



## Marketing Update

July 14, 2016

# Off-Season Marketing Campaign - Creative



**peace of mind for  
unexpected emergencies**

get in the know at  
[NevadaHealthLink.com](https://NevadaHealthLink.com)



**regular access to  
preventative care**

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**chronic pain  
management**

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# Advertising Media - Outdoor

Multi-location Outdoor Board saturation in Las Vegas and Reno is underway

- June 27 – August 28
  - Phase 1 – June 27 – July 24
  - Phase 2 – July 25 – August 28
- August 29 – October 30
  - August 29 – September 26
  - September 27 – October 30



# Outdoor – Phase I (June 27 – July 24)

## Las Vegas

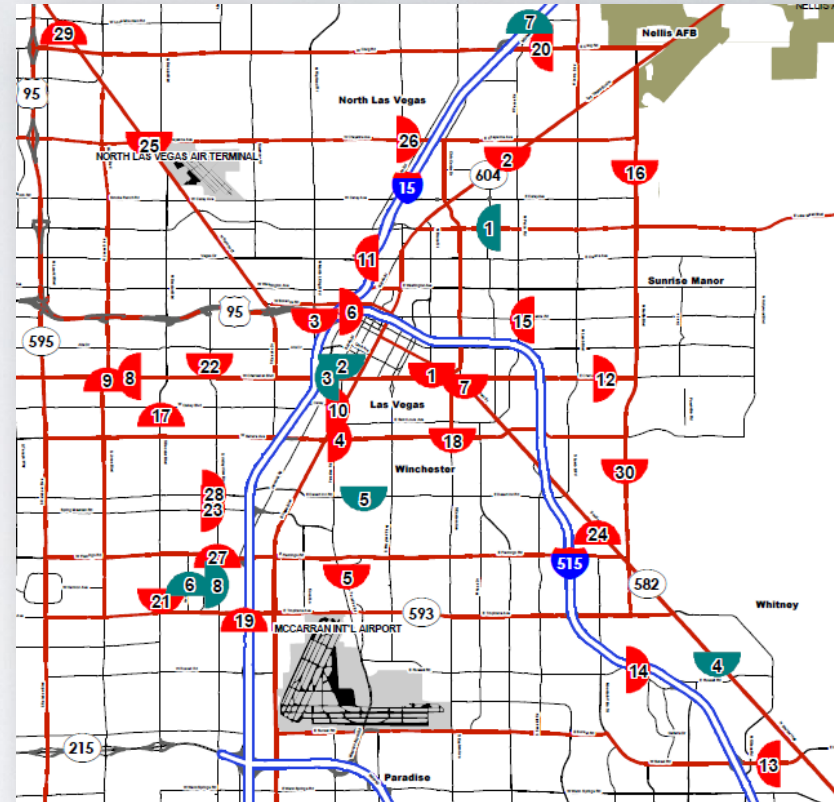
- 11 Bulletins
- 38 Posters (30 Paid, 8 Bonus)
- 27,051,436 Impressions

### Digital Locations (digitized board format)

I-15 & Charleston	I-515 & Russell
US 95 & Jones	I-215 & Warm Springs
I-15 & Charleston	I-15 & Ford
US 95 & MLK	I-215 & Arville
I-515 & Sunset	I-515 & Sunset
I-215 & Arville	

### Poster Locations (printed paper on board format)

Bruce ES 125ft N/O Charleston	Nellis WS 250ft S/O Alto
LVBN WS 300ft S/O Griswald	Decatur ES 100ft N/O Obannon
ML King ES 1300ft S/O Bonanza	Eastern ES 75ft S/O Sahara
Sahara NS 70ft W/O Santa Paula	Dean Martin WS 500ft S/O Tropicana
Swenson WS 700ft N/O Harmon	Craig NS 240ft E/O McGuire
I-515 NS 5ft W/O F Street	Decatur ES 1100ft N/O Tropicana
Boulder WS 50ft N/O Atlantic	Valley View WS 1000ft N/O Charleston
Charleston NS 500ft E/O Westwind	Spring Mountain NS 378ft W/O Valley View
Jones WS 200ft S/O Charleston	Boulder WS 225ft S/O Indios
Oakey NS 200ft E/O Main	Rancho ES 100ft S/O Cheyenne
Lake Mead NS 100ft E/O Statz	Swenson ES 280ft S/O Desert Inn
Main WS 100ft S/O Hoover	Arville ES 5ft E/O Harmon



