



MEDIA BUY APPROVAL

Open Enrollment 5

Overview of Media Partners

- **Emico** [\$700,000*]– English digital and local radio buys.
- **Evolution Communications** [\$141,250] - Spanish digital, local radio buys and earned media.
- **Burks Communications** [\$56,500] – African American outreach primarily in the metro Denver area using print, earned media, social media and events.

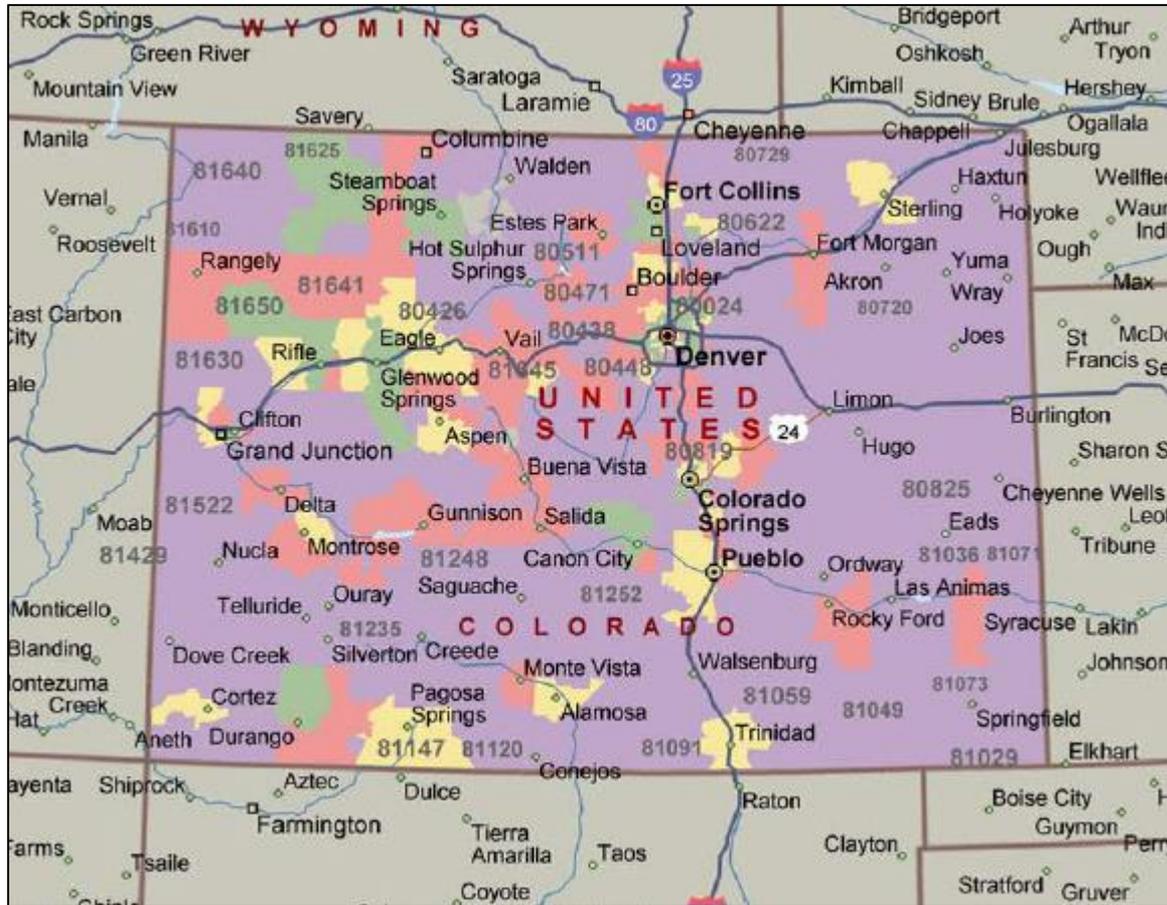
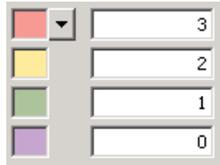
- **TOTAL Potential Paid Media Spend= \$897,750**

*Board request for approval of Emico contracting for up to \$700,000 includes \$565,000 budgeted along with a contingency of \$135,000 to address/counteract unforeseen impacts of activities in Washington D.C. through paid media.

