



Marketing and Outreach Update

October 25, 2018

Updated Off-Season Advertising Campaign Summary



Nevada Health Link 2018 Off-Season Media Plan



WEEKS BEGIN MONDAY	NOTES	MARCH				APRIL				MAY				JUNE				JULY				AUGUST				SEPTEMBER							
		26	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	3	10	17	24	
	Primary Political Window										April 28 - June 12																						
Radio Placement																																	
Las Vegas General Market Radio																																	
Reno General Market Radio																																	
Print																																	
Nevada Business Magazine	FP4C - April Insurance Editorial																																
Nevada Business Magazine	FP4C - July Healthcare Check Up																																
Reno News & Review	1/2P - May 10 Family Issue																																
Desert Companion	FP4C - Top Docs Issue																																
TRADITIONAL MEDIA TOTAL																																	
WEEKS BEGIN MONDAY	NOTES																																
Content Marketing (Statewide - Similar Market Ratio)																																	
Search	Google, Bing and Yahoo																																
Video	Programatic partner, Retargeting																																
Native Articles	StackAdaptr																																
Display ads	Contextual targeting; lifestyle																																
LinkedIn/Indeed	Job seekers in need of health insurance																																
Reddit ads	Target sub reddit for education on healthcare																																
Optimization Budget	Based on channel performance																																

Updated Off-Season Ad Campaign Summary

Strategy: Reach the 25 – 45ish age group (i.e., those who will likely think they don't need health insurance once the mandate goes away) by targeting three main areas: lifestyle, jobs and education.

July – September Summary

Online

- Website traffic
 - Off-season campaign accounted for roughly 60% of website traffic (messaging focused on brand awareness and engagement)
- Native Content (online stories and articles containing relevant subjects with links to NevadaHealthLink.com):
 - 4.2 million impressions (number of times an individual within the target audiences sees the content)
 - 30,401 clicks to NevadaHealthLink.com
 - 25-34 year olds were the largest responding audience segment
- Native Content – Video
 - 1,298,214 impressions (number of times an individual within the target audiences sees the content)
 - 2,809 clicks to NevadaHealthLink.com
 - Males clicked slightly more than females, but females spent more time engaging

Updated Off-Season Ad Campaign Summary

Online – Continued

- Reddit (Video Beta Test) – Nevada Health Link was invited to Beta Test Reddit's new video ad product. Results are as follows:
 - 70,400 impressions ~ 78 clicks to NevadaHealthLink.com
 - 18,400 video views
- Search
 - 101,212 impressions
 - 6,865 clicks to NevadaHealthLink.com
- Blog
 - 16 posts created and launched
- Email Marketing
 - 26 emails sent to the CMS and community partner email lists with open rates consistently performing higher than average industry benchmark

Updated Off-Season Advertising Campaign Summary

PR/Media Relations

- SEPTEMBER Number of placements: 5
Total AD Value: \$3,959.99
Total PR Value: \$11,879.97
- AUGUST Number of placements: 146
Total AD Value: \$1,200,530.26
Total PR Value: \$3,601,590.78
- JULY Number of placements: 17
Total AD Value: \$25,797.21
Total PR Value: \$77,391.63

