



VTERB Media Committee Spring 2016 Media Plans

Agenda

- Adult Cessation Spring Media Plan
 - Campaign Overview
 - 802Quits new TV & Radio :30 spots
- CounterBalance Spring Media Plan
 - Campaign Overview
 - New :30 spot

3E's of Communications Measurement

Exposure

Opportunity for the brand message to be seen/heard

GRPS
Impressions
Reach & Frequency

Engagement

Level of consumer involvement (emotional/physical)

Interaction Rates
Actions Taken

Awareness, visits to 802Quits.org, video views, website usability

Effect

Impact on specific marketing goals

Lift on Key Performance Indicators

Length of time on site, pages visited, demonstrated intent to quit/take action

← OUTCOMES LED

Quit Tips & 802Quits Spring 2016 Media Plan

**A TIP FROM A
FORMER
SMOKER**



**YOU CAN QUIT.
WE CAN HELP.**

Communication Objectives

- ❑ Increase intent to quit
- ❑ Increase brand awareness
- ❑ Increase benefits recall
- ❑ Increase perceived brand relevance
- ❑ Increase website traffic

Media Strategy

Utilize broadcast and digital channels to reach the target audience in a cost efficient and effective way.

The strategically selected channels will reach young adult Vermonters who most likely smoke.

Target Audience:

- Vermonters 25-34 years old Primary
- Vermonters 35-49 years old Secondary
- Low SES: income (HHI <\$30k) and uninsured
- High school degree or less
- Slightly more likely to be male

Media Strategy

- Campaign Air Dates:
 - April 11 – May 22 (6 weeks)
- Media Budget:
 - \$105,000
- Media Goals:
 - 150 grps per week
 - 90% reach/10 frequency of the target audience

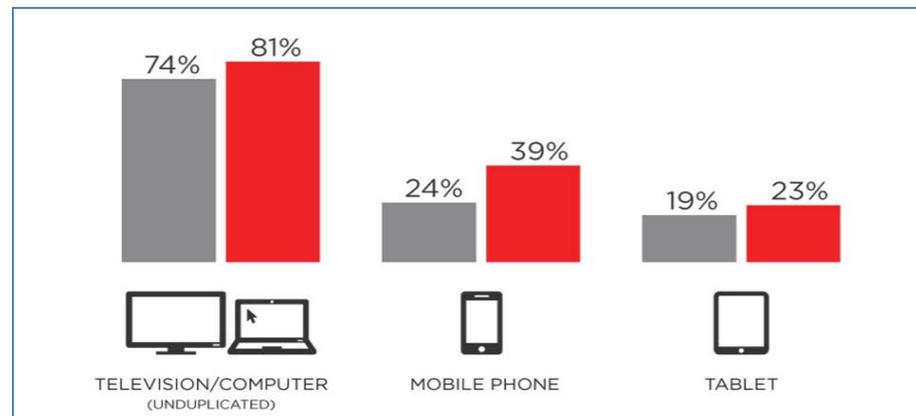
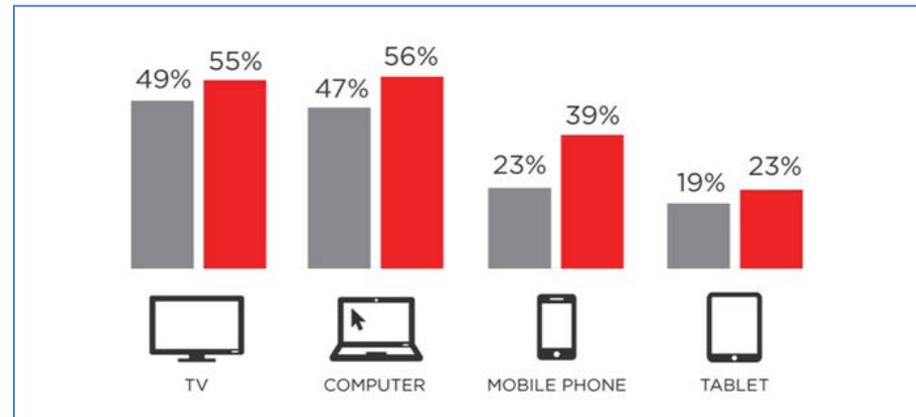
Exposure

Using television and digital channels to reach the target audience.

Devices

Vermonters use to watch video in a typical week.

