

Marketing Update

June 8, 2017



- July mid-October
- Message: You Can't Afford Not to Have Health Insurance
- Concept:
 - > Show common but unexpected health scenarios with high uninsured price tags
 - > Represent various target audiences
 - > Realistic with a gentler perspective
 - Create an additional spot that promotes the new enrollment dates
- Call to Action:

If you've got questions about health insurance, use hashtag "HealthLinkHelp" and we'll get you answers. Visit NevadaHealthLink.com or call 855-7-NVLINK (855-768-5465)





"Twins" – a couple finding out they're having twins. Uninsured cost for delivery \$17,802*

*Source: http://transform.childbirthconnection.org/resources/datacenter/chargeschart/statecharges/





"Broken Nose" – a soccer-playing child who breaks his nose. Uninsured broken nose \$7,651*

*Source: http://health.costhelper.com/broken-nose.html







"Slip and Fall" – a 50ish woman who needs back surgery resulting from a slip by the pool.

Uninsured back surgery \$23,724*

*Source: http://www.toyourhealth.com/mpacms/tyh/article.php?id=1447







"New Enrollment Dates"







2017 Advertising Media Plan

WEEKS BEGIN MONDAY	STATION/VENDOR/MEDIA/PUBLICATION					ULY				UG		SEPT					СТ			NO		DE	
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TV/Video Placement																							
Las Vegas General Market TV	ABC, NBC, CBS, Fox, CW, cable																						
Las Vegas Spanish Language TV	Telemundo, Univision, Galavision, etc.																						
Reno General Market TV	ABC, NBC, CBS, Fox, CW, cable																						
Reno Spanish Language TV	Telemundo, Univision, Galavision, etc.																						
Las Vegas Cinema	General Market, 12 Theaters																						
Reno Cinema	General Market, 3 Theaters																						
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Radio Placement													_								$\perp \perp$		4
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Las Vegas General Market Radio	Rock, Classic Rock, Country, AC, CHR, News/Talk				_	_	_	_	_	1	_		+		_		_	_		_		4	4
Las Vegas Spanish Language Radio	Spanish Mex Regional, Hip Hop, Sports			H	_		-	-	-	\vdash		_	-		_		-			_		-	+
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Las Vegas Bulletins Las Vegas Posters	High traffic surface streets (15)			H	\dashv	+	Ŧ				7				+	Ŧ					+	+	Ŧ
Las Vegas Posters Las Vegas Bus Shelters	Shelters (15)			H	-		+	+	1			-			-		+			-	+	+	+
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Las Vegas Mobile Trucks	General Market (6 days/6 hrs per day)			H	-	-	+	+	+	+		+	+		-		+			-	+	+	+
Las Vegas Mobile Trucks	Asian District (6 days/6 hrs per day)			H	-	_	+	-	+	+	-	-	1				+			-	+	+	+
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Print																							
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Northern Nevada Hispanic	Ahora, La Voz																						Т
Southern Nevada African American	Black Image Magazine (OctNov/Dec)																						T
LV Weekly																							Т
Reno News & Review																							T
Senior Spectrum	Oct, Nov, Dec																						Т
Vegas Voice	Oct, Nov, Dec																						Т
First Nations Focus	Oct, Nov										4												T
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WEEKS BEGIN MONDAY	STATION/VENDOR/MEDIA/PUBLICATION				J	ULY	-		Α	UG		SI	EPT	L		0	СТ	1		NO	,	DE	С
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Content Marketing (Statewide - S	imilar Market Ratio)																						
Always On Promoted Content	Facebook, Twitter																						
Social Website Click Ads	Facebook																						
Retargeting	All visitors to website																						
Display (Desktop/Mobile)	Targeted to under/uninsured																						
Search	Google, Bing and Yahoo																						
Video	Programatic partner, YouTube, Facebook, Twitter																						
Native Articles	Stackadapt																						
Buzzfeed	2 articles - 2 flights																						
Streaming Radio	Pandora, Spotify						Т		Г		T				Т								





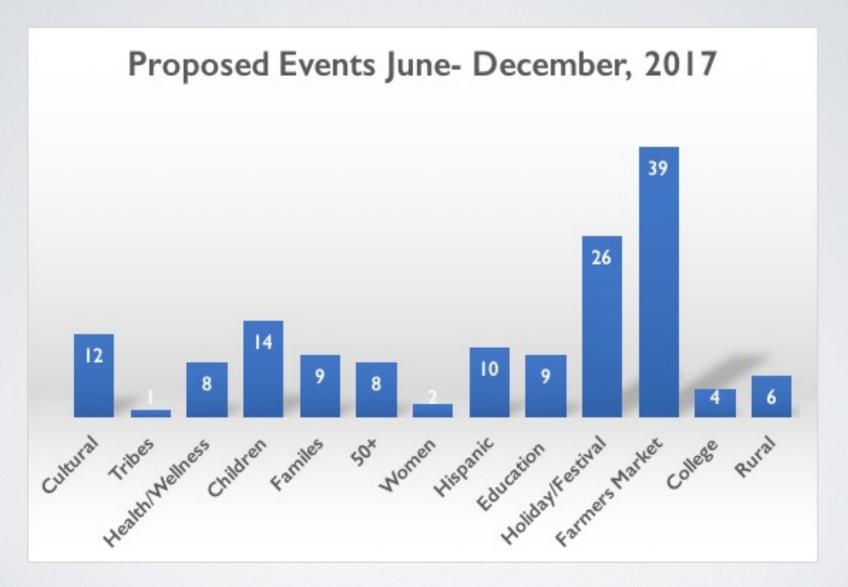
Outreach







Outreach







New Stakeholder/Partnerships

South:

Opportunity Village
JDRF (One Walk)

El Tiempo Newspaper (5 de Mayo Event)

CareNow Centers
Sunrise Hospitals



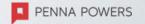
North:

N. Nevada Senior Coalition

39 N. Marketplace

University of Nevada Cooperative Extension (Healthy Kids Festival)





Stakeholder/Partnerships Currently in Development

South:

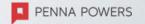
UMC Hospitals
Nevada Donor Network
American Cancer Society
Narsi Academy for Gifted Children
Department of Family Services
Cure 4 Kids Foundation
Foundation for an Independent Tomorrow
The Boulevard Mall
Consulate of Mexico in Las Vegas
Peruvian Chamber in Las Vegas
Nevada State College

North and South:

El Marketon Supermarkets
Indoor Swap Meets/Flea Markets
Roman Catholic Dioceses of
Nevada







New Outreach and Engagement Partner – Sumnu Marketing



Work in collaboration with Penna Powers and the Exchange's ongoing efforts to achieve greater awareness of Nevada Health Link and understanding of the ACA (importance of having affordable health coverage).

Engagement is the cornerstone of Sumnu's mission:
To foster and develop true, intimate relationships within our key target audiences.

Plan Execution:

- Strategic Events
- Build on the Stakeholder List
- Partner with Office of Minority Health
- Engage in Stakeholder Monthly Meetings
- Identify "grassroots" media
- Work with Henderson Strong, Choice Neighborhoods, etc.

- College Campus Student Gov't. Outreach
- Increase participation in Health Care Organizations
- Extend Nevada School District networks
- Community Centers & Organizations
- Workforce Partners and DETR
- Literature Distribution