Charleston NS 5ft W/O RR Pass  
Sunset SS 2000ft W/O Boulder  
Russell NS 3300ft W/O I-515  
Bonanza SS 200ft E/O Pecos  
Desert Inn NS 263ft W/O Valley View  
Rancho WS 1500ft S/O Lone Mountain  
Nellis WS 300ft S/O Vegas Valley

Boulder WS 540ft N/O Emerald  
Owens NS 5ft W/O B Street  
Charleston SS 150ft E/O Luceme  
I-15 WS 0.6mi N/O Craig  
Cheyenne NS 1000ft W/O Losee  
Valley View WS 150ft S/O Flamingo  
Harmon SS 300ft W/O Valley View



# Outdoor – Phase I (June 27 – July 24)

## Reno

- 4 Digital Bulletins
- 18 Posters
- 5,744,056 Impressions

### Digital Locations

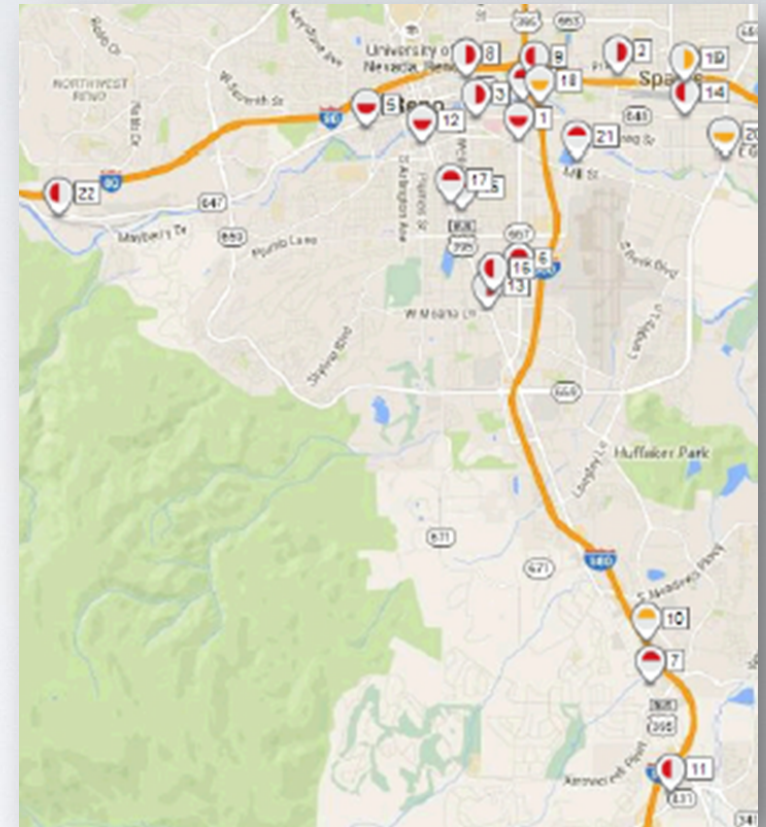
I 580 WS 2.5mi S/O S Meadows Pkwy  
I 580 ES 0.2mi N/O Glendale Av

I 80 E SS 1mi W/O McCarran Blvd  
E McCarran Blvd ES 0.1mi S/O Greg St

### Poster Locations

Kietzke Ln WS 200ft N/O Mill St  
Victorian Av NS 240ft E/O Rock Blvd  
2nd St SS 400ft E/O Locust St  
Kietzke Ln ES 400ft N/O Kuenzli  
Keystone Av WS 200ft N/O 2nd St  
Kietzke Ln WS 550ft N/O Gentry Wy  
Gentry Wy SS 10ft W/O Wrondel Wy  
S Virginia St ES 150ft S/O Arroyo St  
Greg St ES 520ft S/O Telegraph Rd

