

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



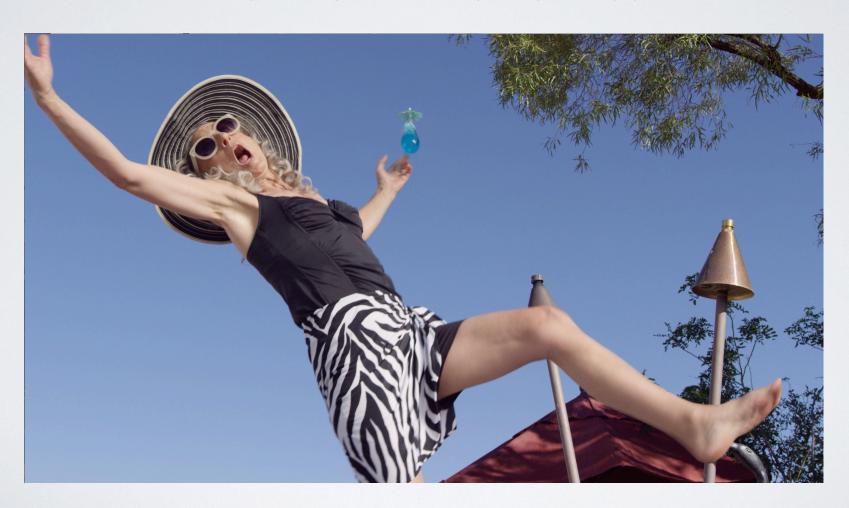




"Slip and Fall" – a 50ish woman who needs back surgery resulting from a slip by the pool.

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			NC		DEC	
		12	19	26	3	10						28 4	1 1°	1 18	25	2							27 4 ′
							OF	FF S	EΑ	SON	<u> </u>						С	PEN	I EN	IRO	LLM	IENT	
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																						
						_	4		+	-			_	-	_			_			_	4	\vdash
Radio Placement						4	_	4	+	+		4	4	-	-			_			_	4	\perp
Las Vegas General Market Radio	Rock, Classic Rock, Country, AC, CHR, News/Talk																						
Las Vegas Spanish Language Radio	Spanish Mex Regional, Hip Hop, Sports			H	-	_	+	-	+	+		-	+	+	1		+	+	1	H	-	+-	H
Las vegas Spanish Language Naulo	Spanish Mex Regional, hip hop, Sports			H	-		+	-	+	+		-	+	+-	1		+	+	1	H	-	+-	H
Reno General Market Radio	Rock, Classic Rock, Country, AC, CHR, News/Talk																						
Reno Spanish Language Radio	Spanish Mex Regional, Hip Hop, Sports			Ħ			1		+				+				_		1				
									l														
Out-of-Home						T			Τ				T										
Las Vegas Bulletins	Freeway Bulletins (6)																						
Las Vegas Posters	High traffic surface streets (15)																						
Las Vegas Bus Shelters	Shelters (15)																						
Las Vegas Transit	Bus Exteriors (20)																						
Las Vegas Mobile Trucks	General Market (6 days/6 hrs per day)																						
Las Vegas Mobile Trucks	Asian District (6 days/6 hrs per day)																						
Reno Bulletins	Freeway Bulletins (3)																						
Reno Posters	High traffic surface streets (7)																						
Reno Transit	Bus Exeriors (10)																						
					_	_	_	_	_	+			_	1	<u> </u>			+	-		_	4	-
Print							_	_					_										ш
Southen Nevada Hispanic	El Mundo, El Tiempo						_	_	_								_	_			_	4	4
Northern Nevada Hispanic	Ahora, La Voz						4		4				_							Ш		4	ш
Southern Nevada African American	Black Image Magazine (OctNov/Dec)						_	_	_													4	₩
LV Weekly							_	_	_				_							Ш		4	₩
Reno News & Review				ш	_	_	4		+	-			4		-		_					4	\blacksquare
Senior Spectrum	Oct, Nov, Dec					_	_	_	_				_	4	<u> </u>		_	_			_	4	4
Vegas Voice	Oct, Nov, Dec			Ш	_	_	4		4				4		<u> </u>	Ш	_	_	_	Н	_	4	₩
First Nations Focus	Oct, Nov					_	_	_	+	+			-	+	-			_			_	4	₩
Event Media									T														
Artown Sponsorship	A Tribe Called Red Media											-63											
Artown Sponsorship	Dia de Los Muertos																						
WEEKS BEGIN MONDAY	STATION/VENDOR/MEDIA/PUBLICATION				_	ULY				UG			EP	_		Щ	CT			NC		_	DEC
WEEKS BEGIN MONDAT	STATION/VENDOR/MEDIA/FOBLICATION	12	19	26				24 3			21				25			16 23	30				4 1
Content Marketing (Statewide - S	imilar Market Ratio)					Ť	Ť		Ť	Ť		Ť	Ť	1	1	Ħ	Ť		1		Ť	1	
Always On Promoted Content	Facebook, Twitter									t				t	Ħ								Ħ
Social Website Click Ads	Facebook																			H			\vdash
Retargeting	All visitors to website			H			T		1	1				T	Т					П			\sqcap
Display (Desktop/Mobile)	Targeted to under/uninsured			H		1	T	\top	T	T				T	H								\Box
Search	Google, Bing and Yahoo			H		1	T	1	1	T										П			\sqcap
Video	Programatic partner, YouTube, Facebook, Twitter																			П			\sqcap
Native Articles	Stackadapt						1													H			\vdash
Buzzfeed	2 articles - 2 flights			П			T							T						П			\Box
Streaming Radio	Pandora, Spotify						1						T			H				H			



