



2015/2016 Marketing Update

September 10, 2015

Follow-up From August Board Meeting

Consideration and Inclusion of varying ethnicities, including African Americans, within the marketing plan...

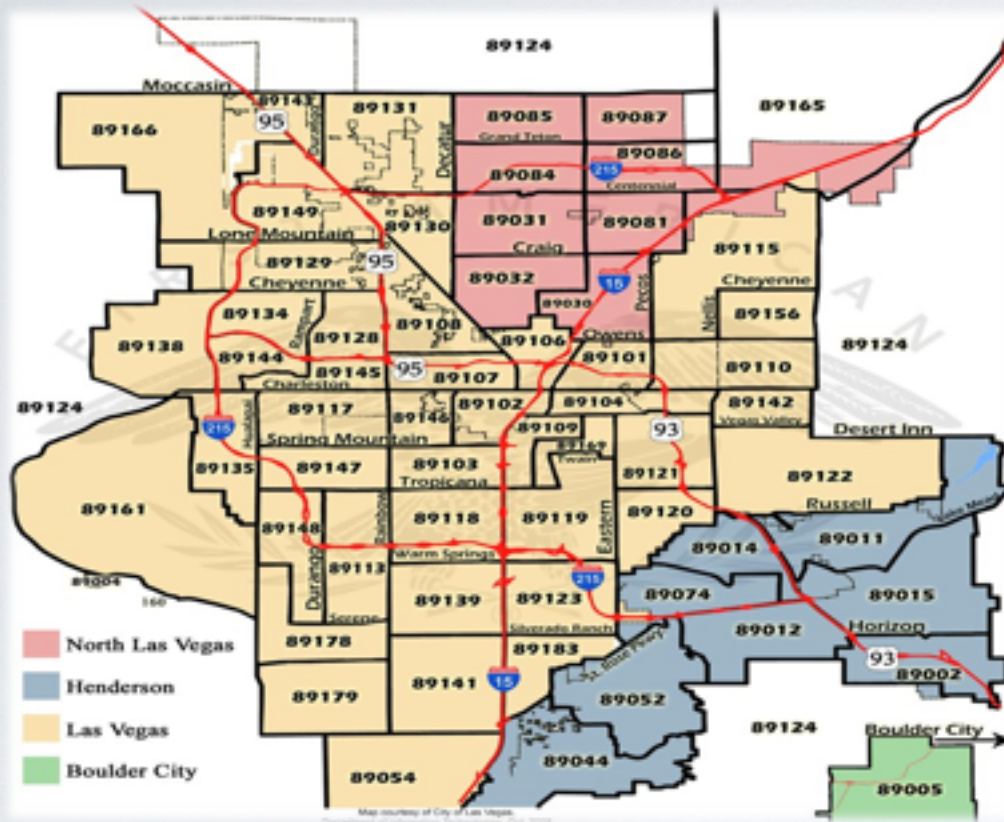
- Advertising Media
 - Based on the June/July 2014 Applied Analysis study and 2015 Scarborough income profile model data, African American, Asian and Other ethnic groups each represented only 5-7% of the target audience while Hispanic represented approximately 45%. As a result, mainstream mass media (i.e., TV, radio, outdoor and digital) will be utilized to reach these groups. Due to percentage of target market, Hispanic radio and TV will be utilized to reach Hispanics.
- Media Relations
 - In conjunction with Outreach and Social Media, Penna Powers Media Relations will consider and engage all relevant, ethnic-specific niche media opportunities such as: *The Urban Voice*, *Our Own Voices*, *Las Vegas Black Image*, *El Mundo*, *Ahora Latino*, *Las Vegas Asian Journal* *Las Vegas Chinese Daily News* and others.

Target areas for new and ongoing growth...