Vermont Video Consumption Study, Written by HMC and conducted using Google Consumer Surveys, Sept 2015 (n=2013)



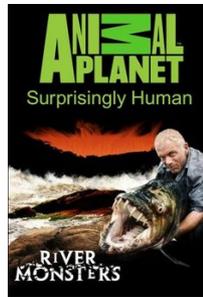
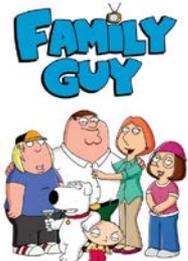
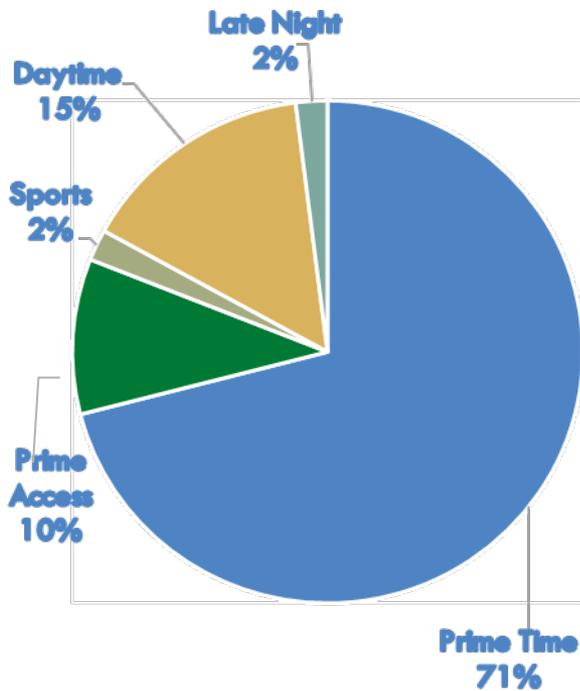
VERMONTERS

VERMONTERS 18-34

Exposure

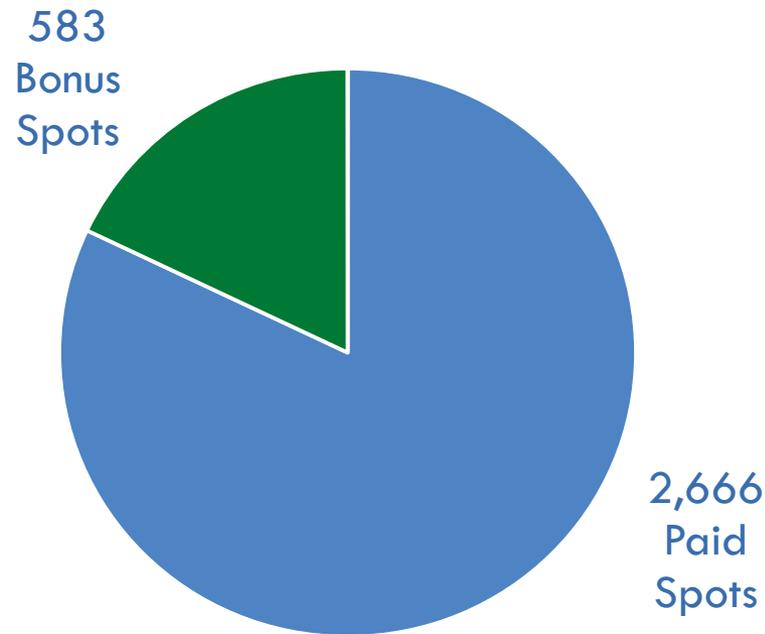
Broadcast and Cable Television Placements

TELEVISION



Broadcast and Cable Television Added Value

TELEVISION



\$10,940 worth of added value

Exposure

A TIP FROM A
**FORMER
SMOKER**



Television Creative



Airing 40%



Airing 60%

TELEVISION

Exposure

A TIP FROM A
FORMER
SMOKER



Video

Targeting:

- age
- gender
- geography
- income
- behavioral/interest
- contextual/topics

Pay per
completed view:



facebook

Pay per
1,000 impressions:



hulu

Banner and Text Ads

Google AdWords



Display Targeting:

- pay viewable impressions
- hyper local
- income
- behavioral/interest
- contextual/topics

Search Targeting:

- pay for click
- hyper local
- keyword search

Exposure



Broadcast & Digital Radio Highlights

Broadcast Placements

- Daypart placements:
Mon-Fri 6a-7p; Sat-Sun 10a-3p
- Statewide
- Rock, Country, Top 40, Alternative formats