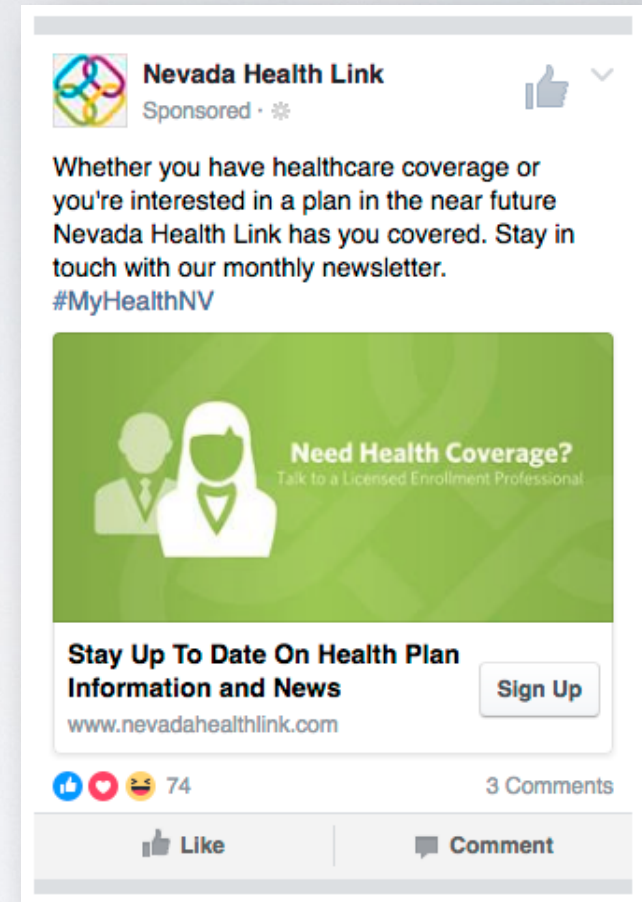
6th St NS 150ft E/O Morrill Av  
4th St NS 400ft E/O I580  
Mt Rose Hwy SS 0.44mi W/O US 395  
Sierra St WS 150ft N/O Liberty St  
Moana Ln SS 150ft W/O Virginia St  
Glendale Av NS 0.3mi W/O Stanford Wy  
W 4th St SS 0.2mi W/O Woodland Av  
Wells Av ES 150ft S/O Capitol Hill Av  
S Virginia St WS 0.3mi N/O Arrowcreek



# Social Media

## Facebook Email Capture Campaign

- 511 email addresses captured since end of June to create a database of contacts that the Exchange will communicate with directly moving forward.
- 210,056 Nevadans reached Feb - June
- July trending to be the best month for additional email addresses captured in database so far





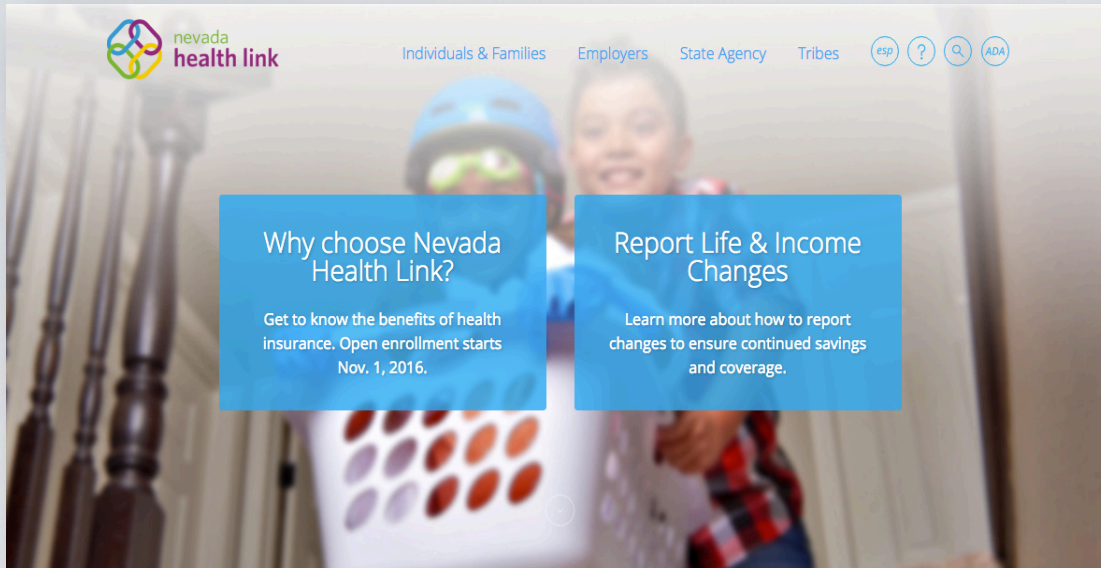
# PR/Media Relations

## Silver State Health Insurance Exchange: June 2016

Outlet/Publication	Date	Headline	Impressions	AD Value
Nevada Appeal	6/20/16	<a href="#">Ron Bliss: Going on Medicare disability? See a pro to help</a>	1,116,502	\$10,327.64
Inside Health Policy	6/17/16	Nevada Exchange Aims to Fund Community Health Progr.	89,870	\$831.30
Reno Gazette-Journ	6/10/16	<a href="#">Know the candidates: Republicans battle in crowded AD 2</a>	207,240	\$1,916.97
Nevada Business M	6/1/16	<a href="#">Stop Throwing Away Our Money!</a>	89,870	\$831.30
Nevada Business M	6/1/16	<a href="#">Industry Focus: Healthcare</a>	89,870	\$831.30
			<b>Total Impressions</b>	<b>Total AD Value</b>
			1,593,352	\$14,738.51
				<b>Total PR Value</b>
				\$44,215.52