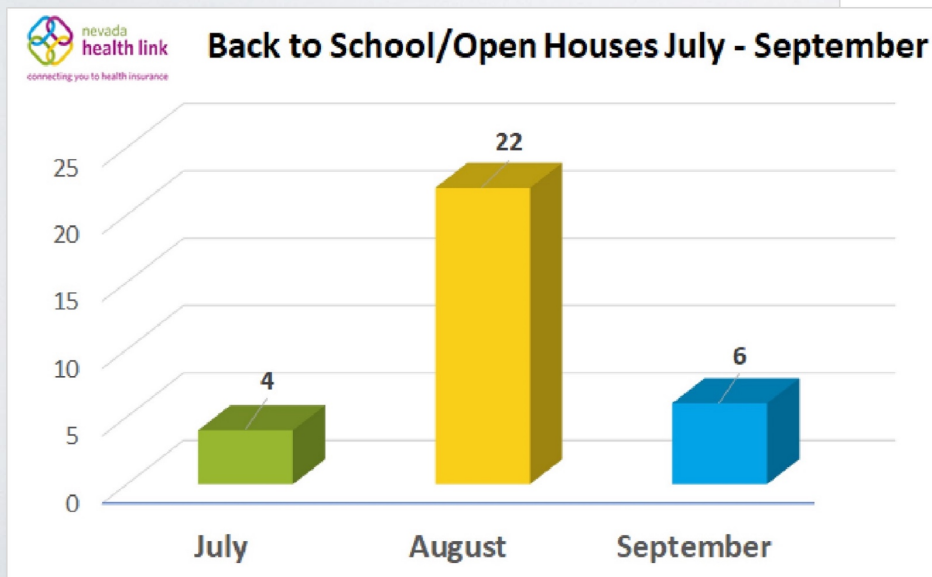
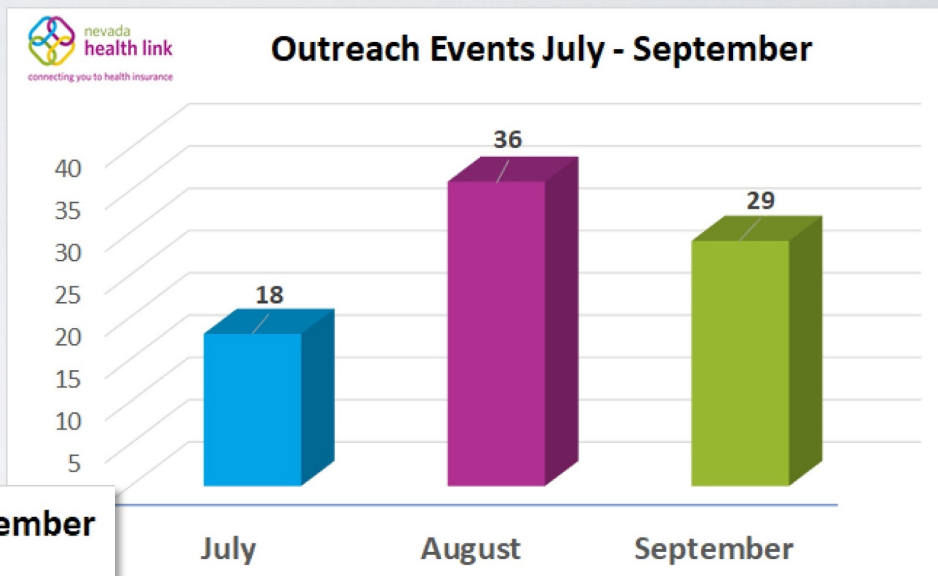
Full appendix available upon request

Updated Off-Season Advertising Campaign Summary

Outreach/Community Relations Highlights

Partnership Highlights (July - September)

- Boys & Girls Clubs
- UNR School of Medicine Student Outreach
- Northern Nevada Medical Center
- Las Vegas Lights
- Immunize Nevada



Open Enrollment 6 Campaign – September – December 15, 2018

Prep Rallies Kicked It All Off!

- Thursday, October 11 – Reno, NV
- 44 guests
- Wednesday, October 17 – Las Vegas, NV
- 69 guests