Digital Placements

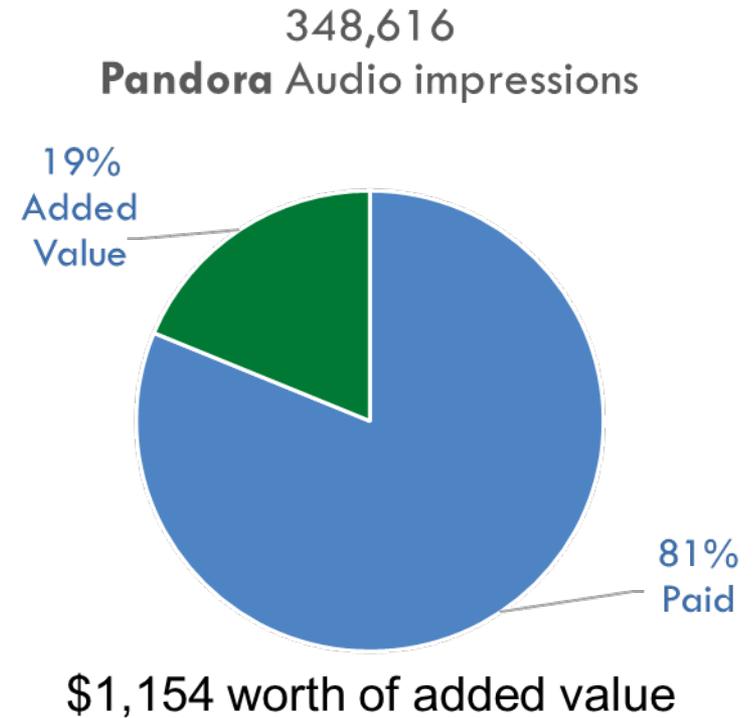
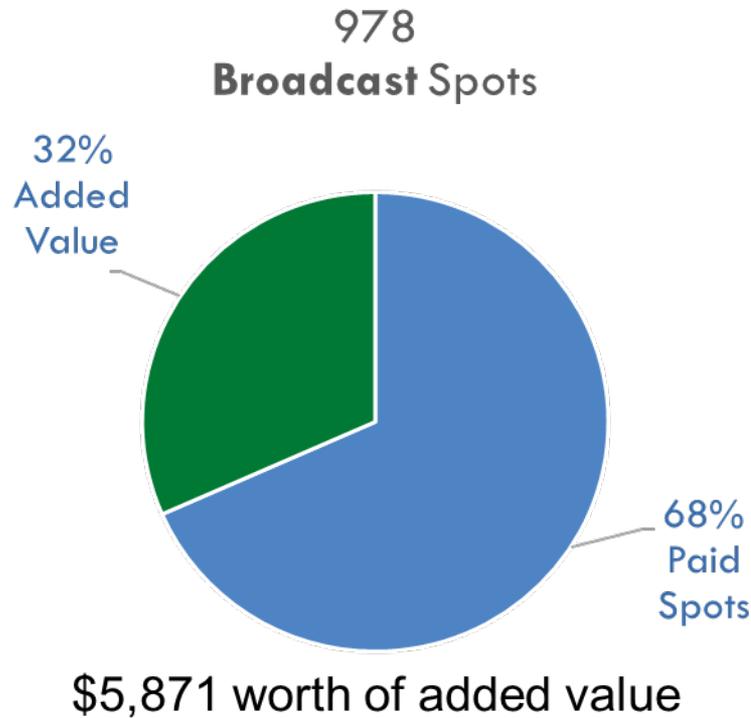
- Purchased based on impressions:
Served on-demand (24 hours a day)
- Age & Gender
- Geo-Targeted to Vermont only
- Rock, Country, Top 40, Alternative genres



Exposure

Broadcast & Digital Radio Added Value

RADIO



Exposure

Broadcast and Digital :30 Radio

RADIO



Airing 100%

Exposure

A TIP FROM A
FORMER
SMOKER



Budget Allocation

Television



62%
\$65,600

Digital



24.5%
\$25,700

Radio



13%
\$13,693

Media

Exposure

Performance Metrics

KPIs	Adults 25-34	Adults 35-49
Weekly GRP's	177.45	199.66
Impressions	1,214,759	2,275,905
Reach & Frequency	92%/11.5	93%/12.4

CounterBalance Spring 2016 Media Plan



Communication Objectives

- Increase awareness and generate support
- Increase benefits recall
- Increase website traffic

Media Strategy

Utilize broadcast and digital channels to reach the target audience in a cost efficient and effective way.