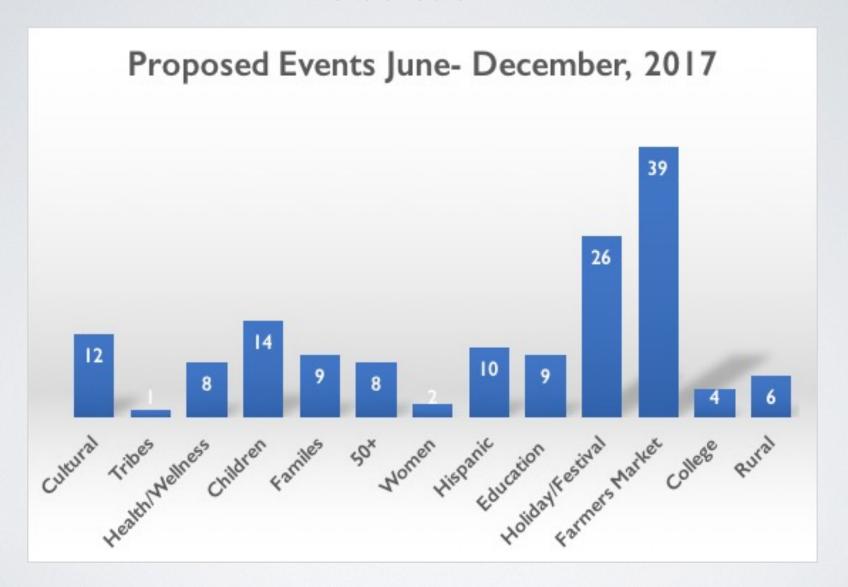
Outreach







Outreach





New Stakeholder/Partnerships

South:

Opportunity Village JDRF (One Walk)

El Tiempo Newspaper (5 de Mayo Event)

CareNow Centers
Sunrise Hospitals



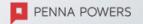
North:

N. Nevada Senior Coalition

39 N. Marketplace

University of Nevada Cooperative Extension (Healthy Kids Festival)





Stakeholder/Partnerships Currently in Development

South:

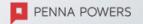
UMC Hospitals
Nevada Donor Network
American Cancer Society
Narsi Academy for Gifted Children
Department of Family Services
Cure 4 Kids Foundation
Foundation for an Independent Tomorrow
The Boulevard Mall
Consulate of Mexico in Las Vegas
Peruvian Chamber in Las Vegas
Nevada State College

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



