported by a highly targeted cross-channel media strategy spanning CTV/OTT, linear broadcast, programmatic, and social platforms. To maximize reach, resources were optimized and reallocated to the highest-performing placements.

Within weeks, **FACE YOUR DRAGON** became the most watched VA video on YouTube, reaching millions of Veterans, Service members, and their families, and sparking meaningful conversations about courage, vulnerability, and responsible firearm storage.

### KEY CAMPAIGN METRICS FROM INITIAL LAUNCH (September 2025)

**350  
MILLION**  
Impressions  
Delivered  
(243% of goal)

**3.1 MILLION+**  
Website Visits  
(155% of goal)

**67 MILLION**  
Linear TV Impressions  
(180% of goal)

**7 MILLION+**  
Facebook & Instagram  
Engagements

**24 MILLION+**  
YouTube Views  
(#1 VA Video)

**97%**  
OTT/CTV  
Completion Rate

**19.6 MILLION**  
Facebook & Instagram  
Video Views



Within the first month, **FACE YOUR DRAGON** exceeded every benchmark: 350M impressions and 3M+ visits to [KeepItSecure.net](https://www.KeepItSecure.net), the redesigned and optimized website supporting the campaign.

## THE CHALLENGE

The Office of Suicide Prevention at VA faced a stark challenge: Veterans are dying by suicide, most often with a firearm. Research shows that creating time and space between a person in crisis and a firearm can be the difference between life and death. The goal was clear—reach Veterans with a message that honors their experience, inspires secure storage, and helps save lives.

## OUR APPROACH

Gig Line brought together a team of award-winning Veteran storytellers to develop a PSA that spoke to Veterans with honesty and respect. With our Los Angeles production team, we produced **FACE YOUR DRAGON**—a cinematic story about facing inner struggles and taking a simple, securing firearms in order to save a life.

More than 30 Veterans from all branches and conflict eras were featured in the production, bringing the heart of their lived experiences to every frame. We delivered 15-, 30-, and 60-second versions, supported by a national outreach effort to extend the message through community partners, Veteran organizations, and trusted networks.



**FACE YOUR DRAGON: Behind the Scenes**



**FACE YOUR DRAGON (60s)**

**FACE YOUR DRAGON**  
is the **#1 most-watched**  
VA video on YouTube.

The campaign coincided with the relaunch of the rebranded website, [KeepItSecure.net](https://www.KeepItSecure.net), designed to provide Veterans and their supporters with tools and resources for safe firearm storage and suicide prevention.

## KEY TAKEAWAYS

**FACE YOUR DRAGON** reached Veterans nationwide through coordinated placement across broadcast, CTV, OTT, programmatic, and social platforms. The campaign exceeded all major KPIs, delivering millions of bonus impressions at no additional cost and becoming VA's most-viewed YouTube video within weeks of launch.

Veteran audiences responded with strong engagement and positive sentiment, indicating that the message of secure firearm storage resonated deeply and effectively advanced the goals of the VA Office of Suicide Prevention.

## AUDIENCE IMPACT

Gig Line tested the campaign with 8,000 verified Veteran accounts through survey to assess reach and resonance. The results were clear:

- 68% learned something new about VA or firearm safety
- 74% said the message felt relevant and meaningful
- 41% reported they would visit [KeepItSecure.net](https://www.KeepItSecure.net) to learn more
- 72% want to see more VA content like this in the future
- 56% cited Rudy Reyes as a powerful and authentic messenger

Authentic storytelling with trusted Veteran voices drove record engagement, symbolic and emotional connection, and measurable shifts in awareness.