



Marketing and Outreach Update

June 29, 2020

NHL Off-Season Marketing

Advertising Campaign

Las Vegas Bus Shelters

May 16 – June 7 ~ 50 paid locations + 50 bonus locations

Campaign reached 71.8% of adults 18+ delivering 11,279,168 impressions 8.8 times

In-Store Posters

❖ Southern Nevada

- ✓25 Bars/Restaurants
- ✓16 Salons
- ✓9 Convenience stores/gas stations

❖ Northern Nevada

- ✓9 Bars/Restaurants
- ✓10 Salons

Due to COVID closures, posters will run starting June 15th until mid-October

Radio



March 2 – 23

Las Vegas ~ Campaign reached 58.9% of adults 18+ delivering 3,231,200 Impressions 3.1 times ~ 271 Bonus Spots

Reno ~ Campaign reached 37.% of adults 18+ delivering 1,454,000 impressions 5.8 times – 240 Bonus Spots



NHL ECSEP Campaign

		Nevada Health Link																													
		2020 ECSEP Advertising Campaign																													
WEEKS BEGIN MONDAY	NOTES	JAN				FEB				MARCH				APRIL				MAY				JUNE									
		30	6	13	20	27	3	10	17	24	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22				
	Political Windows	1/8 - 2/22																4/27 - 6/9													
ECSEP (COVID-19)																															
Radio	South - KOAS, KOMP, KQRT, KRGT, KSNE, KVGS, KWID, KXPT, KXQQ, KYMT																														
	North - KBUL, KDOT, KLCA4, KLCA, KNEV, KOZZ, KRNO, KWYL																														
TV	South - ABC, NBC, CBS, Fox, Univision, Telemundo, Comedy Central, CNN, EI, FX, MNBC, TBC, TNT, Paramount, BET, Adult Swim, Galavision, ESPN Deportes, Fox Deportes, CNN Espanol, Univision Deportes																														
	North - ABC, NBC, CBS, TBS, Dicsovery, TLC, A&E, Telemundo, Galavision, News/Family/Young Adult/Hispanic Network Rotators,																														
OTT																															
Social																															
Social - Promoted Posts																															
Display																															
Search																															
Offline Media																															
Bus Shelter Panels	50 paid + 50 bonus, LV Only																														
Radio	:15 Prime Spots (North)																														
	:15 Prime Spots (South)																														
"In-Store" Posters	47 Vegas / 22 Reno locations																														

NHL ECSEP Campaign

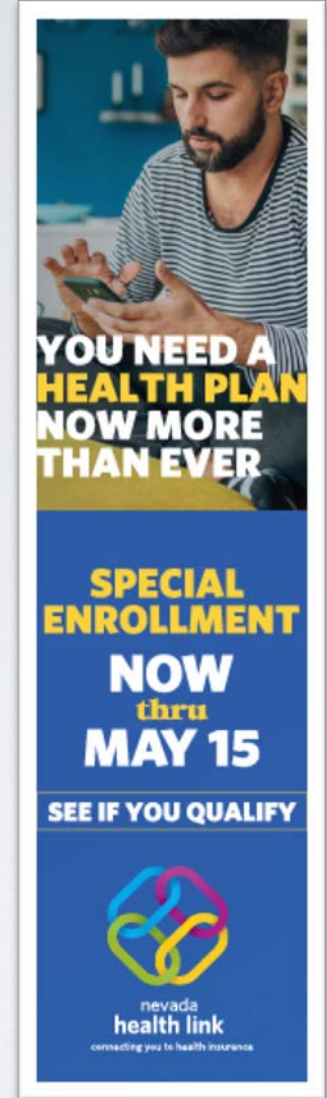
Campaign Analytics

TV

- ❖ Las Vegas
 - ✓ Campaign reached 95.1% of adults 18+ delivering 11,544,770 impressions 7.8 times ~ 606 Bonus Spots
- ❖ Reno
 - ✓ Campaign reached 96.1% of adults 18+ delivering 9,029,197 impressions 18.5 times ~ 378 Bonus Spots

Radio

- ❖ Las Vegas
 - ✓ Campaign reached 80.3% of adults 18+ delivering 8,609,300 impressions 6.1 times ~ 968 Bonus Spots
- ❖ Reno
 - ✓ Campaign reached 43.9% of adults 18+ delivering 3,580,800 impressions 12.2 times ~ 569 Bonus Spots