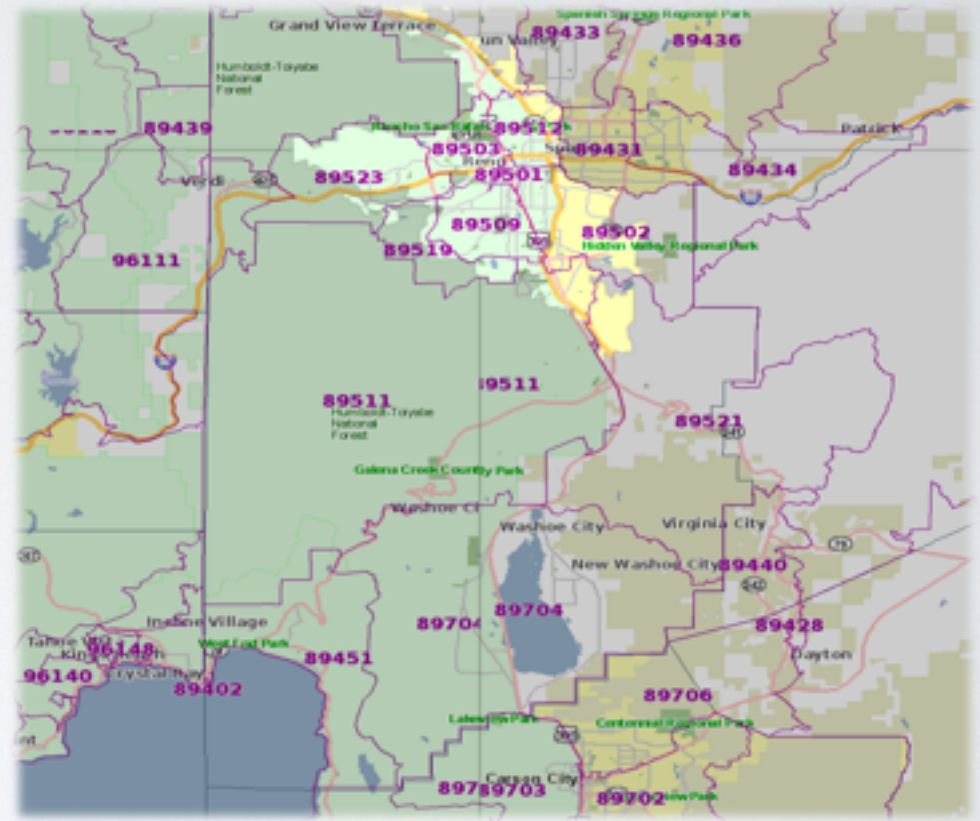
- Penna Powers has cross-checked its data against the 2015 Health Insurance Marketplace Plan selections by zip code and the latest DMS Southern Nevada enrollments by zip code map to pinpoint these top 10 zip codes for mining new qualified enrollees (represents 80/20 Southern and Northern Nevada breakdown)

Follow-up From August Board Meeting - Continued

89117 89147 89502 89123 89129 89103 89148 89074 89509 89436



Southern Nevada



Northern Nevada

CREATIVE REFINEMENTS

- Incorporate models of varied ethnicity, age and representative target groups
- Use 4 colors
- Avoid financial references in the messaging
- Communicate the positive outcome of having health insurance

Creative Example #1 – Storyboard

“SWEET FREEDOM”

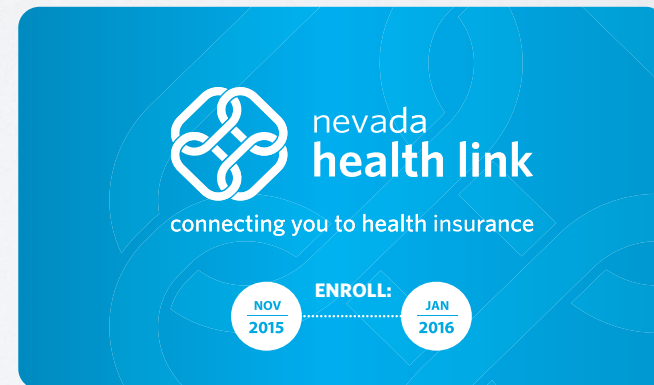
Nevada Health Link TV Spot :30



Creative Example #1 – Storyboard

“SWEET FREEDOM”

Nevada Health Link TV Spot :30



Creative Example #1 - Script



CLIENT: SSHIX
JOB NO.: 6983
DATE: SEPTEMBER 3, 2015
TITLE: SWEET FREEDOM
LENGTH: 30
ISCI CODE:

VIDEO

Open on b-roll of a young Hispanic man working in a small coffee shop. We see tight, stylized shots of him in the process of roasting beans.