Open Enrollment 6 Campaign – September – December 15, 2018



Nevada Health Link Open Enrollment 6 Media Plan

WEEKS BEGIN MONDAY	NOTES	SEPT		OCT				NOV				DEC		
		17	24	1	8	15	22	29	5	12	19	26	3	10
		PRE-ENROLLMENT						OPEN ENROLLMENT						
TV/Video Placement														
Las Vegas General Mkt	ABC, NBC, CBS, Fox, CW, cable													
Las Vegas General Mkt				cable only										
Las Vegas Spanish Lang	Telemundo, Univision, Galavision, etc.													
Reno General Mkt	ABC, NBC, CBS, Fox, CW, cable													
Reno General Mkt				cable only										
Reno Spanish Lang	Telemundo, Univision, Galavision, etc.													
OTT (Over The Top)	Internet TV													
Las Vegas Cinema	General Market, 12 Theaters													
Reno Cinema	General Market , 3 Theaters													
Radio Placement														
Las Vegas General Mkt	Rock, Classic Rock, Country, AC, CHR, News/Talk													
Las Vegas Spanish Lang	Spanish Mex Regional, Hip Hop, Sports													
Reno General Mkt	Rock, Classic Rock, Country, AC, CHR, News/Talk													
Reno Spanish Lang	Spanish Mex Regional, Hip Hop, Sports													
Out-of-Home														
Las Vegas Bulletins	Freeway Bulletins (33 boards, 5 rotating networks)													
Las Vegas Posters	Traditional poster (30), 7 digital posters													
Las Vegas Bus Shelters	Shelters (25) + 25 Bonus													
Las Vegas Transit	cards													
Reno Bulletins	Freeway Bulletins (3)													
Reno Posters	High traffic surface streets (9)													
Reno Transit	Rapid Super Kings(2), Super Queens (3), Tails (10)													
Print														
Southern Nevada Hisp	El Mundo, El Tiempo													
Northern Nevada Hisp	Ahora, La Voz													
LV Weekly														
Reno News & Review														
Senior Spectrum	Oct, Nov, Dec													
Vegas Voice	Oct, Nov, Dec													
First Nations Focus	Oct, Nov													
Nevada Business Mag	Sept. Healthcare Heroes													
WEEKS BEGIN MONDAY	NOTES	SEPT		OCT				NOV				DEC		
		17	24	1	8	15	22	29	5	12	19	26	3	10
		PRE-ENROLLMENT						OPEN ENROLLMENT						
Content Marketing (Statewide - Similar Market Ratio)														
Always On Promoted Con	Facebook/Instagram													
Social Website Click Ads	Facebook													
Social Website Click Ads	Reddit													
Retargeting	Visitors to specific NHL website pages													
Display (Desktop/Mobile)	Targeted to under/uninsured													
Search	Google													
Video	Programatic partners, StackAdapt, YouTube and Snapchat													
Native Articles	Stackadapt													
Buzzfeed	Mini Quizes, Articles													
Streaming Radio	Pandora, Spotify													
Optimization Budget	Based on channel performance													

Open Enrollment 6 Campaign – September – December 15, 2018

You Can't Afford Not To Have Health Insurance

“You Can't Afford Not to Be Insured”

Affordable Health Plans
for Every Budget

See If You Qualify



“You Can't Afford Not to Be Insured”

Don't wait for the unexpected to find a health insurance option that's right for you. In fact, all plans cover 10 essential health benefits like guaranteed coverage for hospitalization.



Nov 1st

Enroll Between

Dec 15th

“No puedes darte el lujo de no estar asegurado”

Nov 1

Inscríbete Entre

Dic 15

NevadaHealthLink.com

nevada enlace de
seguro médico
conectándose a un seguro médico

“You Can't Afford Not to Be Insured”

Don't wait for the unexpected to find a health insurance option that's right for you. In fact, all plans cover 10 essential health benefits and over 80% qualify for financial help with their monthly premium.