NHL ECSEP Campaign

Campaign Analytics (Digital/Online)

2020 ECSEP NEVADA HEALTH LINK

4,543,654

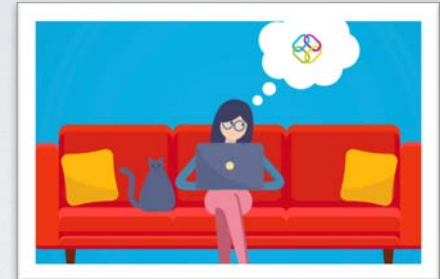
IMPRESSIONS

20,172

CLICKS

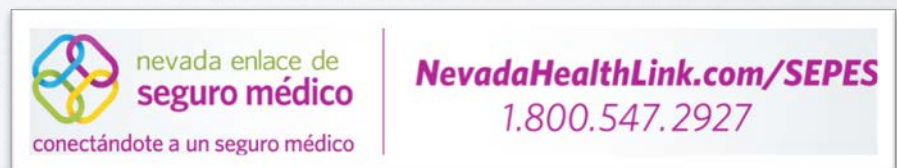
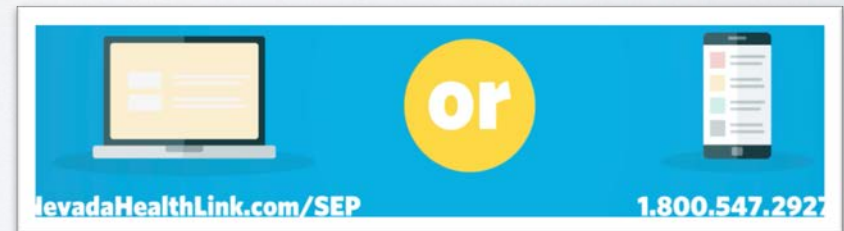
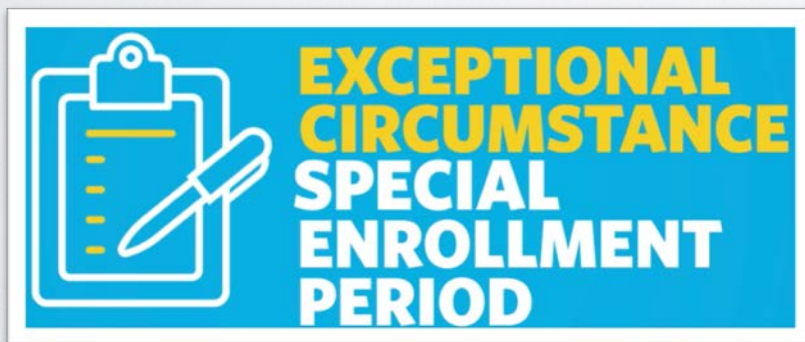
0.44%