We cut to him grinding beans, steaming milk, pouring espresso shots, etc.

We cut to him making latte art with the steamed milk.

We cut to a shot of her smiling at camera, then fade to our end screen.

END SCREEN:
Nevada Health Link logo
Get connected to affordable healthcare.
NevadaHealthLink.com
VERSION 1: Enroll November 1–January 31
VERSION 2: Enrollment ends January 31

AUDIO

VO: Life's a little different now that I'm on my own. I've got more freedom than I've ever had. I'd like to start my own thing. But I also have my own responsibilities.

That includes taking care of health coverage. But Nevada Health Link made that part easy. Now it's something I can afford to do.

I'm still trying to perfect my latte art. But my healthcare is looking pretty sweet.

ANNCR: Get connected to affordable healthcare with Nevada Health Link.

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Creative Example #2 – Storyboard

“REALITY CHECK”

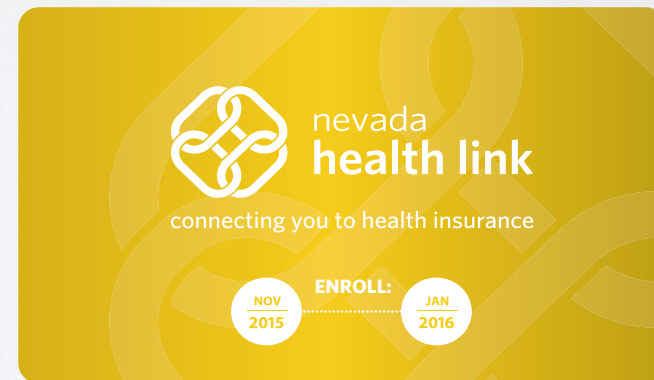
Nevada Health Link TV Spot :30



Creative Example #2 – Storyboard

“REALITY CHECK”

Nevada Health Link TV Spot :30



Creative Example #2 - Script



PENNA POWERS

CLIENT: SSHIX
JOB NO.: 6983
DATE: SEPTEMBER 3, 2015
TITLE: REALITY CHECK
LENGTH: 30
ISCI CODE:

VIDEO

Open on b-roll of a 50-something man doing
woodwork in a small shop.

We see him using a table saw, sanding a
rocking chair, etc.

We see the man playing with his young
grandkids.

We cut to a shot of him smiling at camera,
then fade to our end screen.

END SCREEN:
Nevada Health Link logo
Get connected to affordable healthcare.
NevadaHealthLink.com
VERSION 1: Enroll November 1–January 31
VERSION 2: Enrollment ends January 31

AUDIO

VO: Back when I was young, I thought I was
invincible. But, like all things, I'm getting
older. And health issues are now a reality.

When I started looking, I was afraid
healthcare would be way too expensive. But
with Nevada Health Link, I found it was
something I could afford to do.

I've still got plenty of life to live. And my
healthcare will help me do it.

ANNCR: Get connected to affordable
healthcare with Nevada Health Link.

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Creative Example #3 – Storyboard

“LITTLE ANGELS”

Nevada Health Link TV Spot :30



Creative Example #3 – Storyboard

“LITTLE ANGELS”

Nevada Health Link TV Spot :30



Creative Example #3- Script



PENNA POWERS

CLIENT: SSHIX
JOB NO.: 6983
DATE: SEPTEMBER 3, 2015
TITLE: LITTLE ANGELS
LENGTH: 30
ISCI CODE:

VIDEO

Open on b-roll of a middle-aged mom playing with her two young children.