Nov 1st

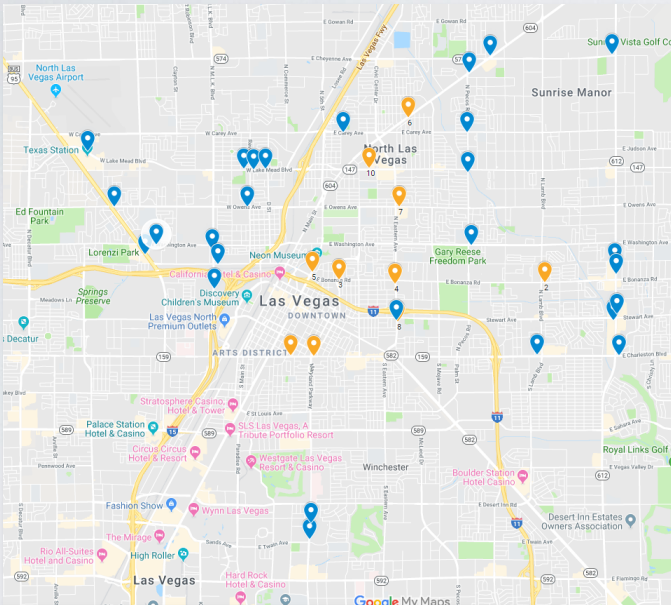
Enroll Between

Dec 15th

NevadaHealthLink.com
855-7-NVLINK (855-768-5465)

Open Enrollment 6 Campaign – September – December 15, 2018

You Can't Afford Not To Have Health Insurance



Open Enrollment 6 Campaign – September – December 15, 2018

You Can't Afford Not To Have Health Insurance




Target Zip Codes for Outdoor and Cinema

89014, 89015, 89030, 89031, 89074, 89081, 89101, 89102, 89103, 89104, 89106, 89701, 89108, 89110, 89115, 89117, 89119, 89120, 89121, 89122, 89123, 89219, 89139, 89142, 89147, 89148, 89155, 89169, 89183

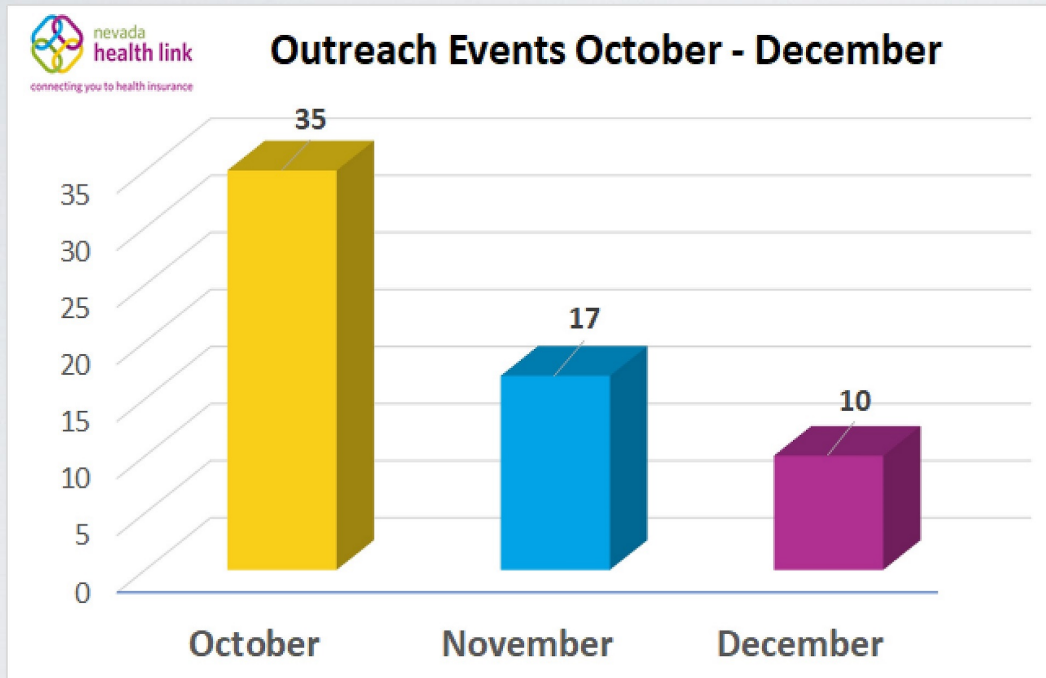


PR/Media Relations Plan

 PENNA POWERS

Open Enrollment 6 Campaign – September – December 15, 2018

Outreach/Community Relations



Partnership Highlights:

- CCSD Family and Community Engagement
- Roseman University
- Touro University
- Teach for America
- Nevada Day Parade
- UNLV Wellness Center
- Spring Valley Hospital

Literature Distribution to over 225 partners/locations statewide.