CTR



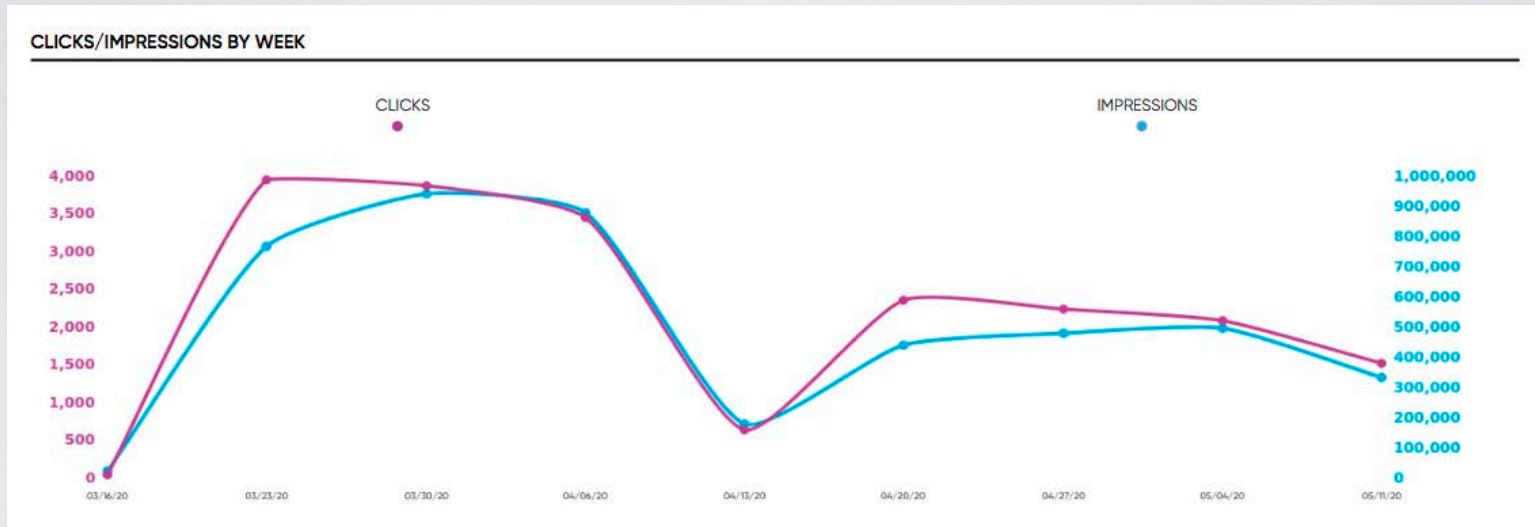
OVERVIEW BY IMPRESSIONS

CHANNEL	IMPRESSIONS	CLICKS	CTR
Paid Social	2,630,822	16,387	0.62%
Video	957,198	650	0.07%
Display	955,634	3,135	0.33%



NHL ECSEP Campaign

Campaign Analytics (Digital/Online)



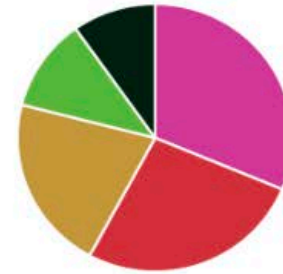
IMPRESSIONS BY CREATIVE CATEGORY

ECSEP Social - (1) ECSEP Social - (2) ECSEP Display - (4) ECSEP Display - (7) ECSEP OTT ECSEP OTT - Dis