We see the mom and her girls playing dress-up, having a princess party.

We cut to the mom pulling something smoking out of the oven as the girls laugh.

We cut to a shot of the mom and girls smiling at camera, then fade to our end screen.

END SCREEN:
Nevada Health Link logo
Get connected to affordable healthcare.
NevadaHealthLink.com
VERSION 1: Enroll November 1–January 31
VERSION 2: Enrollment ends January 31

AUDIO

VO: My girls are the best thing that ever happened to me. I'd do anything for them. But that's part of being a mom. You have to take care of your little angels.

That means taking care of health coverage. And now with Nevada Health Link, it's something I can afford to do

Life's not always easy. But with healthcare, I feel like I got that part right.

ANNCR: Get connected to affordable healthcare with Nevada Health Link.

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Media

- TV, Radio and Print placements will launch the week of October 26. Digital and Outdoor will launch enrollment week, November 1.
- TV/Radio Station Partnerships
 - The media team met with eleven potential broadcast partners the week of 8/31/15 in Las Vegas to discuss Southern Nevada media buy and brainstorm value-add opportunities for the 2015/16 enrollment campaign. Andres Ramirez was in attendance to help ensure the opportunities will align with his team's ongoing outreach strategy and events.
 - Eleven additional meetings to discuss the same for Northern Nevada will take place in Reno the week of 9/7/15.
 - Finalized media partners and value-add opportunities will be detailed in October's update.

Media - Continued

o Digital Planning

- Penna Powers is finalizing the roster of technology partners who can integrate with Ramirez Group's lead database (generated from outreach activities).
- Finalized digital media partners will be detailed in October's update.
- Tracking pixels have been placed on both NevadaHealthLink.com and EnlaceDeSeguroMedicoNevada.com to track which digital media the target consumer is responding from. This information will enable us to continually align the digital placements in conjunction with where we are receiving the best response from target consumers.

PR/Media Relations

Broker Enrollment Event Media Relations Plan Outline

OUTLET	ACTIVITY	TIMEFRAME
N/A	Media material drafts Calendar advisory Letter to editor/Op-Ed Media Advisory/news release Spokespeople talking points	Draft sent week of Sept. 21 Draft sent week of Oct. 5 Draft sent week of Oct. 19 Draft sent week of Oct. 19
Suburban weekly, monthly publications and ethnic e.g. <i>Henderson Press, Desert Valley Times, El Exito, EnSoul, UrbanVoice.com, Our Own Voices, Las Vegas Black Image, etc.</i>	News advisory/calendar listing submission to suburban and ethnic publications	October submissions dependent on publication deadlines
Daily print publications <i>Las Vegas Sun</i> <i>Las Vegas Review Journal</i> <i>Reno Gazette-Journal</i>	Briefing with Editorial Boards	Week of November 2
N/A	Talking points provided to SSHIX and selected broker spokespeople	Week of November 9
Daily print publications <i>Las Vegas Sun</i> <i>Las Vegas Review Journal</i> <i>Reno Gazette-Journal</i>	Letter to the Editor, bylined by Bruce Gilbert	Week of November 9
TV morning news, radio talk shows and daily print outlets	Pre-event publicity "media tour" with Bruce Gilbert	Week of November 9
Broadcast and print outlets in southern and northern Nevada	Event advisory and news release distributed to weekend news assignment managers	November 14
Broadcast and print outlets in southern and northern Nevada	Coordinating media interviews with Bruce, Janel and selected brokers at event	November 15
N/A	Deliver media coverage report	Week of November 16

Social Media

Objective: Build audience, create engagement

Content Messaging: Engage. Educate. Enroll

- Twitter launches Friday September 4th
 - Daily Tweets starting 9/7
- The Facebook channel goes live September 10th
 - Daily Facebook Posts start 9/14



Outreach

Currently finalizing details for the kick-off event to be held on November 1st

- o We are expecting 4,000-6,000 Nevadans (statewide) to attend.

