



Marketing and Outreach Update

August 10, 2017

Off-Season Advertising Campaign

“You Can’t Afford Not to Be Insured”

- **TV** – Utilizing a “week-on/week-off” approach to keep awareness and to complement the outdoor and online/digital campaigns. Our strategy is to reserve the majority of our TV dollars for Open Enrollment.

- Southern Nevada

- Fox, ABC, CBS, Fox News (Hispanic: Univision, Telemundo, CNN Espanol, Galavision)
- Targeting Adults 25-64
- Focusing on news and news-related programming

- Northern Nevada

- ABC, NBC, CBS, MSNBC, Fox News, Discovery Channel (Hispanic: Univision, Telemundo, Fox Deportes, Galavision, CNN Espanol, Discovery en Espanol)

- **Outdoor**

- Southern Nevada

- (6) digital boards, (15) poster boards

- Northern Nevada

- (6) digital boards, (7) poster boards



- **Digital/Online** – since 7/10 launch

- YouTube

- English: 27,007 views ~ 125 click-thrus to NevadaHealthLink.com

- 21,038 views ~ 179 click-thrus to NevadaHealthLink.com

- *“Twins” spot is performing the highest for both English and Spanish but all are performing better than the industry average of 18% (Over 30%)

- Pre-roll videos

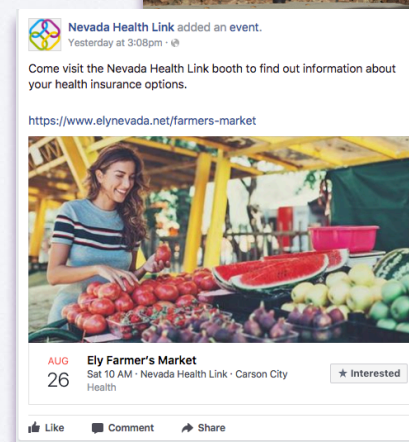
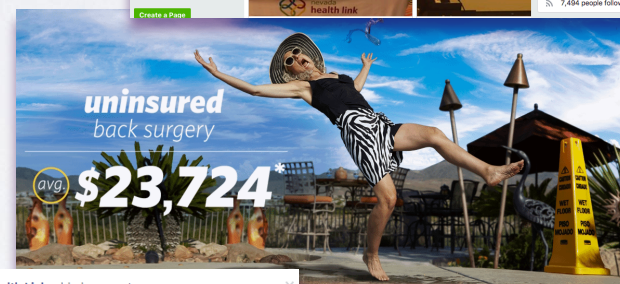
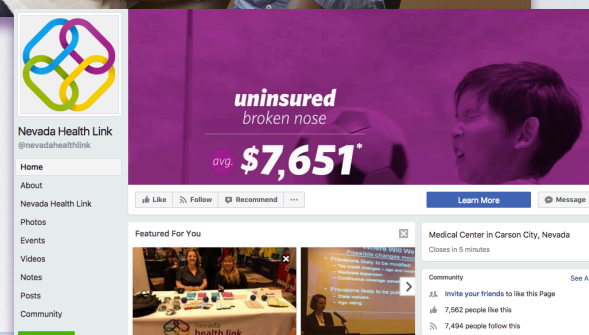
- 201,208 views since ~ 62% completion rate

- *New consumers clicking through to NevadaHealthLink.com is up 6% over last year and average time spent on the site is 2:09 mins.

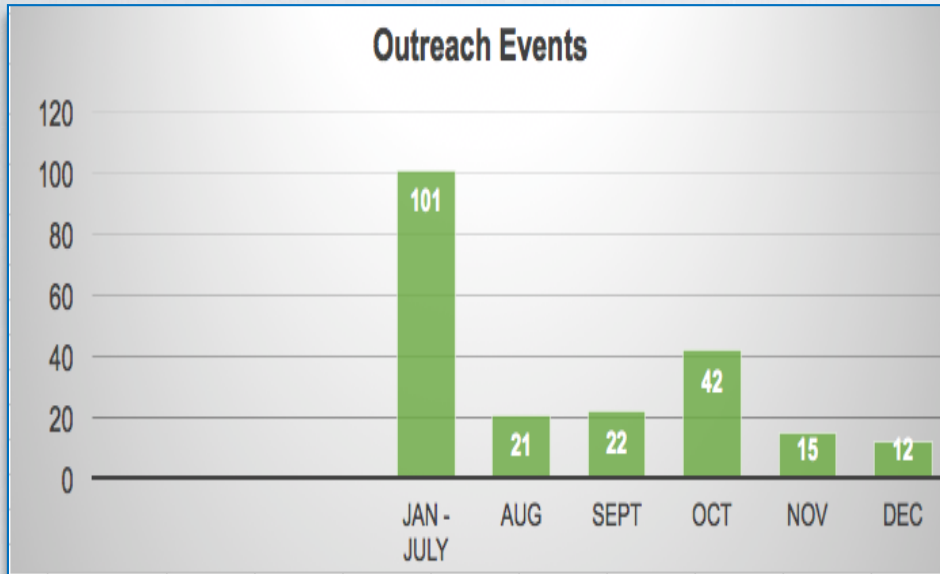
- Facebook

- English: 102,226 views ~ 363 visits to NevadaHealthLink.com

- Spanish: 43,812 views ~ 109 visits to NevadaHealthLink.com



Outreach



- Literature Distribution
- Northern and Southern Nevada
 - Libraries
 - Health Centers
 - Cultural businesses
 - Local businesses
 - Non-profits
 - Community Centers

- UNLV Wellness Center
- KCEP Power 88.1
- Henderson Strong
- Nevada PBS
- Broadacres Marketplace
- Ventamillia de Salud
- St. Mary's Hospital (Reno)
- Reno Senior Center

PR/Media Relations

JULY

- 82 print and broadcast stories included Nevada Health Link
- Interview Highlights include: Wall Street Journal “States To Health Insurers: Please Come Back” (file attached); KUNR “[Health Care Crisis Looming For Rural Nevadans](#)”
- Topics included: Premium Increases, Bare Counties, ACA Repeal Failure

Total PR Value of coverage \$1,839,366.76

Total AD Value of coverage \$613,122.25

JUNE

- 231 print and broadcast stories included Nevada Health Link
- Topics included: Bare Counties, Medicaid-for-all bill, ACA Repeal

Total PR Value of coverage \$12,652,658.79

Total AD Value of coverage \$4,217,553.00

Open Enrollment – Strategy and Planning

- **Advertising Campaign**

- Maintain “You Can’t Afford Not to Be Insured” message and creative. Produce two additional video spots featuring: Millennials and 35-40+
- Update call to action to “It’s Time to Enroll”
- Promote new enrollment dates: November 1st – December 15
- Incorporate a new testimonial campaign featuring testimonials from Nevadans who have been helped by the ACA and Nevada Health Link

- **Public Relations**

- September “Prep Rally”
 - Bring together community stakeholders, partners, navigators, brokers, constituents and community influencers to “rally” on behalf of Nevada Health Link and the upcoming open enrollment period.

- **Outreach**

- Host a Nov. 1st kick-off and Dec. 15 close-out event themed as a “Enrollment/Holiday Health Fair”
 - Events will take place simultaneously in the South and North
 - Events will feature multiple health and community related partners and activities

- **Website**

- Updated home page and features that are more consumer-friendly and resourceful.