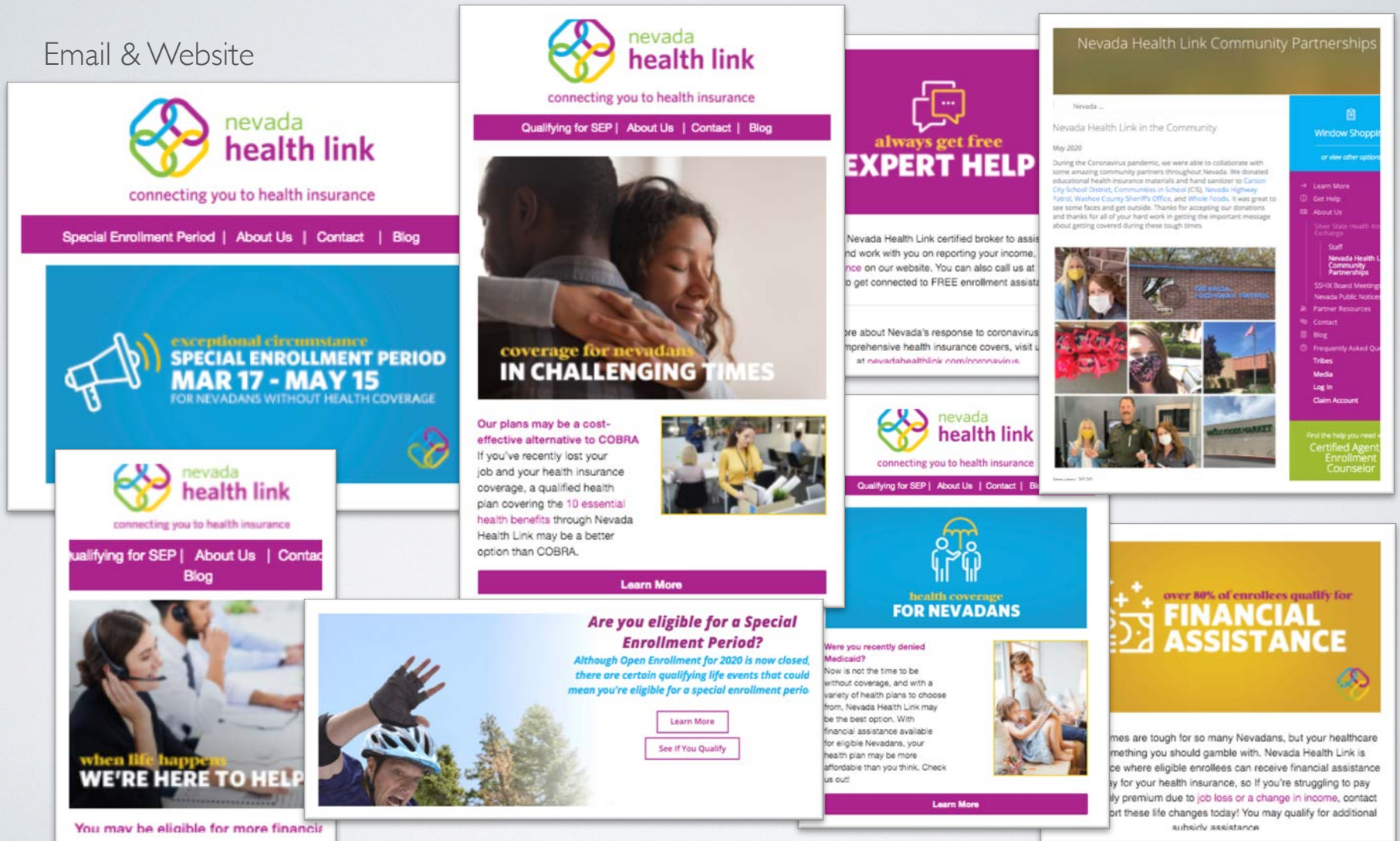
IMPRESSIONS BY PLATFORM

Facebook Facebook - Span OTT Standard Displa Standard Displa (4)

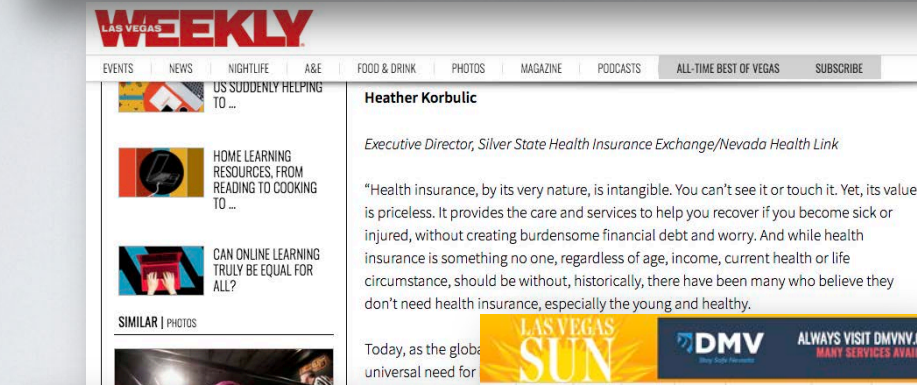


Keeping the Conversation Going

Email & Website



Public Relations Highlights



Keeping The Conversation Going

Social Media

Senator Cortez Masto @SenCortezMasto · Apr 14

Nevadans, I'm joining @NVHealthLink for a Q&A today at 2pm PT—follow along to learn more about their Special Enrollment Period and how you can #GetCovered



NEVADA HEALTH CHAT
FEATURING: @NVHEALTHLINK

Nevada Health Link @NVHealthLink · May 14

Thank you Rep. Susie Lee for helping get the word out! Friday, May 15, is the last day to enroll in Exceptional Circumstance Special Enrollment. For assistance applying for health coverage, call 1-800-547-1927 today! We're here to help you.



Nevada Health Link @NVHealthLink · Apr 22

Stay up-to-date with Nevada Health Link and COVID-19 by visiting the link below. #MyHealthNV

Nevada's Response to the Coronavirus (COVID-19)... Nevada's Response to Coronavirus The Centers for Disease Control and Prevention (CDC) and the Silv...
nevadahealthlink.com



see if you're eligible for the EXCEPTIONAL CIRCUMSTANCE SPECIAL ENROLLMENT PERIOD

NEVADAHEALTHLINK.COM
Special Enrollment Period - Nevada Health Link - Official Website

Nevada Health Link June 5 at 10:42 AM

Wearing a cloth face mask CORRECTLY can help prevent the spread of COVID19 to others. When you go out on essential trips, follow these 'do's'. Remember children under age 2 should not wear a face mask.



help prevent WEAR

Nevada Health Link Retweeted

Senator Cortez Masto @SenCortezMasto · Apr 14

If you or someone you know want to #GetCovered, WATCH to learn more about @NVHealthLink's Special Enrollment Period and how to enroll today



Nevada Health Link @NVHealthLink · May 22 at 8:53 AM

If your income changed recently, you may qualify for a new health care plan. Learn more on our website with the link below.