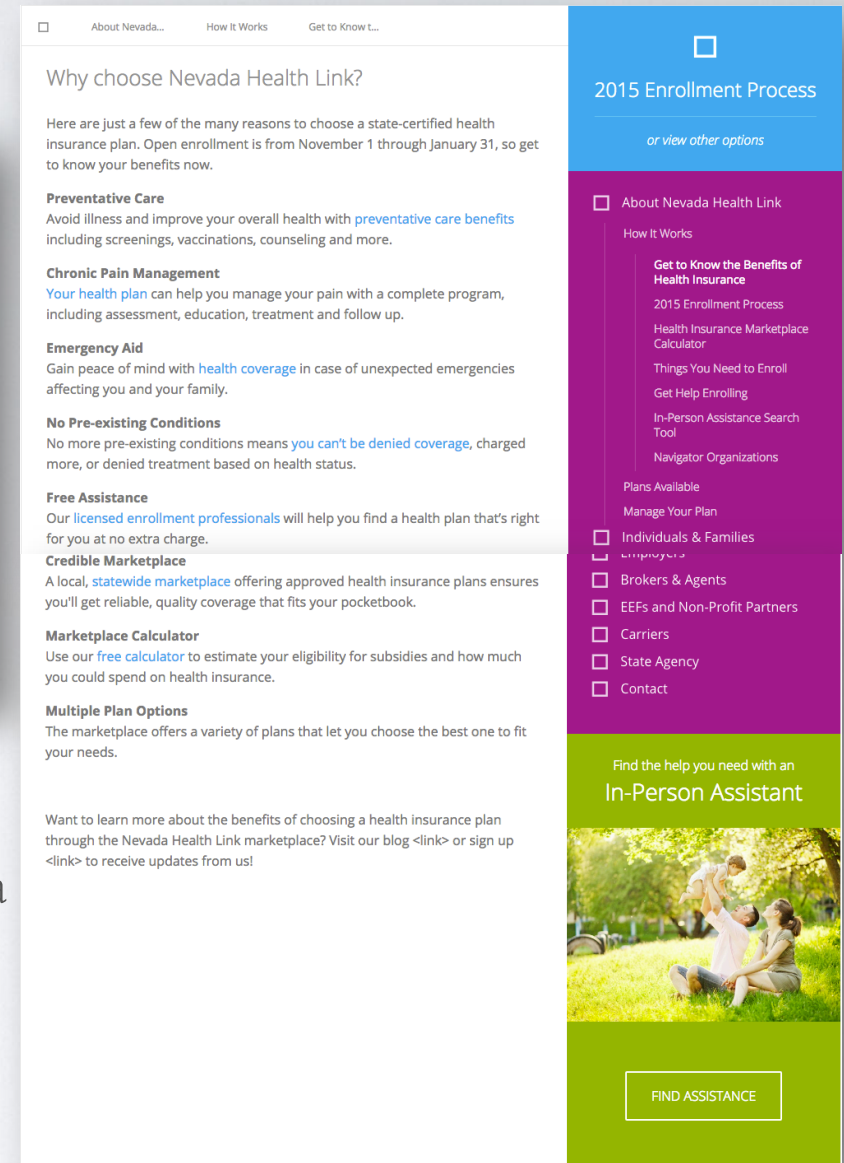
# Website Updates

Home Page header update and new secondary pages tie to new creative.



Finalizing additional sections of website:

- “Consumer Information” - featuring ongoing health-related, content and updates composed in a “blog” format.
- “Media” – will house marketing assets for the press and brokers, customer testimonials as they develop and the Exchange brand standards guide.





# Nevada Health Link Outreach Campaign

March 1<sup>st</sup> – September 30<sup>th</sup>, 2016

Total Events  
Attended

41

## Key Events Attended

St. Patrick's Day Festival  
Walker River Tribal Community Health Fair  
Cinco De Mayo Festival  
Nevada State Fair  
Juneteenth Celebration