Outreach Events

- o A few events have taken place to date with an increased number of events beginning in September.
- o Andres is scheduled to present at the Southern Nevada Maternal Child Health Coalition meeting on the topic of Access to Care on September 8th.

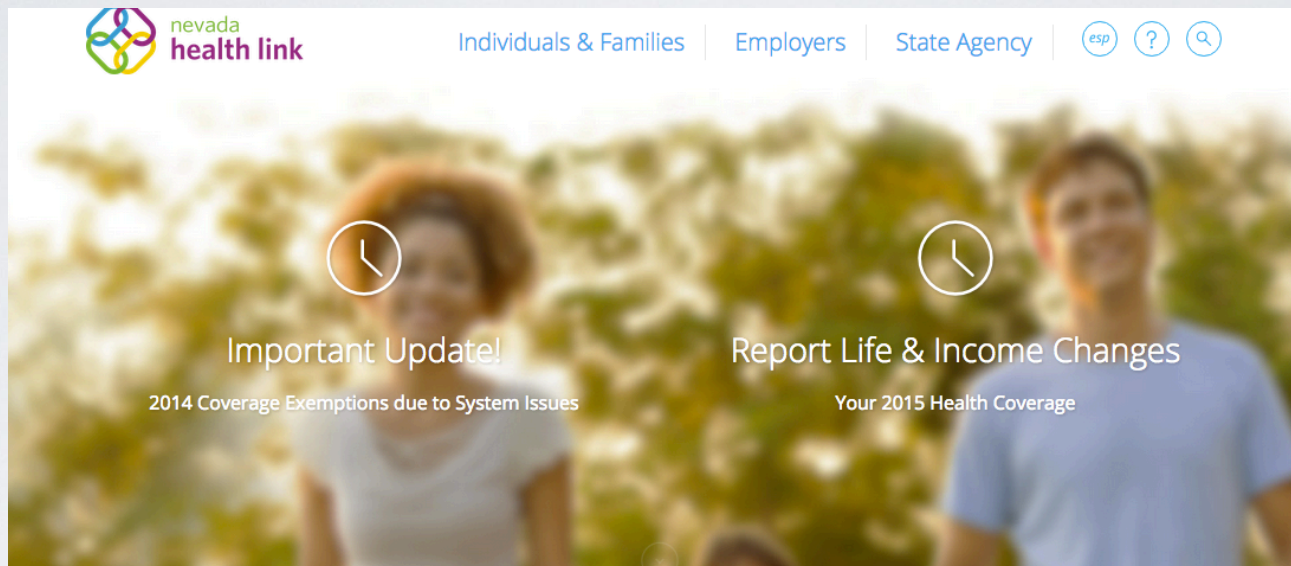
Broker/Agency Marketing Strategy & Support

- Approximately 500 agent offices statewide as designated enrollment locations
- Kick-off Enrollment Events
 - Sunday, Nov. 1, 2015; Health Fair format
 - Held simultaneously in Southern and Northern Nevada
 - PR and Media Relations support state-wide
- Association-Driven 'Pop-up' Enrollment Events (to be held at alternating agencies)
 - Sign-up Saturdays
 - Tuesdays and Thursdays
 - Mid-month special events to be held on the 15th of each month
- Ongoing Outreach Events
 - Lead generation
 - Enrollment assistance
- Tangible Marketing Assets
 - Window Clings
 - Wall Banners
 - Standing Counter Displays
 - Outdoor sandwich board location signage
 - Assorted NHL logo'd giveaways



Broker/Agency Marketing Strategy & Support - Continued

- Use NevadaHealthLink.com as the resource for important consumer target details
 - Prominently located on homepage (replace current 'Important Update' info)
 - Searchable list by zip code of participating agent office locations
 - Information on 'Pop up' enrollment events and ongoing outreach events



- Broker Communication
 - Reference to target consumer as “licensed insurance professional”
 - Promote the benefits of working with a licensed insurance professional
 - Does not cost target consumer anything additional
 - Face-to-face interaction
 - Ensure target consumer gets the best plan for his/her needs