Nevada Health Link April 14

Hey Nevadans! Did you hear the good news? We extended our exceptional circumstance special enrollment period. You now have until May 15 to get enrolled. Call us at 1-800-547-2927. #MyHealthNV #PeaceofMind
<https://www.ktnv.com/.../silver-state-health-insurance-exchan...>



Open Enrollment has Concluded!
You may be eligible for a Special Enrollment Period. Click the Learn More button below.

Learn More
Find Local Assistance

How much will it cost?
Claim Your Account

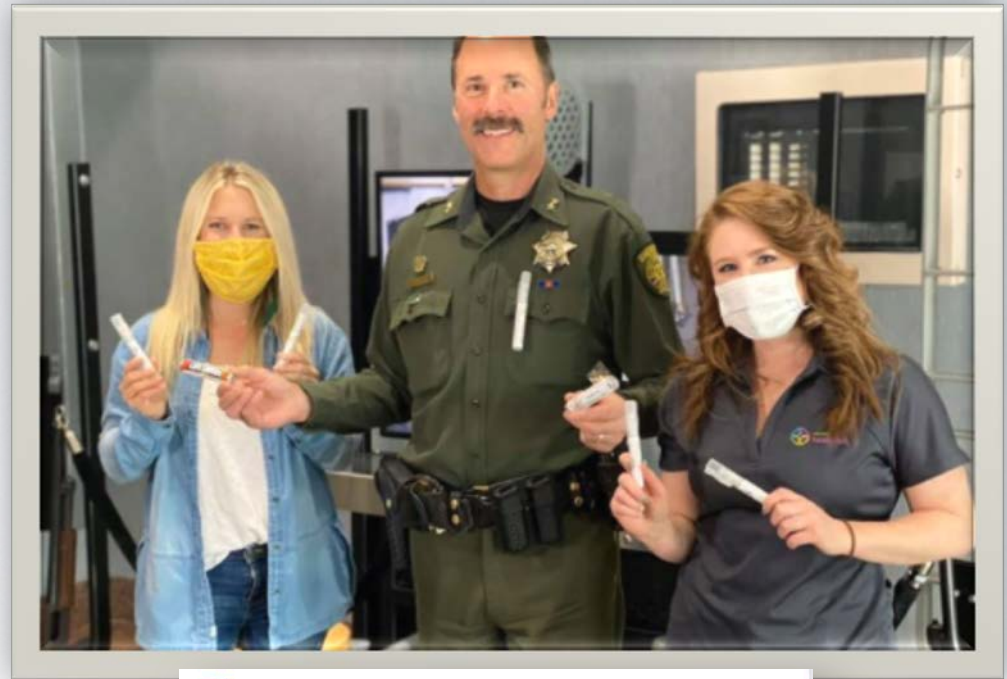
TVN.COM
Silver State Health Insurance Exchange Extends Special Enrollment Period

Nevada Health Link - Official

Staying Connected With The Community

NHL logo'd hand sanitizer drop-offs:

- Salvation Army
- Southern Nevada Health District
- Cleveland Clinic
- Communities in Schools
- Carson City School District
- Nevada Highway Patrol
- Washoe County Sheriff's Office
- Whole Foods
- Sparks JobConnect
- Discovery Children's Museum
- Multiple Insurance Agencies
- Las Vegas Paiute Tribe Health and Human Services



Aces and 1868 FC Corporate Partners Offer Business and Job Opportunities

April 20, 2020 - United Soccer League Championship (USL) - Reno 1868 FC News

Release

The Reno Aces and Reno 1868 FC are working in tandem with corporate partners to provide our fans with updated information on partner business hours, deals, services, job opportunities, and other pertinent information to help benefit our community. Below is a list of this important information provided by our partners. All of the partners listed below have been adhering to rigorous safety and cleanliness practices throughout COVID-19.

Nevada Health Link - An Exceptional Circumstance Special Enrollment Period (ECSEP) for eligible Nevadans without health insurance is open through May 15. You may also qualify for financial assistance to help pay your premiums. Visit [NevadaHealthLink.com](https://www.nevadahealthlink.com) or call the Call Center 1.800.547.2927.