The strategically selected channels will reach parents to educate them about the need for tobacco-free pharmacies in Vermont and encourage them to take action in support.

Target Audience:

- Primary: Vermonter Parents 25-49 years old
- Secondary: Local Policy makers, regional planners, community partners
- Avg. HHI; some college

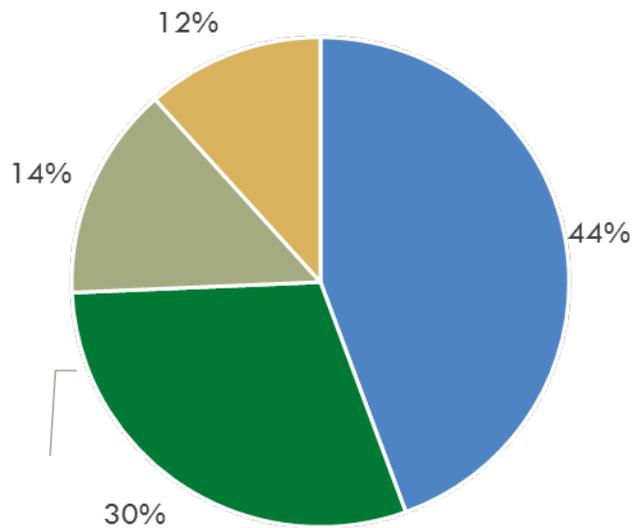
Media Strategy

- Campaign Air Dates:
 - April 18 – May 22 (5 weeks)
- Media Budget:
 - \$42,500
- Media Goals:
 - 250 grps
 - 60% reach/4.5 frequency of the target audience

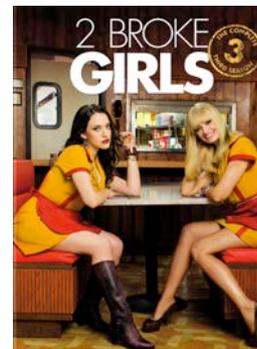
Exposure

Broadcast and Cable Television Placements

TELEVISION



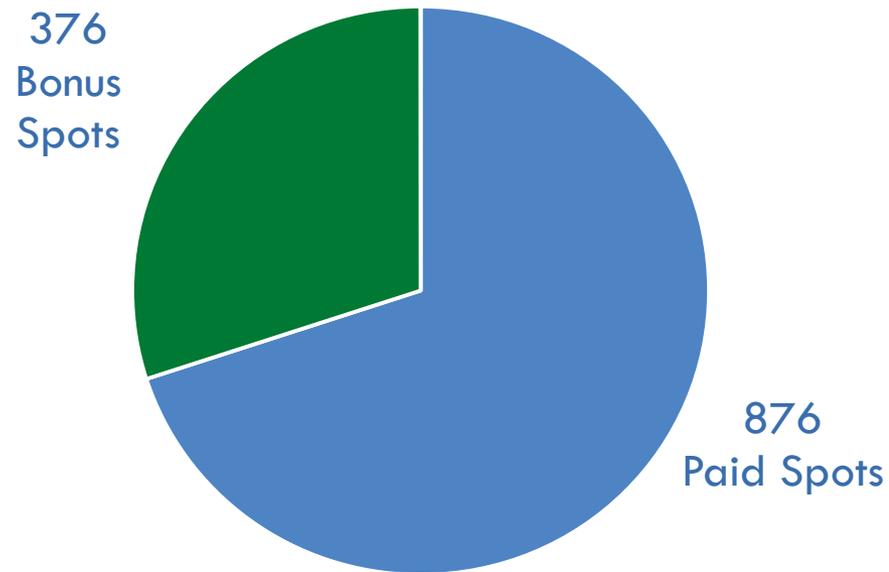
- Prime Time
- News
- Prime Access
- Daytime



Exposure

Broadcast and Cable Television Added Value

TELEVISION



\$500 worth of added value

Exposure

New :30 spot



Airing 100%

Exposure

Video

Targeting:

- age
- gender
- geography
- income
- behavioral/interest
- contextual/topics

Pay per
completed view:



facebook

Pay per
1,000 impressions:



hulu

Exposure

Budget Allocation

Television



75%
\$31,797

Digital



25%
\$10,648

Exposure

Performance Metrics

KPIs	Adults 25-49
Total GRP's	363
Impressions	1,459,600
Reach & Frequency	73.5%/4.9