Building on Success

- Last year, campaigns targeted the Eligible but Not Enrolled (EBNE), uninsured, and customers losing plans
- Because we see significant gains in the reduction of EBNE, we plan to continue with the same strategy for upcoming Open Enrollment, which is to conduct a campaign that is very targeted to areas of high unenrollment, particularly those that are eligible for financial assistance but unenrolled.
- Requesting procurement approval recommendation

Eligible but Not Enrolled



English Media Campaign

We have partnered with Emico Media for all English digital display and preroll (geo targeted and statewide retargeting) and local radio buys (terrestrial and digital) to support Open Enrollment goals for 2016, 2017 and now 2018.

Campaign will target 90% of the 2017 EBNE population – 104,806 (down from 188,991 in 2016)

- 2016 enrollment:
 - EBNE conversion was 42% in non-targeted areas (still covered by statewide media)
 - EBNE conversion in advertised areas was 53% or 11% greater than non-advertised areas
- 2017 enrollment:
 - Site remarketing to encourage new enrollment and current customer retention
 - Targeting high EBNE zip codes with digital ads (display & video) and radio
 - Targeting statewide anyone who searches for key terms associated with health insurance
 - Frequency Caps will be higher in 2017 to encourage conversion among remaining EBNE, who appear to be highly reluctant

English Media Campaign

- Pre-shopping campaign runs 10/16-10/31
- Dec 15th deadline campaign
 - Runs 11/1 through 12/15
- Jan 12th deadline campaign
 - Runs 12/16 through Jan 12th

English Media Campaign

- Denver MSA – Radio (DJ Endorsements and Traffic Radio)
 - 10/23-11/5, 12/4-12/17, 1/1-1/12
- Grand Junction – Radio
 - 10/16-1/12
- Statewide – Paid Search, Pandora Radio Audio and Display targeting the uninsured and display and preroll retargeting
 - 10/23-1/12
- Online Display and Mobile – 10/16-1/12
 - Geo-Targeted to our three target areas:
 - Target Group 1 (floor 750)
 - Target Group 2 (floor 350)
 - Target Group 3 (floor 150)

Spanish Media Campaign

- Partnering with Evolution Communications for all Spanish digital, local radio and earned media to support Open Enrollment goals since 2013, our first Open Enrollment
- ZIP code list targeting high density Hispanic neighborhoods will be used to strategically place online with an emphasis on mobile messages. Hispanics are 17% more likely to access the web on their phones.
- Will employ influencer marketing using trusted local broadcasters
- Because many Hispanic families are “mixed eligibility,” ongoing education about the law is important for this population.
- Solicit Spanish earned media opportunities to support the paid media campaign.
- Rural radio placements will reach underserved counties, including Teller, Pueblo, Fremont, Pitkin, Eagle, and Alamosa.

African American Grassroots Outreach

- Partnered with Burks Communications to conduct grassroots outreach to the African –American populations in metro Denver and Colorado Springs. Burks Communications has worked to support our Open Enrollment goals since 2014.
- Targeting Young Adults, ages 26-36, EBNE in Denver, Aurora & CO Springs
- Messengers/Partners: Parents and key influencers, i.e., DJs, radio personalities, community activists
- Advertising: Print, online, social media
- Event marketing: Night clubs, concerts, community events
- Earned Media: Print, radio

Messaging

We will emphasize three primary messages to educate on the following:

1. The income thresholds to qualify for financial help are higher than you think.
2. As premiums rise, so does the amount of the premium tax credit – particularly important for our rural customers
3. Resources to enroll including free, in-person help
4. Open Enrollment dates