Discovery Children's Museum

May 13 · 🌐

If you or someone you know is without health coverage, Nevada Health Link can help. The Exceptional Circumstance Special Enrollment Period is available until May 15. Give them a call at 1-800-547-2927 for more information or click the link below. <https://www.nevadahealthlink.com/sep/>



don't miss the
**ENROLLMENT
DEADLINE**



Staying Connected With The Community

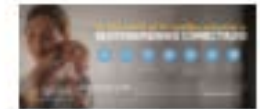
ECSEP and SEP
Presentations,
Notifications and
Literature Distribution
Partners:

- Las Vegas Chamber of Commerce
- Communities in Schools
- Immunize Nevada
- DETR – Rapid Response
- Senator Cortez-Masto
- Senator Rosen
- Congresswoman Lee
- Congresswoman Titus
- UMC Medical Center
- Discovery Children's Museum
- UNR Black Business Student Association
- OLLI UNLV
- Touro University
- Carson Valley Chamber of Commerce
- Roseman University
- Access to Healthcare Network
- Partnership Carson City
- Douglas County Chamber of Commerce
- Reno Aces
- Nevada Minority Health and Equity Coalition



Nevadans have faced a lot of challenges this year. If you've lost your job or experienced a qualifying life event (QLE), you may be eligible for health insurance through Nevada Health Link now via a special enrollment period. Visit NevadaHealthLink.com or call

1-800-547-2927 for info.



**NevadaHealthLink.com**
Call Center - 800.547.2927
Email - CustomerServiceNVHL@exchange.nv.gov

**nevada health link**
connecting you to health insurance

Nevada Health Link's Exceptional Circumstance Special Enrollment Period (ECSEP) ends May 15.


- Eligible Nevadans who have lost their health insurance may find affordable coverage through Nevada Health Link.
- All health plans cover the 10 Essential Health Benefits.
- Enroll by May 15, coverage starts June 1, 2020.
- Over 80% of enrollees qualify for financial subsidies to help pay their monthly insurance premiums.



YOU NEED A HEALTH PLAN NOW MORE THAN EVER

To see if you're eligible, call the Call Center at 1.800.547.2927 and speak with a representative.

Digital (Online) Campaign

	Nevada Health Link																																																																							
	2020 Off-Season Digital Advertising Campaign																																																																							
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		Political Windows	30	6	13	20	27	3	10	17	24	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	JULY				AUGUST				SEPT				OCT																															
																													29	6	13	20	27	3	10	17	24	31	7	14	21	28	5	12	19	26																										
Always On Campaign		~ Focusing on Job Loss (due to Covid 19)					1/8 - 2/22												4/27 - 6/9																																																					
Online Media		+ Other QLEs and Subsidy Messaging																																																																						
Search																																																																								
Social - Promoted Posts																																																																								
SEP Campaign																																																																								
Online Media																																																																								
Digital Display																																																																								
Search																																																																								
Video																																																																								
Paid Social																																																																								
Targeted Campaign																																																																								
Online Media																																																																								
Search																																																																								
Video																																																																								
Paid Social																																																																								
Digital Display																																																																								
Native Articles																																																																								

CHANGE IN JOB STATUS?

you may qualify for


SPECIAL ENROLLMENT



GET STARTED



**nevada
health link**
connecting you to health insurance

RECENTLY MOVED?  **nevada health link**
connecting you to health insurance

Open Enrollment 8 Marketing Campaign: Planning



Current Landscape

The impact on Nevada resulting from Covid19 is monumental and ongoing. Many Nevadans are expressing a newfound appreciation and value for health insurance. With so many currently unemployed, consumers need more options for coverage. Enter Nevada Health Link.



Campaign Objectives

- ✓ Represent primary and niche audiences through a culturally diverse, thoughtfully delivered marketing campaign that highlights the day-to-day benefits of health insurance coverage.
- ✓ Promote the resources of Nevada Health Link to eligible Nevadans, including as a comprehensive, competitively-priced alternative to COBRA and “skinny” plans.



General Target Audience

- ✓ Eligible Nevadans aged 26-55+

Niche Audiences

- ✓ Millennials
- ✓ Unemployed
- ✓ Self-employed/Gig Workers
- ✓ Furloughed workers
- ✓ Culturally diverse populations: Hispanic, African American, Asian
- ✓ Re-enrollees
- ✓ Ineligible for Medicaid

